



**ALLIANCE  
UNIVERSITY**

*Private University established in Karnataka State by Act No.34 of year 2010  
Recognized by the University Grants Commission (UGC), New Delhi*

**Alliance School of Business**

*Celebrating*  
**25**  
**SILVER JUBILEE**  
*years*  
*of Alliance Education*

# Alliance MBA

***Experience the Difference***

Accredited by International Accreditation  
Council for Business Education (IACBE), USA

BROCHURE

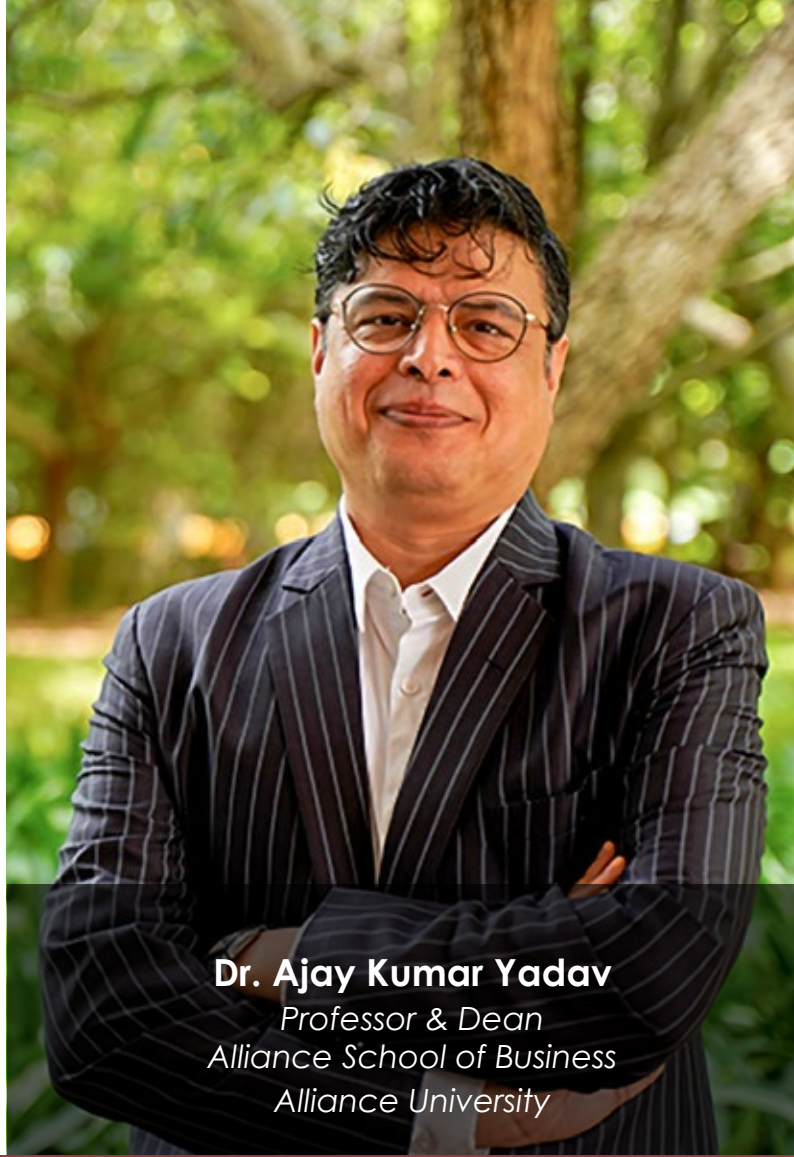
# Message from the Dean

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## **Welcome to Alliance School of Business, Alliance University**

In addition to mastering the conceptual foundations of general management and critical tools of analysis in your chosen specialization, we stress the importance of synthesizing and integrating knowledge across functions and business school disciplines, so that you can fully apply what you know in the practical “real-world” of having a satisfying and rewarding job.

Whatever business portfolio you choose to focus on, we will support you in developing your individual “soft skills” for success in business communications, teamwork, and global awareness. In today’s world, your ‘Emotional Intelligence’ is equally important as your ‘Cognitive Intelligence’ and your comfort with Digital Technology. Together, our Alliance School of Business faculty are preparing you for positions of responsible, sustainable leadership, and entrepreneurship.



**Dr. Ajay Kumar Yadav**

*Professor & Dean  
Alliance School of Business  
Alliance University*



*We are a student-centered, teaching-focused, research-oriented, top-quality, continuous-learning institution, and a busy international hub of excellence in the applied practice of business.*

# MBA Programme at a Glance

Alliance School of Business, Alliance University, offers the flagship course of Master of Business Administration (MBA) with a laser focus on corporate and social relevance. The course is fueled with a robust combination of academic rigor and experiential learning.

