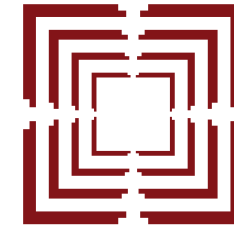




# MASTER OF BUSINESS ADMINISTRATION



**Ahmedabad  
University**

**To foster continuous progress of self and society.**

Ahmedabad University is a private, non-profit research university that offers students a liberal education focused on interdisciplinary learning and research thinking. We mould independent thinkers and passionate leaders who go on to engage innovatively with the complex challenges of our societies. As a research university, we are committed to the discovery of new ideas, and to the belief that good theory results in good practice. Our academic environment offers students, researchers, and faculty the opportunity to participate in a unique learning process, mediated by fieldwork and projects that enable deep creative insight, rigorous analytical experimentation, and fulfilling careers. Ahmedabad University was established in 2009 by the Ahmedabad Education Society to offer a world-class academic experience in one of India's most vibrant cities. With a centrally located campus and internationally renowned faculty, it offers one of the most stimulating academic environments in the country. Ahmedabad University offers undergraduate, graduate and doctoral studies in areas such as engineering, humanities, management, natural sciences, and social sciences.

## AMRUT MODY SCHOOL OF MANAGEMENT

The Amrut Mody School of Management offers wide-ranging, multi-faceted management education through undergraduate, graduate, and doctoral programmes. The School works in close collaboration with industry to provide robust balance between practical orientation and conceptual education. It enables learning through project-based pedagogy, case-based teaching, and international collaboration offering access to courses from other schools and partner universities.

The school offers opportunities to engage with resources and initiatives at the

- School of Arts and Sciences
- School of Engineering and Applied Science
- Centre for Inter-Asian Research
- Centre for Heritage Management
- Global Centre for Environment and Energy
- Venture Studio (Incubation Centre for New Business)

AHMEDABAD

# MBA

The Ahmedabad MBA is an interdisciplinary programme that combines liberal education and analytical rigour. Our MBA graduates are not only academically sound; they gain real-world experiential learning, and an appreciation of social, cultural, and ethical contexts within which a business operates. Our MBA programme prepares students to be not merely better managers, but better leaders, better citizens, and better human beings.

The combination of interdisciplinary learning, analytical mindset, and liberal education breadth of vision ensures that we prepare leaders of outstanding character who do not just build cutting-edge organisations, but strive to create a better world.



## The Three Pillars of our MBA Programme:

### LEARNING

Interdisciplinary learning is a key pillar of our MBA programme. Students of course learn traditional management subjects; but they also have the option to take courses as diverse as climate change, environment, ethics, psychology, philosophy, heritage, and computer science. This makes them well-rounded leaders, aware of world issues, with a sense of responsibility to all stakeholders, not just driving shareholder value.

### DOING

The MBA programme is built on the principle of doing, beyond learning. Experiential learning is at the heart of the curriculum. Our students work with real companies – through our unique Route Camp projects – for the entire duration of their MBA, with the opportunity to put their learning to practical use in real-life settings.

### BECOMING

The Ahmedabad MBA programme transcends Learning and Doing, to focus on Becoming – our graduates are trained to develop a moral compass, a focus on not simply doing things right, but doing the right things. They become aware of the world issues and develop a moral compass for doing business in an ethical manner, that does not just benefit the organisation but the community, and the world.



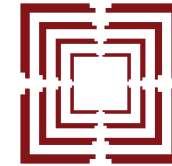
## EXPERIENTIAL LEARNING through Route Camp

The distinguishing element of the Master of Business Administration programme is the **Route Camp**.

The Ahmedabad MBA programme stands out for its unique combination of liberal management education and real-world experience. The Route Camp is an academic project that spans the 2-year MBA programme. The sponsoring organisation selects a real business issue that needs solving. The organisation and the university together develop the project objectives, expected outcomes, and deliverables.

