

Satguru Sri Mata Amritanandamayi Devi

Chancellor, Amrita Vishwa Vidyapeetham



There are two types of education: education for a living and education for life. When we study in college, striving to become a doctor, a lawyer, or an engineer, that is education for a living. But education for life requires an understanding of the essential principles of spirituality; it is about gaining a deeper understanding of the world, our minds, our emotions, and ourselves

We all know that the real goal of education is not to create people who understand only the language of technology; the main purpose of education should be to impart a culture of the heart, a culture based on spiritual values. Viewing religion only outwardly creates more and more division. We need to see and understand the inside, the essence of religion, from a spiritual perspective. Only then will the sense of division come to an end. Where there is division, there cannot be any real spiritual experience; and where there is true spiritual experience, there will be no division - only unity and love.

Love and compassion are the very essence of all religions. What, then, is the need for us to compete? Love is our true essence. Love has no

limitations such as religion, race, nationality, or caste. We are all beads strung together on the same thread of love.

To awaken this unity and to spread the love that is our inherent nature to others - this is the true aim of human life. Indeed, love is the only religion that can help humanity rise to great and glorious heights. And love should be the one thread on which all religions and philosophies are strung together.

The beauty of society lies in the unity of our hearts.

(Excerpts from Keynote Address delivered by Amma during the Closing Plenary Session of the World Parliament of Religions in Barcelona, Spain, on July 13, 2004)



Swami Amritaswarupananda Puri
President, Amrita Vishwa Vidyapeetham &
Vice Chairman, Mata Amritanandamayi Math



Brahmachari Abhayamrita Chaitanya
Chief Operating Officer
Amrita Vishwa Vidyapeetham



Dr. P. Venkat Rangan
Vice Chancellor
Amrita Vishwa Vidyapeetham

From the Desk of the President

Aum Amriteswaryai Namah

We, the Amrita family, welcome you with open arms and open hearts
to this great institution of Amma's infinite compassion and love

To become special or extraordinary is the dream of every ambitious student. But how does one become special? Is it only through academic excellence? Of course, that is part of it, but academic brilliance alone is not enough. The most important thing in building your life and future is your ability to focus on your inner self and to realize the inherent abilities there within.

When you graduate and enter the business world, you may find yourself among thousands of competent managers and

CEOs. What will you have over them? It will be your ability to tap into your inner source and let flow the grace you find there into your work.

The extent to which you will be able to do this will depend entirely on how open you are to the beautiful opportunities available at Amrita.

May you ever remain open to Amma's grace.

Ever in Amma,

With Love and Prayers,

Swami Amritaswarupananda Puri

From the Desk of the Vice Chancellor

Amrita Vishwa Vidyapeetham is a rapidly developing world-class university, offering under-graduate, post-graduate, and advanced doctoral research in wide ranging disciplines like Management, Engineering, Medicine, Journalism and Biotechnology

It is both young and immensely dynamic, with a unique holistic approach to produce leaders in all of its disciplines. At Amrita Vishwa Vidyapeetham, we have assembled some of the most well known academicians, entrepreneurs, executives, inventors, philanthropists, researchers, and scientists to guide us in this noble endeavour. We are launching International Centres for Excellence with strong partnerships with some of the

highest ranked Universities from all over the World in many of the foremost frontiers of management and technology.

A very hearty welcome to you to this sacred temple of learning and leadership, and we hope you can become part of this exciting venture.

Invoking Amma's Grace on all of us.

Dr. P. Venkat Rangan

(Sri Mata Amritanandamayi Devi, Chancellor of Amrita Vishwa Vidyapeetham, appointed Dr. P. Venkat Rangan as the Vice-Chancellor in July 2003. Dr. Venkat Rangan is an Entrepreneur, Engineer, Innovator, Academician and a Company Founder. A President of India Gold Medalist from IIT, Madras, he was ranked First in his graduate studies in Computer Science at Cornell University, and again in his Ph.D work at UC Berkeley, California, where he was awarded IBM Fellowship. At 34, he became one of the youngest Full Professors at California, San Diego. Dr. Rangan has to his credit 15 patents and has published over 75 research papers in international journals and conferences. He has won several awards, including the NCR Research Innovation Award, US National Science Foundation's National Young Investigator Award, Fellow of the ACM, and one of the 25 Best Internet Entrepreneurs for the Year 2001. He was also the Founder, CEO, and Chairman of the Board of Yodlee Inc., a leading multinational internet company)

From the desk of the Dean

Dear MBA aspirant,

You are on a search for a reputable B-school that can at the least provide the requisite knowledge and skills demanded by industry and one that has good recognition in the market place. Our MBA programme fits this search criteria. At the Amrita School of Business (ASB), we aim to deliver effective and sustainable management education that serves to meet today's and tomorrow's industry needs.

