

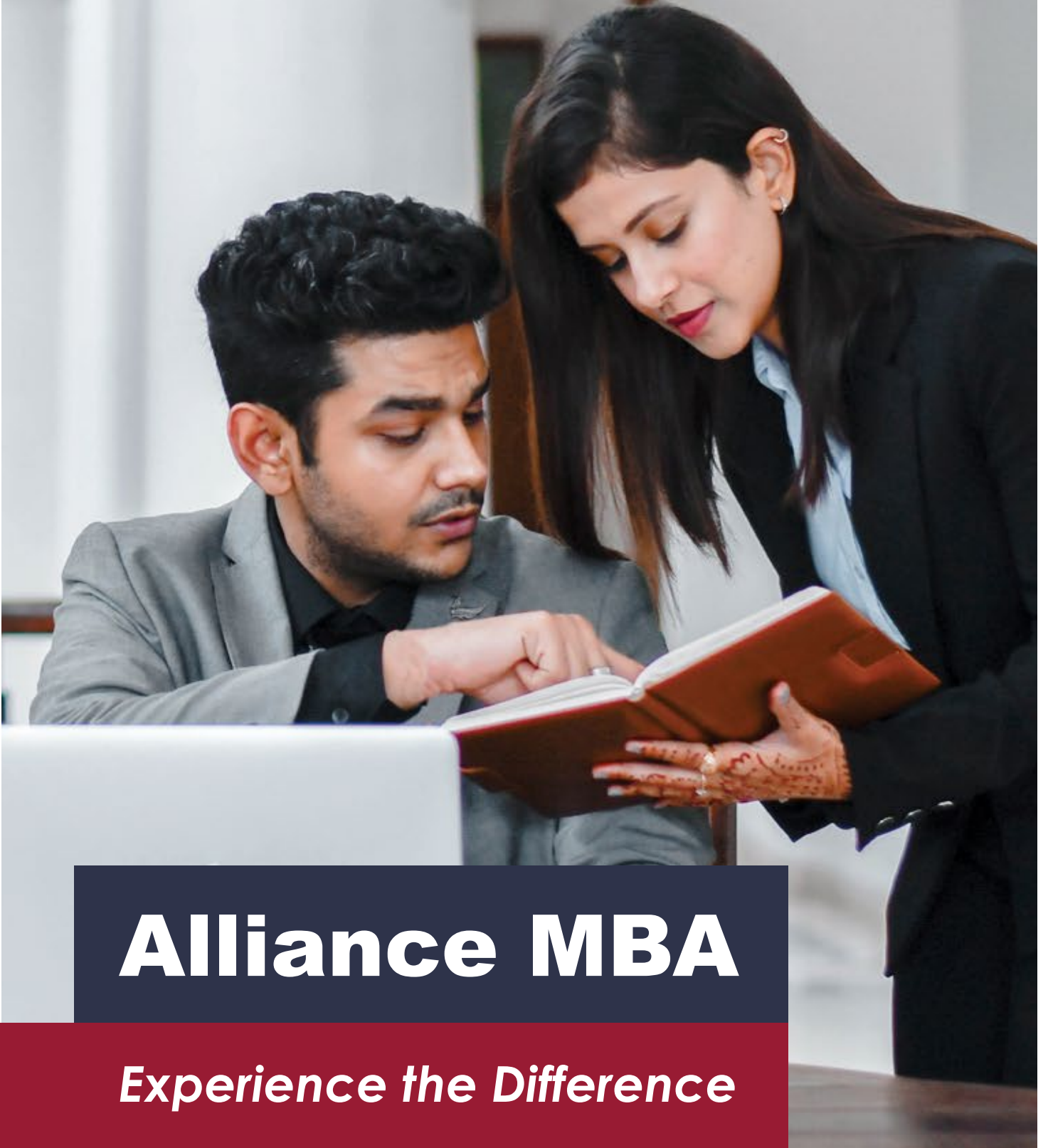


**ALLIANCE
UNIVERSITY**

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

BROCHURE



Awards, Accolades & Accreditations

#3

Best Business School
under Private University
2022

Times 3 School

#3

Best Business School in South India
2022

#13

Best Business School in India (including
IMs 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 Schools of
Business (AACSB), USA

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

These reflect the students chosen area of specialisation. The specialisation areas include a field-based Industry Internship Programme and a Dissertation. Students are encouraged to choose an area of specialisation 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
Sales Manager
Kaseya
MBA July 2020
International Business

“

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 startup. 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 Cryptocurrencies

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 21st 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
- Blockchain Technologies and Cryptocurrencies
- SaaS Products



Dr. Swati Priya
MBA July 2021
Operations Management

“

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; Purdue University, USA; 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.



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.