A group of MBA students, guided by a faculty mentor, then work on the project and develop solutions to address the business issue. Students work towards a solution that is interdisciplinary, innovative, impactful, and implementable. At the end of the project, the students present their analysis, outcome, and recommendations to the company.

## Learning Objective of the Route Camp



Ahmedabad University



Connect Theory And Practice



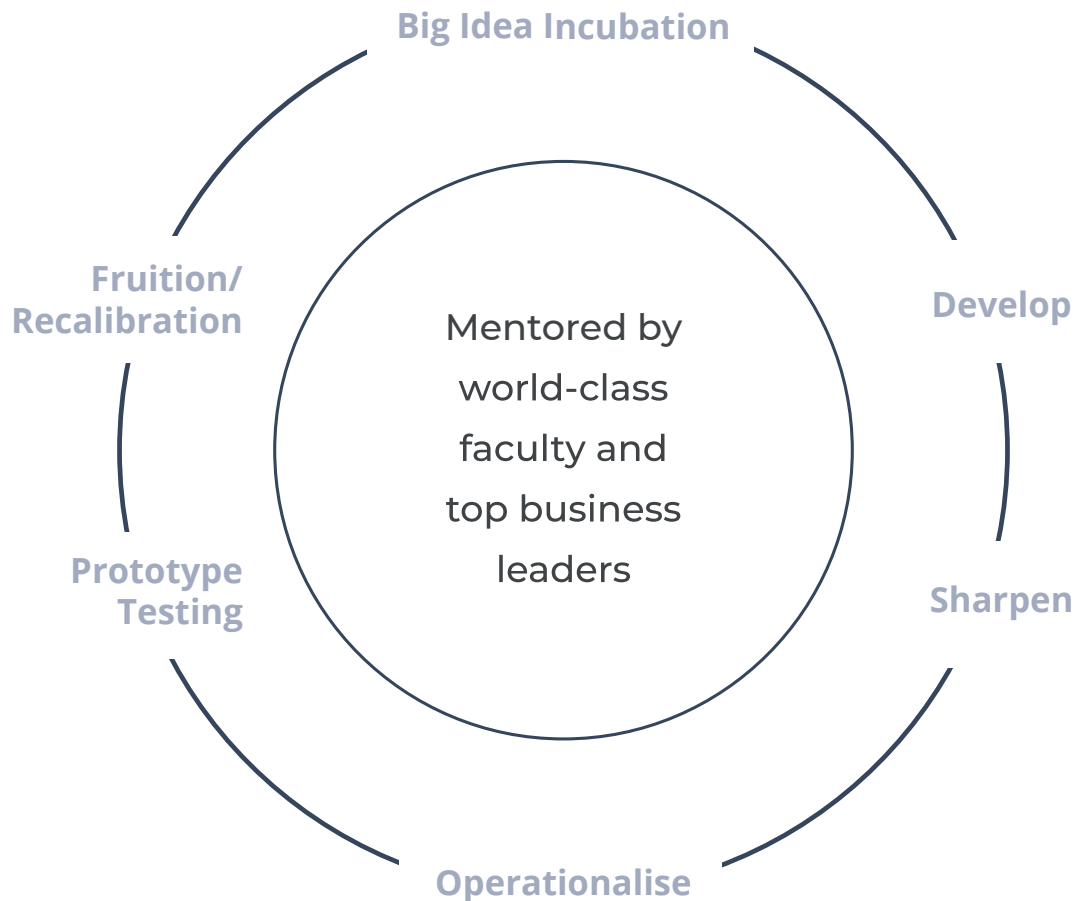
Problem Identification



Navigation through Uncertainty and Change



Learn to Manage Teams



## Desired Outcome of the Route Camp

A Business Plan and a Launch Plan

- A minimum viable product/prototype that has been market tested
- A New Product or New Service; a New Management Tool or a New Business Solution

This experiential learning module ensures our MBA graduates are industry ready. Building on this foundation, our Career Development Centre (CDC) is able to forge active connections between industry and our MBA students. The CDC assesses industry needs, and works with our students to ensure they hone their skills to match the requirements.