A unique feature of the ASB MBA programme is its focus on values. Our serene campus environment is highly conducive for promoting value based management education. ASB's graduates become managers with a balanced perspective towards business - they are focused on the needs of their organizations,

recognize the importance of values in the workplace and the need for businesses to be responsible to society. Clearly, the world's well-being is best served by the presence of such managers.

I welcome the reader to peruse the following pages of this brochure to determine for yourself why the ASB MBA programme is as attractive an MBA programme as offered by other leading B-schools, yet distinguishing itself with its special appeal to the value conscious MBA aspirant. It is my fervent hope that you will find us suitable to meet your professional aspirations.

Dr. V. S. Somanath





Amrita Vishwa Vidyapeetham

Value-based multidisciplinary Deemed University with four campuses -
Amritapuri (Kollam), Bangalore, Coimbatore and Kochi.

Programmes offered by constituent schools:

- **The Amrita School of Applied Arts & Sciences**, Amritapuri and Kochi.
Amritapuri campus - BBM, B.Sc in Computer Science, B.Com, M.Sc. in Computer Science and M.Sc. in Physics.
Kochi campus - BCA, B.Com, M.Com, MHA (Health Administration), MFA (Visual Media) and M.Sc. in Information Technology.
- **The Amrita School of Ayurveda, Amritapuri**
BAMS (Bachelor of Ayurvedic Medicine & Surgery).
- **The Amrita School of Biotechnology, Amritapuri** - B.Sc. in Biotechnology and Microbiology, M.Sc. in Bioinformatics and Biotechnology.
- **The Amrita School of Business, Coimbatore**
MBA with dual specialization choice in finance, human resources, marketing, operations and systems
- **The Amrita School of Dentistry, Kochi** - BDS
- **The Amrita School of Engineering, Amritapuri, Bangalore and Coimbatore.**
Amritapuri campus - B.Tech (Computer Science & Engineering, Electrical & Electronics, Electronics & Communication, Information Technology, Mechanical), MCA.
Bangalore campus - B.Tech (Computer Science & Engineering, Electrical & Electronics, Electronics & Communication, Electronics & Instrumentation, Information Technology)
Coimbatore campus - B.Tech (Computer Science & Engineering, Electrical & Electronics, Electronics & Communication, Electronics & Instrumentation, Information Technology, Mechanical, Polymer), M.Tech, MCA, Ph.D.
- **The Amrita School of Journalism, Coimbatore** - Post-Graduate Diploma in Journalism.
- **The Amrita School of Medicine, Kochi** - MBBS, B.Sc. and M.Sc in allied health sciences, Post-graduate diploma/DNB.
- **The Amrita School of Nursing, Kochi** - B.Sc.
- **The Amrita School of Pharmacy, Kochi** - D.Pharm, B.Pharm, Ph.D.

University - Government - Industry Initiatives

- Indo-US Inter-university Collaborative Initiative in Higher Education and Research using EDUSAT - Amrita Vishwa Vidyapeetham along with India Space Research Organization (ISRO) and the government of India's Department of Science and Technology (DST) has entered into a landmark and historic tie-up with more than 20 leading American universities which include Harvard, Princeton, Yale, Georgia Institute of Technology, Universities of Massachusetts -Amherst, Washington, Texas - Austin, Illinois-Urbana Champaign, Wisconsin-Madison, North Dakota, Maryland, Michigan and University of California campuses at Berkeley, San Diego, Los Angeles and Santa Cruz to enhance higher education in India.



Under this agreement, these eminent US universities will depute their reputed faculty to teach and guide research to a large population of Indian students at hundreds of colleges and universities in India via AMRITA's E-learning setup and ISRO's EDUSAT satellite. The program will also introduce U.S. faculty to potential research partnerships in India. This program holds great promise of taking advantage of the tremendous synergy between the United States and India, and makes it possible to build a truly ambitious education system in advanced technology areas for the growth and development of India. Three of the leading technology companies in the world, Microsoft, Qualcomm, and Cadence, will be funding this Initiative.