The range and depth of electives are key differentiating features of the curriculum including:

- Horizontal and Vertical disciplines
- Choice-based electives / Narrow verticals
- Open electives

that reflect the students chosen area of specialization. The specialization areas include a field-based Industry Internship Programme and a Dissertation. Students are encouraged to choose an area of specialization that suitably matches their interests and skill sets.

## Key Features:

- Global perspective and focus.
- Rigorous, relevant, contemporary, and progressive curriculum.
- Delivered by accomplished full-time faculty and embellished by international adjunct faculty.
- Extensive industry interactions.
- Experiential learning.
- Capstone projects with emerging startups.
- Corporate mentorship programme.



**Heena Sharma**  
Inside Sales Manager  
**Kaseya**  
MBA 2020

“

*A journey from pessimism to hope. Yes, I had reservations about joining Alliance University, just like any other aspirant. Like many other students, I was astounded by the caliber of my classmates. I, like a few others, wanted to discover a means to get a leg up on the competition. This thinking prompted me to look into Alliance's potential. The structure and curriculum helped me think of my life as a start-up. What does it take to build a successful startup when your mentors are the greatest in the country, your peers are committed, and your friends are the most inspiring. Thanking this magnificent stage is merely a token of appreciation. Perhaps what I am in the future or what I do for it in the future will define its true meaning.*

# Curriculum

A futuristic curricula defined by the robust combination of industry and technology-centric academia that shapes a definitive path with a unique range of electives.

## Specialised Horizontals

- Data Science
- Technology Management
- General Management

## Specialisations

- Business Analytics
- Quantitative Finance
- Marketing
- Finance
- Human Resource Management
- Operations Management
- International Business



## Choice-Based Electives

### Entrepreneurship

- Business Model Generation
- Entrepreneurial Finance
- Entrepreneurial Competencies Development

### Retail Management & E-Commerce

- E-Commerce Management
- Mall Management
- Business Intelligence and Analytics in E-Commerce

### Media & Communication

- Media Planning and Buying
- Measurement, Metrics and Audience Research
- TV Production Business and Film Studies

### Fintech

- Fintech Fundamentals
- Digital Finance, Banking, and Insurance
- Blockchain Technologies and Crypto currencies

### Wealthtech

- Algorithmic and High Frequency Trading
- Wealth Management and Crowd Funding
- Startup Financing

### Workplace Gamification

- Gamification Mindset
- Gamification as Learning Systems
- Game Design for Effective Gamification

### Leadership

- Leadership in the 21<sup>st</sup> Century
- Emotional Intelligence and Self-awareness
- Leading Teams

### Digital Product Management

- Hypothesis-driven Development
- Agile Product Management
- User Interface and User Experience (UI and UX)

### Digital Business

- AI Applications in Business
- Blockchains and Cryptocurrency
- SaaS Products



**Dr. Swati Priya**  
MBA 2021

“

*Empowering to dream big. Alliance University has raised my expectations of myself regarding what I believe I can achieve. A well-designed curriculum, a diverse bunch of students, incredibly helpful and skilled faculty have made me realize that no dream is out of your reach if you are in the right atmosphere with the right people to guide you. I will forever be grateful for the illuminating experience I've had here and it is always going to be part of me wherever I find myself in the future.*

## Faculty Research & Publications

Renowned full-time Indian and international faculty from IITs; IISc; NITs; IIMs; NLUs; University of Oxford, UK; University of Cambridge, UK; Johns Hopkins University, USA; Washington University, USA; Texas A & M University, USA; The University of Texas at Arlington, USA; University of Utah, USA; The University of Toledo, USA; The University of Louisville, USA; University of Adelaide, Australia; Politecnico di Milano, Italy; Vienna University of Technology, Austria; Lingnan University, Hong Kong; Heriot-Watt University, UK; European University Institute, Italy; University of Southampton, UK and many other top-notch institutions.



880



Journal Articles

706



Conference Proceedings

204



Books/Chapters

61



Patents



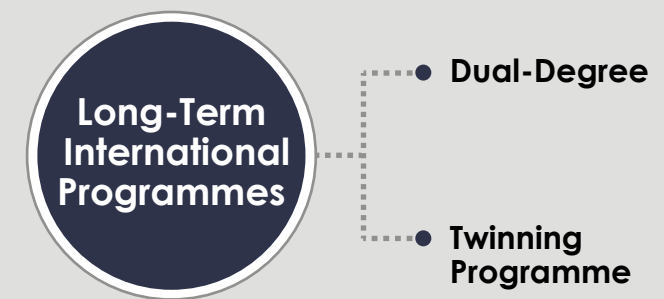
# Study Abroad Programmes

Learning and understanding new cultures, improving foreign language skills, studying a discipline of an international perspective, and seeking out new challenges are significant elements of a study abroad experience.