This leads to enriching internships and rewarding final placements for graduates. Some of the organisations that have recruited our students include: HDFC, Flipkart, Vodafone, Havells, Torrent, MRF, ITC, Nestle, IndusInd Bank, Radio Mirchi, PhonePe, Reliance Money, and many more.





# SALIENT FEATURES

of the Programme ▼

- A graduate programme that allows students to build curricular learning around their personal capabilities, passion, and interest
- Strong Interdisciplinary structure that allows participants to create their specialisation portfolio not only across courses offered by the Amrut Mody School of Management, but also across other Schools and Centres of Ahmedabad University
- Award of "Master of Business Administration" degree by Ahmedabad University
- Programme designed for fresh graduates as well as junior and mid-level working professionals and entrepreneurs
- Rigorous individualised mentorship by seasoned academics and experts from the world of practice
- A uniquely crafted personalised Route Camp that provides a platform to translate theory into practice

# MASTER OF BUSINESS ADMINISTRATION





## ELIGIBILITY

- The candidate holding a Bachelor's Degree with at least 50 percent marks (45 percent marks for SC/ST Candidates) in aggregate or equivalent CGPA
- Fresh graduates, working professionals and entrepreneurs with no ceiling in maximum years of experience can also apply for the programme
- Candidates with Valid Scores in CAT / CMAT / NMAT / MAT / SNAP / XAT/GRE can apply for the programme
- A candidate who has appeared for the final year examination of bachelor's degree or equivalent can also apply. Such candidate must produce a certificate from the authority of the of the university/ institution certifying that the candidate has obtained 50% marks or equivalent based on latest available grades/marks (i.e., all the years' grade/marks except the final year grade/marks)
- Such candidates, if selected, will be allowed to join the programme provisionally only if they submit such certificate latest on the registration date notified by the school. Candidate's admission will be confirmed provided that the final mark sheet and degree certificate are submitted not later than **December 31, 2021** if the candidate has met the prescribed eligibility criteria. Non-fulfilment of the above conditions/dates will automatically result in the cancellation of the provisional admission

## ADMISSIONS

For admission, eligible candidates need to apply for online application at:

<https://auris.ahduni.edu.in/adm-ahduni-portal.php> in a prescribed format along with the non-refundable application fees of INR 1200/- inclusive of GST. Candidate upon successful registration will receive ID & Password in their registered email address which should be used for subsequent admission process correspondence.

Selections of students to the MBA Programme is based on holistic evaluation of shortlisted applicants. For Details on Eligibility Criteria and Selection Procedure, please visit: [www.ahduni.edu.in/amsom/admissions](http://www.ahduni.edu.in/amsom/admissions)

Final selections are based on personalised online/offline interactions which will be held in various regions across the country.



# Representative List of Faculty at Amrut Mody School of Management

## Amrita Bihani

PhD (CEPT University)

**Expertise:** Organization Behavior & Human Resources Management

## Pankaj Chandra

Vice Chancellor and Chairman, Board of Management

PhD (University of Pennsylvania)

**Expertise:** Manufacturing Management, Supply Coordination, Building Technological Capabilities, Higher Education Policy and Hi-Tech Entrepreneurship

## Punyashlok Dwibedy

PhD (IIM Ahmedabad)

**Expertise:** Innovation, Firm Technological Choices, Small Business Management, Entrepreneurship in Emerging Markets

## Vinodh Madhavan

Associate Professor

Doctor of Business Administration  
(Golden Gate University, San Francisco)

**Expertise:** Nonlinear Time Series Analysis, Adaptive Market Hypothesis

## Kunal Mankodi

Senior Lecturer

PhD (Ganpat University)

**Expertise:** Business Clusters and SMEs Competitiveness, Business Models and Multi-sided Platforms

## Bijal Mehta

Associate Professor

PhD (Sardar Patel University)

**Expertise:** Relevance of Digital Communication and Marketing for start-ups and service firms, Tourism and the Sharing Economy Practices

## Ravi Miglani

Professor of Practice

PCPM (IIM Ahmedabad)