President of India, Dr. Abdul Kalam launched the Indo-US Inter-University Collaborative Network for Higher Education and Research in New Delhi on 8 December, 2005. Earlier, on July 20th 2005, five U.S. universities including the University of California, campuses at Berkeley

and San Diego, Carnegie Mellon University, Cornell University and State University of New York at Buffalo had inked the agreement during the visit of the Honorable Prime Minister of India, Dr. Manmohan Singh to Washington DC. University leaders, corporate executives, and the Secretary of Space, the Secretary of Science and Technology, and the Indian Ambassador to the U.S attended the event after which they were warmly greeted by the Prime Minister Dr. Manmohan Singh in Blair House, across from the White House.

As part of this Indo-US agreement, a joint MS Programme in IT Enabled Services with State University of New York, Buffalo has been launched.

- **Research Agreement between Indian Scientific Institutions and University of California System:** India's premier science and technology organizations, including the Department of Science and Technology (DST), Department of Biotechnology (DBT), the Science and



Engineering Research Council (SERC), TIFAC, and Indo-US S&T Forum, and Amrita University, IIT Kanpur, Jawaharlal Nehru Center for Advanced Scientific Research, and SETS, have together signed a 5-year agreement with the ten campus University of California System to carry out ground-breaking research in globally challenging and impactful areas. A Memorandum of Understanding was signed by DST Secretary Professor V.S.Ramamurthy and DBT Secretary Dr. M.K. Bhan with the 8-member University of California delegation, in the presence of Shri Kapil Sibal, Minister of Science and Technology and Ocean Development, at New Delhi.

This Initiative takes the collaboration between the University of California System, with its ten campuses and four Institutes for Science and Innovation, and leading Indian scientific organizations and universities, to a far deeper level in areas of science, technology, research and education. It will dramatically strengthen joint research and educational collaborations, and will build on the recent US-India collaborations in engineering education, expanding the focus to a wide range of disciplines aimed at providing solutions to common pressing challenges

that will yield long-term benefits to the competitiveness and security of India and the US.

Areas of collaboration include, biomedical and digital healthcare technologies, drug design and delivery systems, study of emerging infectious diseases, wireless and mobile communication, intelligent transportation systems, telematics, information technology and cybersecurity, technologies for disaster warning, mitigation, and management, nanobiosciences, nanomedicine, and nanotechnology, energy, including a focus on solar energy and bio-fuels, agricultural biotechnologies and food security, biodiversity, with an emphasis on marine systems, water quality and quantity, global warming and climate change studies.

- Amrita-ISRO-Cognizant Initiative on satellite based education and research which links all the campuses of Amrita university through a dedicated Satellite network enabling conducting of courses/lectures from one center which can be interactively participated by students in other centers.
- Amrita-Technology Information Forecasting and Assessment Council (TIFAC)-DST Center in Biomedical Technology. This is the first such center in

biomedical technology in India with extensive industry participation from HP, Mascon Global, etc.

- Amrita-Hewlett Packard Initiative on Wireless Sensor Networks and Center for Digital Earth
- Amrita-Cadence Initiative on VLSI Technology.
- Amrita-Konkan Railway Initiative on SkyBus Technology.
- Amrita-TIFAC Center in Cyber security
- Amrita-Bhabha Atomic Research Center (BARC) initiative in Information Security
- Amrita-Konkan Railway-DST joint initiative in Telematics.
- Amrita-Microsoft Center for Excellence in E-learning
- Center for Digital Health, Telemedicine and Hospital Information System
- Amrita Research Labs and Amrita Technologies, developing various products like Amrita Health Care Informatics Suite (AHIS), Amrita University Management Suite, Amrita Telemedicine, Amrita Single-Line PBX, Amrita Health Care Solutions, Amrita Security Lock Solutions, and Amrita Telematics.
- Center for Environmental Studies
- Center for Computational Engineering and Networking
- Projects with foreign universities like Milano University, Italy in Autonomous Bio-inspired robots and Berne University, Switzerland in Intelligent Surgical Telemetry
- Refractor Telescope (8") CCD Interfaced (AFU-85, Russia) funded by ISRO for Space Studies Initiatives in the fields of Lunar Observation, Satellite Tracking, Solar Studies.