International Programmes, with many tailor-made options for students, are often the first steppingstones towards global awareness. Programmes at Alliance University give students a distinct and definitive advantage in their career paths.



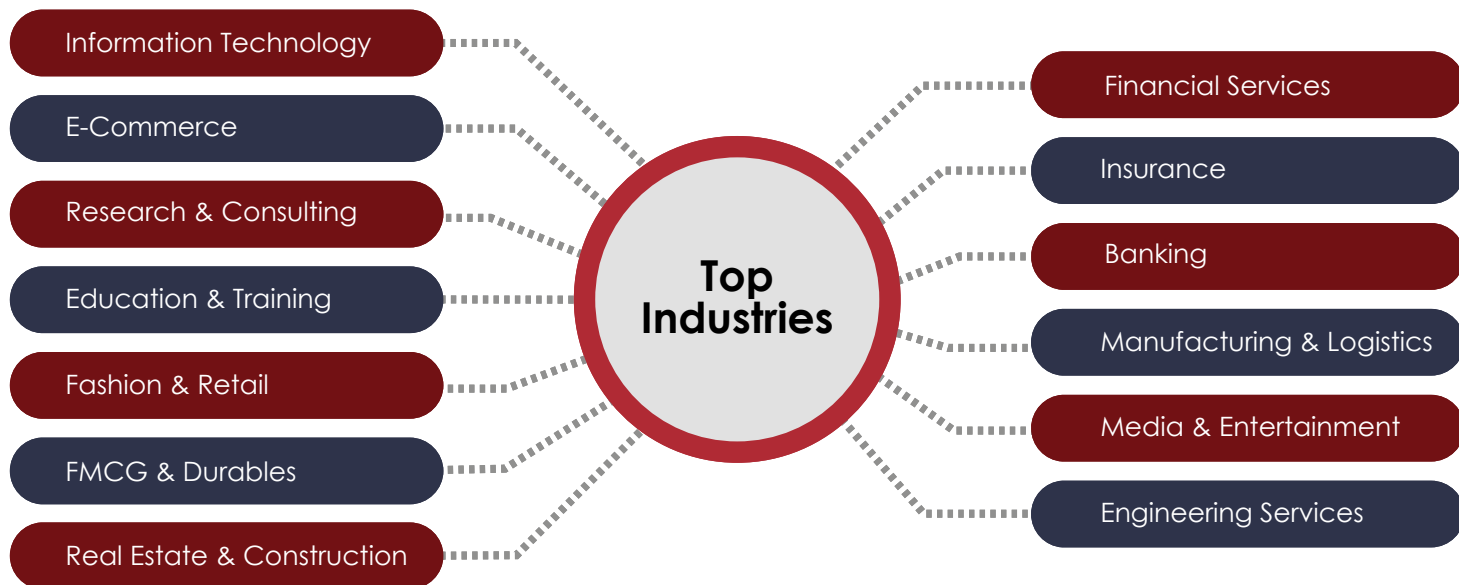
**Mohammad Asif**  
MBA 2020 | Alliance University  
Semester Exchange Programme | San Jose State University, USA



# International Linkages\*

									*and many more...

## Career Opportunities



## Recruiting Partners


\*and many more...

## Career Support Services

The Office of Career Advancement and Networking at Alliance University provides individualized guidance at each stage of your job search from understanding the industry landscape to preparing for an interview.

As an Alliance MBA student, you will have access to exclusive research tools, recruiting events, company visits, and a global network of 30,000+ alumni.

**6000+**  
Opportunities  
Created

**600+**  
Recruitment  
Partners

**52%**  
New  
Recruiters

\*Placement statistics for the year 2022

## Corporate Mentorship Programme

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Corporate mentors from top organizations together with the experienced faculty mentors from Alliance School of Business are working towards the one common goal – increasing student employability.

The programme has been conceived with the sole aim of getting our students mentored by some of the top professionals across industry verticals. This programme is a catalyst in driving student holistic growth and making them industry-ready ahead of time lifelong.