**Expertise:** Marketing Research, Consumer Behaviour

## Sudhir Pandey

Senior Lecturer

PhD (University of Lucknow)

**Expertise:** Workplace Communication, History of Office, Sociology of Work, Urban Sociology, New Servicescapes in Urban India

## Parag Patel

Associate Professor and Associate Dean,

Undergraduate Programmes

PhD (Gujarat University)

**Expertise:** Accounting, Financial Services, Equity Investment Decisions

## Chakravarthi Rangarajan

Distinguished University Professor and, Former Governor of the Reserve bank of India, Former Governor of Andhra Pradesh

PhD (University of Pennsylvania)

**Expertise:** Economics, Policy Development and Financial Planning

## Mahendra Singh Rao

Associate Professor

Fellow Programme in Management (XLRI Jamshedpur)

**Expertise:** Consumer Psychology, Numerical Cognition, Psychological Distance

## Kamal Ghosh Ray

Professor and Associate Dean, MBA Programme

PhD (Calcutta University), ACMA

**Expertise:** Mergers and Acquisitions, Business Valuations and Corporate Finance

## Siddhartha S Saxena

Lecturer

PhD (GLS)

**Expertise:** People Analytics, Counter Workplace Behavior, SNA, Entrepreneurship, Family businesses  
(Focus on Succession planning)

## Paragi Shah

Assistant Professor

PhD (Dharamsinh Desai University)

**Expertise:** Entrepreneurship & Marketing Management

## Priyadarshi Shukla

Distinguished Professor and Chair, Global Centre for Environment and Energy

PhD (Stanford University)

**Expertise:** Energy Efficiency, Energy-Environment Modelling, Renewable Technologies, Decentralized Planning, Integrated Assessment Modelling and Climate Change Policy Analysis

## Rahul Singh

Assistant Professor

PhD (IIM Bangalore)

**Expertise:** International Trade, Industrial Organisation and Development Economics

## Ramadhar Singh

Distinguished University Professor

PhD (Purdue University)

**Expertise:** Organizational Behavior, Psychology, Public Policy, Research Methods

## Devanath Tirupati

Dean, Amrut Mody School of Management

PhD (Massachusetts Institute of Technology)

**Expertise:** Operations & Technology Management, Supply Chain Management, Operations Research

## Jeemol Unni

Professor

PhD (SPIESER, Ahmedabad)

**Expertise:** Labour Economics, Development Studies, Economics of Education, Genders studies

## Pankaj Vaish

Professor of Practice of Management

MBA (University of Minnesota)

**Expertise:** Startup Mentor, Focus on Scaling and Transforming Businesses

## Pallavi Vyas

Associate Professor

PhD (University of Chicago)

**Expertise:** Labor Economics, Human Capital Theory, Public Health and Development Economics

## Pradyumna Vyas

Distinguished Professor

Master in Industrial Design (IIT, Bombay),

Honorary Master of Arts (University for the Creative Arts in Farnham, UK)

**Expertise:** Industrial Design, Design Education and Promotion

The complete list of Faculty at Amrut Mody School of Management, Ahmedabad University can be viewed at

[www.ahduni.edu.in/amsom/faculty](http://www.ahduni.edu.in/amsom/faculty)







#### Facilities Available:

The following facilities are available to students at cost:

- Hostel rooms on a twin sharing basis are provided to students
- Campus Placements
- Alumni Membership

#### IMPORTANT DETAILS

<b>Accepted Valid Scorecards</b>	CAT / CMAT / NMAT / MAT / SNAP / XAT / GRE
<b>Application Start Date</b>	22 November 2021
<b>Application Fees</b>	INR 1200
<b>Application Closure Date</b>	30 June 2022
<b>Personal Interview starts from</b>	July 2022
<b>First semester starts from</b>	July / August 2022

AHMEDABAD UNIVERSITY

COMMERCE SIX ROADS, NAVRANGPURA

AHMEDABAD 380009, GUJARAT, INDIA

**Office of Graduate Admissions**

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