Amrita-Indian Space Research Organization (ISRO) Village Resource Center (VRC) project with corporate partners like Microsoft, Oracle, Intel, Cisco, Hewlett Packard (HP), Tata Consultancy Services, Cognizant, Ashraya Hasta Trust, IL & FS, Dhanalakshmi Bank, etc. This rural development project provides tele-medicine, tele-education, tele-consultation, tele-fisheries, tele-agriculture, emergency response and disaster management support at 10 locations, benefiting villagers, farmers, fishermen and other rural communities. This initiative was launched by His Excellency the President of India, Dr. APJ Abdul Kalam on 6 July, 2005.

University Board of Governors

President

Swami Amritaswarupananda Puri
Vice Chairman, Mata Amritanandamayi Math, Kollam, Kerala

Members

Swami Ramakrishnananda Puri
Treasurer, Mata Amritanandamayi Math, Kollam, Kerala

Brahmachari Abhayamrita Chaitanya
Chief Operating Officer, Amrita Vishwa Vidyapeetham, Coimbatore

Dr. P. Venkat Rangan
Vice Chancellor, Amrita Vishwa Vidyapeetham, Coimbatore

Dr. K.R.S. Murthy
Former Director, IIM Bangalore

Dr. C.R. Muthukrishnan
Professor (Retd.), IIT Madras

Mr. Sunil Kumar
Joint Secretary, MHRD, Government of India

Mr. Ashok Chandra
Former Special Secretary, Technical Education, Government of India

Dr. Prem Nair
Director, Health Sciences, Kochi Campus

Dr. K.B.M. Nambudiripad
Dean, Amrita School of Engineering, Amritapuri

Dr. T.R. Padmanabhan
Former Dean, Amrita School of Engineering, Coimbatore

Dr. U. Krishnakumar
Director, Amrita School of Arts & Sciences, Kochi

Mr. S.M.C. Pillai
Former CEO, Amrita TV

Dr. S. Krishnamoorthy
Dean, Administration, Amrita Viswa Vidyapeetham, Coimbatore (Secretary)

University Academic Council

Chairman

Dr. C.R. Muthukrishnan, Professor (Retd.), IIT, Madras

Members

Brahmachari Abhayamrita Chaitanya, Chief Operating Officer,
Amrita Vishwa Vidyapeetham, Coimbatore

Dr. P. Venkat Rangan, Vice Chancellor, Amrita Vishwa Vidyapeetham, Coimbatore

Dr. V. Radhakrishnan, Director Engineering, Amrita School of Engineering, Coimbatore

Dr. T.R. Padmanabhan, Former Dean, Engineering, Amrita School of Engineering, Coimbatore

Dr. A.H. Kalro, Former Director, IIM Kozhikode

Dr. B.N Nagaraj, Principal, Amrita School of Engineering, Bangalore

Dr. V.S. Somanath, Dean, Amrita School of Business, Coimbatore

Dr. Prem Nair, Director, Health Sciences, Kochi Campus

Dr. D.M. Vasudevan, Dean, Medicine, Amrita School of Medicine, Kochi

Dr. K.B.M. Nambudiripad, Dean, Amrita School of Engineering, Amritapuri

Dr. K. Sankaran, Principal, Amrita School of Engineering, Amritapuri

Dr. Bipin Nair, Chairman, Amrita School of Biotechnology, Amritapuri

Prof. C.G.S. Sarma, Amrita School of Engineering, Bangalore

Dr. K.N. Unni, Principal, Amrita School of Dentistry, Kochi

Prof. C. Parameswaran, Dean, Corporate Relations, Amrita Vishwa Vidyapeetham, Coimbatore

Prof. C. Chandrakanthi, Dean, Amrita School of Nursing, Kochi

Dr. P Prathapan Nair, Vice Principal, Amrita School of Medicine, Kochi

Dr. N.S. Pandian, Chairman, CPGP, Engineering, Amrita School of Engineering, Coimbatore

Dr. T.N.P Nambiar, Chairman, EEE, Amrita School of Engineering, Coimbatore

Dr. S. Krishnamoorthy, Dean, Administration, Amrita Vishwa Vidyapeetham, Coimbatore (Secretary)

Vision & Mission

Vision

Synergistic combination of Indian ethos and modern management.

Mission

To offer modern, wholesome, quality management education.

To develop a new genre of managers, driven by timeless human values and equipped with the best of managerial knowledge and skills; committed to serve mankind and nature with love, trust, tolerance, and humility.

To explore the frontiers of management thought and to extend it further for the service of humanity.