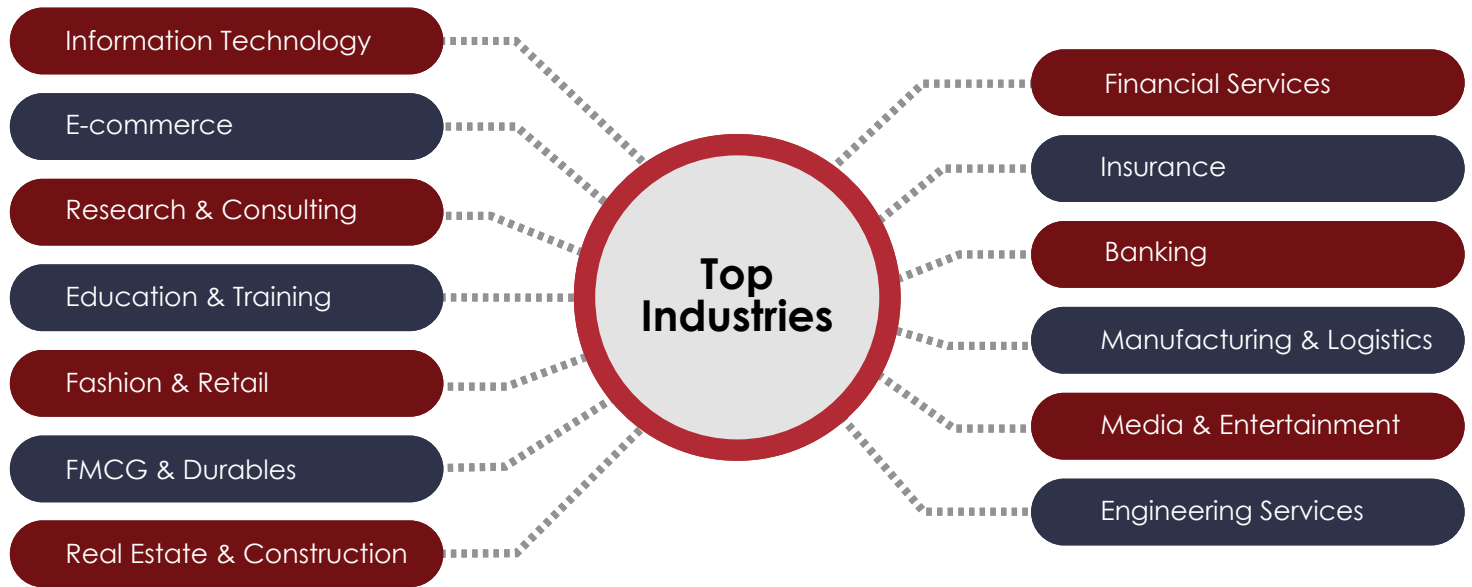
Mohammad Asif
MBA 2020 | Alliance University
Semester Exchange Programme | San Jose State University, USA



International Linkages*

						*and many more...		

Career Opportunities



Top Recruiters List for 2021-22*

*and many more...

Career Support Services

The Office of Career Advancement and Networking at Alliance University provides individualized guidance at each stage of a student's career start from understanding the industry landscape to preparing for an interview.

At Alliance, MBA students have an 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 2021-22

Corporate Mentorship Programme

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 students mentored by some of the top professionals across industry verticals. This programme is a catalyst in driving a student's holistic growth and making them industry-ready.

Initiatives by the Office of Career Advancement and Networking

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



Suraj Chouta
Vice-President, JP Morgan Chase & Co.



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 as 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



Rahul Gosain

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



Mitali Nagpal

Associate Director
Human Resources KPMG
Class of 2010



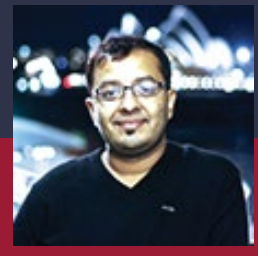
Aamir Thoker

Director (ASEAN & SAARC)
Rubrik
Class of 2013



Richa Batta

Associate Director - Sales
Taj Hotels and Resorts
Class of 2008



Sumanta Roy

Global Head
Program Management
Google
Class of 2012



Sreejith Krishnan

Head - Learning & Development
Sony India Software Centre
Class of 2004



Niranjana Subbarao

Co-founder and CEO
Cyclops Medtech
Class of 1999



Sahil Kapoor

Associate Vice-President
JP Morgan Chase & Co.
Class of 2011



Administrative Block



Lush Green Campus

State-of-the-Art Infrastructure



Central Library



Activity Center



Learning Center



Amphitheater Classroom



Food Court

Other Programmes Offered

- **Alliance School of Business**
 - Bachelor of Business Administration (BBA)
 - Bachelor of Commerce (B. Com.)
 - Executive PGDM
 - Ph.D. in Management
- **Alliance College of Engineering and Design**
 - Bachelor of Technology (B. Tech.)
 - Master of Technology (M. Tech.)
 - Ph.D. in Engineering and Design
- **Alliance School of Law**
 - Bachelor of Law (LL. B.)
 - Bachelor of Arts, Bachelor of Law (Honours) B.A. LL. B. (Hons.)
 - Bachelor of Business Administration, Bachelor of Law (Honours) B.B.A. LL. B. (Hons.)
 - Master of Law (LL. M.)
 - Ph.D. in Law
- **Alliance Ascent College**
 - Bachelor of Business Administration (BBA)
 - Master of Business Administration (MBA)
- **Alliance School of Liberal Arts**
 - Bachelor of Science (B. Sc.)
 - ▶ Applied Mathematics
 - ▶ Computer Science
 - ▶ Data Science
 - ▶ Psychology
 - ▶ Statistics
 - Bachelor of Arts (BA)
 - ▶ Economics
 - ▶ English
 - ▶ Literary and Cultural Studies
 - ▶ Media Studies
 - ▶ Political Science
 - ▶ History
 - ▶ Sociology
 - ▶ Philosophy
 - Bachelor of Fine Arts (BFA)
 - ▶ Painting and Sculpture
 - Bachelor of Visual Arts (BVA)
 - Global Leaders' Alliance (GLA) a Postgraduate Fellowship Programme
 - Ph.D. from School of Liberal Arts
 - Ph.D. in Applied Mathematics
 - Ph.D. in Sciences

Campus Life





Come experience the



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

Phone: +91 98860 02500

E-mail: mba@alliance.edu.in

Website: www.alliance.edu.in

Address

Chandapura - Anekal Main Road
Bengaluru - 562 106
Karnataka, India

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MBA 2023

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