**Suraj Chouta**  
Vice-President, J.P Morgan Chase & Co.

## Initiatives by the Office of Career Advancement and Networking

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- **Learners Value Proposition Programme** - Alumni and Industry Experts engage and interact with students on new-age topics
- **Industry Expert Sessions** - Informative webinars on latest corporate practices and processes
- **Placement Preparedness** - Multiple rounds of Group Discussions and Personal Interview Sessions
- **Internship and Placement Facilitation** - 100% Assistance



**G.V. Suresh**  
Managing Partner, Anthrolabs

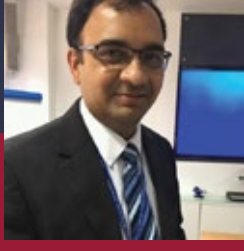


**Tanvi Thacker**  
Head - Employee Benefits, Infosys



## Illustrious Alumni

A network of over 30,000 alumni spread across 45 countries represent a formidable force for good, ambassadors of Alliance University, and torchbearers of a great tradition. As industry leaders and entrepreneurs, our alumni continuously contribute towards the growth trajectory of Alliance and bring laurels to the institution year after year.



**Madhusudhan Chakravarthi**

Managing Director  
Accenture  
Class of 1999



**Amit Acharya**

General Manager  
Strategy & Transformation  
Wipro Limited  
Class of 2000



**Amit Dogra**

Global Talent Development  
Director  
General Motors  
Class of 2000



**Sarosh Kayomurs Gandhi**

Group HR Lead  
OSD Manufacturing  
Dr. Reddy's Laboratories Ltd.  
Class of 2004



**Kaimal Vinoo**

Director  
Head Talent Acquisition  
Sapiens  
Class of 2005



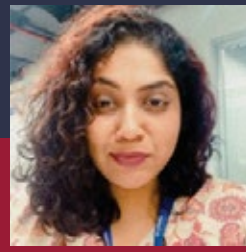
**Somil Mathur**

Product Sales Specialist  
Cisco  
Class of 2005



**Niranjan Subbarao**

VP, Pricing & Revenue  
Enablement  
S&P Global Market Intelligence  
Class of 2006



**Sowmya Narayan**

Director, HR  
KPMG India  
Class of 2007



**Rahul Gosain**

Managing Director & Lead  
Business Intelligence  
Alvarez & Marsal  
Class of 2009



Administrative Block



Lush Green Campus

# State-of-the-Art Infrastructure

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Central Library



Activity Center



Learning Center



Amphitheater Classroom



Food Court

## Programmes Offered

### • Alliance School of Business

- Bachelor of Business Administration (BBA)
- Bachelor of Commerce (B. Com.)
- Master of Business Administration (MBA)
- Global MBA for Working Executives
- Ph. D. in Management

### • Alliance College of Engineering and Design

- Bachelor of Technology (B. Tech.)
- Ph. D. in Engineering and Sciences

### • Alliance School of Law

- LL. B.
- B.A. LL. B. (Hons.)
- B.B.A. LL. B. (Hons.)
- Master of Law (LL. M.)
- Ph. D. in Law

### • Alliance School of Liberal Arts

- Bachelor of Arts (BA)
  - ▶ Economics
  - ▶ English
  - ▶ Literary and Cultural Studies
  - ▶ Media Studies
  - ▶ Political Science
  - ▶ Sociology
  - ▶ Philosophy
- Bachelor of Design (B. Des.)
  - ▶ Graphics and Communication Design
  - ▶ Product Design
  - ▶ User Experience and Interaction Design
  - ▶ Animation and Film Design
  - ▶ Fashion Design
- Bachelor of Fine Arts (BFA)
  - ▶ Painting and Sculpture
- Bachelor of Science (B. Sc.)
  - ▶ Applied Mathematics
  - ▶ Computer Science
  - ▶ Data Science
  - ▶ Psychology
  - ▶ Statistics
- Bachelor of Visual Arts (BVA)
- Global Leaders' Alliance Postgraduate Fellowship Programme (GLA)
- Master of Arts in Creative Writing (MA)
- Master of Arts in Economics (MA)
- Master of Science in Data Science (M. Sc.)
- Ph.D. from School of Liberal Arts
- Ph.D. in Applied Mathematics
- Ph.D. in Sciences

### • Alliance Ascent College

- Bachelor of Business Administration (BBA)
- Master of Business Administration (MBA)

## Campus Life



# Awards, Accolades & Accreditations



**#3**

Best Business School  
under Private University  
2022

**#3**

Best Business School in South India  
2022

**#13**

Best Business School in India  
(including IIMs and other  
Government-run Business Schools)  
2022



Awarded as one of  
the best education brands - 2022  
by The Economic Times



Alliance School of Business  
is accredited by International  
Accreditation Council for Business  
Education (IACBE), USA



Alliance University is a  
member of The Association  
to Advance Collegiate School  
of Business (AACSB), USA



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## Scholarships

We are committed to helping all students find the necessary resources to fund education at Alliance. A wide range of scholarship opportunities are available for students who display exceptional qualities in academic achievement, professional development, and community involvement.



## Contact Us

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## Follow Us On

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**APPLY NOW**