To cherish, uphold, nurture and live by our values.



Campus

Nature-fresh hillside campus - an ideal place to learn



- A 400-acre tranquil hillside campus where you enjoy a nature-fresh environment in the lap of the mountains.
- An environment-friendly campus that nurtures water harvesting, EM based effluent/food waste treatment, drip irrigation and reforestation programmes.
- A smoke - free, non alcoholic campus environment that supports holistic learning - academic and humanitarian activities with avenues for leisure activities. Fitness programme include yoga and meditation.
- Independent hostels for undergraduate and post-graduate students (girls & boys) and more than 90 residential flats for faculty and staff.
- Fully automated modern centralized kitchen for preparing pure vegetarian food.





- A self contained University campus with facilities that include a medical dispensary, STD booths, departmental store and a self-supporting modern dairy farm with over 200 Holstein-Fresian cows.
- Campus Guest House with 24 air-conditioned rooms, 4 suites and a networked a/c conference room for Management Development Programmes, FDPs, EDPs, special events.
- Sports infrastructure for in-door and out-door games - football ground, two cricket pitches, four tennis courts (two synthetic and two clay), and gymnasium.
- Air conditioned convention centre with seating capacity of 600; several non-A/C auditoria.



Pedagogy

State-of-the-art curriculum, experiential learning and personal growth



- Variety of teaching methods - lectures, case discussions, seminars, presentations, team work, business games, role plays, soft skills training and field visits.
- Experiential learning through summer projects in industry, business contests, competitive events, student-led forums and other leadership initiatives.
- Regular interface with industry professionals - reinforces the relevance of curricula to industry.
- Integrates cutting edge management education with insights from the ancient art & science of yoga and meditation.
- Integrates curriculum and management thought & practice with courses like “Self awareness and personal growth” and “Managerial values and business ethics”.
- Continuous evaluation process with a transparent grading and feedback system.
- Instruction from foreign centres via video conferencing.

Full-time Faculty

Qualifications from prominent universities

Berkeley, Cornell, IIMs, IITs, JNU, Kellogg, Oklahoma State, Stern (NYU), Texas-Austin, XLRI.

Work experience with reputed organizations

Assam Oil, BHEL, ESAB, HCL, KITCO, Philips, Ponds, SAIL, TISCO, TRF, UN.

- Full-time faculty with an average age of 42 years and an average experience of 20 years (which includes an average teaching-cum-research experience of 12 years and an average corporate experience of 8 years).
- Sixty three percent of full-time faculty have international exposure. Faculty publications include articles in leading international journals. Two faculty members have undertaken regular teaching/research activities in China and Japan.
- Faculty members take part in conferences, seminars and talks arranged by industry/professional associations/government organizations.



V.S. Somanath

B.Sc (Engg.)
MBA (New York University)
M.Phil. (New York University)
Ph.D (New York University)

**- Dean, Professor,
Finance**

26 years of academic experience, including 21 years at various US Universities such as Oklahoma City University, San Francisco State University, Pace University, University of San Francisco and New York University. Also taught in academic programs in Canada, China, Japan, Malaysia and Singapore. Publications in US academic journals such as the "Journal of International Business Studies", and the "Journal of International Money & Finance". Worked briefly with the United Nations (Center for Transnational Corporations) in New York and with Rollei Corporation in Singapore. (somanath@amrita.edu)

Interest areas : International Finance, Global Business Strategy and Fixed Income Securities.



S. Krishnamoorthy

M.Sc., Ph.D (IIT-B)
- Professor, Marketing
(Dean, Administration, Amrita
Vishwa Vidyapeetham)

Ex-Convener, Industrial Management Programme, IIT-Bombay. Participated in ICPAM Summer School in Operations Research (OR) at University of Grenoble, France as French Govt. Scholar. Former President of OR Society of India and was Indian representative in the International Federation of OR Societies. More than 39 years of experience in research, teaching and consultancy at IIT-Bombay. Has guided a number of M. Tech (Industrial Management) and Ph.D students. Ph.D thesis examiner for IISc.-Bangalore, IIT-Kharagpur, Delhi University, etc. Has publications in national and international journals to his credit. Did Faculty Development Programme in Management from IIM-A as L&T Scholar. (sk@amrita.edu)

Interest Areas : Marketing, Operations Research and Management of Technology.



Sanjay Banerji

B.Sc. (Engg.), Fellow (IIM-C)
UNDP Fellow (Kellogg School
of Management)

**- Professor Emeritus,
Operations**

Founder Director/Dean of Amrita School of Business. Earlier, worked in Hindustan Steel Ltd/SAIL and Management Development Institute (MDI), Gurgaon. Founder of the Gurgaon Quality Forum. Presented and published papers in India and abroad. Authored study materials on Project Management for IGNOU, and Case Studies for class room teaching. Developed a computer model for Project Appraisal using Simulation methodology. External examiner for Ph.D at IIT Kanpur, Sagar University and for Master Programmes of School of Planning and Architecture, New Delhi, Indira Gandhi National Open University, New Delhi. Ph.D guide for Bharathiar University. Visiting Faculty at IIM Lucknow, IIM Kozhikode and IMI New Delhi. Guided more than 50 Projects of PGDM/MBA. Designed and conducted numerous MDPs for companies like BEL, NTPC, TCL and ONGC. Invited to chair/speak in many forums in India. Member of Board of Studies of Universities and Autonomous Management Institutes, Member of Coimbatore Management Association. Senior Member, American Society for Quality (ASQ), Certified Quality Engineer-ASQ, 1993-96. Lead Assessor certification from Victoria Group, U.K. (s_banerji@amrita.edu)

Interest Areas : Project Management, Quality Management, Supply Chain Management and ERP & Management, Business Ethics.



Shrikant Kulkarni
BE (Nagpur), PGDBM (XLRI)
- **Professor, Marketing**

Eight years of research and production experience in TISCO and TRF Jamshedpur, followed by 18 years experience in sales & marketing at senior managerial positions with reputed organisations like Philips India, ESAB India, and Advani Oerlikon Ltd in different locations in India. Was trained in sales & marketing in ESAB AB in Sweden and Germany. Eight years of teaching experience at Amrita.

(sg_kulkarni@ettimadai.amrita.edu)

Interest Areas : Industrial Marketing, Consumer Behaviour and Strategic Marketing Management, Sales & Distribution Management.



Ramu Krishnamurthi
ACA, ACS
- **Professor, Finance**

22 years work experience in industry, both in public & private sectors in India and abroad. Companies worked for are Confab Inc., Bahrain, Assam Oil Co., Assam, Hindustan Photo Films, and Bahwans, Muscat. Two years of private practice as a Consultant. Eight years of teaching experience at Amrita.

(rk_murthy@ettimadai.amrita.edu)

Interest Areas : Cost Management, Working Capital Management and Taxation.



Sudhakar Menon Achath
BE (EEE, REC-Tiruchy),
MS (Econ., Texas-Austin),
MA (Math., Texas-Austin),
Fellow (IIM-B)
- **Associate Professor,
Operations**

11 years of experience in Indian industry, and 15 years of experience in teaching and research in India and abroad. The organizations worked for include BHEL-Bangalore, XIM-Bhubaneswar, and the University of Texas at Austin, USA. Received two awards in steel rolling mills commissioning while serving in BHEL. Has consulted with Rourkela Steel Plant and Visakhapatnam Steel Project on plant modernisation. Credited with several publications in national and international journals. Life Member of the Indian Econometric Society. (s_achath@ettimadai.amrita.edu)

Interest Areas : Operations Strategy, Services Management, Organizational Strategy & Performance Measurement, and Quantitative Methods for Management.



Badrinarayan S. Pawar
A. M. I. E., PGDM (IIM-A)
M.Tech., Ph. D (Oklahoma
State University)
- **Associate Professor,
Organizational Behavior**

About five and a half years of industrial and corporate work experience including about three years of management consultancy experience. About twelve years of teaching experience in the USA, Hong Kong and India. Courses taught include Organizational Behavior, Human Resource Management, Research Methods (for M. Phil., Ph.D. and FDP students/participants) and Business Research Methods (for post-graduate management students). A recipient of Phi Kappa Phi membership in recognition of academic performance during Ph. D. studies. Has published, coauthored or solo work, in Best Paper Proceedings of the Academy of Management, Academy of Management Review, Long Range Planning, and Leadership & Organizational Development Journal. Was the guest editor of a special issue on transformational leadership of Journal of Organizational Change Management in year 2004. Most recent coauthored publication has been in 2005 in the form of a chapter in Handbook of Organizational Citizenship Behavior published by Nova Science Publishers, Inc. (b_pawar@ettimadai.amrita.edu)

Interest Areas : Organizational Behavior, Research Methods, Business Research Methods.



Biresh K. Sahoo

BA (Econ. Hons., Utkal), MA & M.Phil. (Econ., Hyderabad), Ph.D (IIT-KGP.), JSPS Postdoc. Fellow (National Graduate Institute for Policy Studies, Tokyo)

**-Associate Professor,
Economics**

Over 12 years of teaching and research experience. Recipient of the Japan Society for the Promotion of Science (JSPS) Postdoctoral Fellowship for 12 consecutive months to pursue advanced research at National Graduate Institute for Policy Studies (GRIPS), Tokyo under the auspices of the JSPS Postdoctoral Fellowship Programme for Foreign Researchers. Has qualified the National Educational Test (NET) for Lectureship in Economics conducted by University Grant Commission, New Delhi. Publications in scholarly international journals, such as the Annals of Operations Research, European Journal of Operational Research, International Journal of Production Economics, International Journal of Systems Science, International Journal of Applied Economics and Econometrics, Socio-Economic Planning Sciences, and Opsearch. Article titled 'Evaluating Cost-Efficiency and Returns to Scale in the Life Insurance Corporation of India using Data Envelopment Analysis' published in Socio-Economic Planning Sciences has been listed as the top article in top 25 Hottest articles by Science Direct in the Subject Area: 'Business Management and Accounting'. Co-authored a book entitled "Efficiency Models in Data Envelopment Analysis: Techniques of Evaluation of Productivity of Firms in a Growing Economy" with Jati K. Sengupta published by Palgrave Macmillan, U.K. (Forthcoming in October 2006). Served as a reviewer for international journals such as Annals of Operations Research, Asia-Pacific Journal of Operational Research, European Journal of Operational Research, Omega: The International Journal of Management Science, and Socio-Economic Planning Sciences. Currently working on research projects in the field of production frontier analysis with Jati K. Sengupta (University of California, Santa Barbara, USA), Kaoru Tone (GRIPS, Tokyo, Japan), Kristiaan Kerstens (Université Catholique de Lille, France) and Diego Prior (Universitat Autònoma de Barcelona, Spain).
(s_bires@ettimadai.amrita.edu)

Interest Areas : Microeconomic Theory (with emphasis on Production Theory and its Applications), Efficiency and Productivity Analysis, and Data Envelopment Analysis



E. Meera

M.Com., Ph.D (Bharathiar)

**-Associate Professor,
Finance**

14 years of teaching and research experience. Was consultant to Triveni Earthmovers for two years before joining Amrita. (e_meera@ettimadai.amrita.edu)

Interest Areas : Capital Markets, Equity Investment, and Financial Accounting and Management.



Deepak Gupta

B. Tech. (IIT-D), PGDM (IIM-C),
MS (Mktg., California-Berkeley),
MA (Econ., California-Berkeley), Ph.D
(California-Berkeley)
- **Associate Professor,**
Marketing

More than 10 years of combined teaching and research experience at UC Berkeley as a graduate student, where he earned masters degrees in Economics, Marketing Science, and an interdisciplinary Ph. D. Doctoral work was on the post-Ph.D choices and career outcomes of foreign-born US PhDs in Science & Engineering. Extensive experience in academic research. Worked with several research projects in UC Berkeley both in the fields higher education and transportation research involving the econometric modeling of individual choice behavior. Publications include a forthcoming chapter in "The Ph. D Passport to Multiple Destinations," edited by Maresi Nerad and Joseph Cerny and papers in international journals including "Transportation Research Record," "International Higher Education." Worked with Ponds India Ltd. for around three years as Area Sales Manager, planning, implementing, and controlling the sales of Pond's products in specified geographical locations in the Southern and Eastern parts of India. Current Teaching interests include International Business, Research Methods, and Marketing.
(g_deepak@ettimadai.amrita.edu)

Interest Areas : Globalization, Knowledge Economy, International Business, Consumer Behaviour, International Marketing, Econometric Analysis of Individual Choice.



Sunanda Muralidharan
MBA (CUSAT)
- **Assistant Professor,**
Finance

20 years of experience in industry and academia. Was a fulltime faculty member with ICFAI Business School, Hyderabad and Chennai for seven years. Prior experience includes Consultant (Finance), Kerala Industrial & Technical Consultancy Organisation Ltd., Dy. Manager (Projects) of a medical specialities group at Hyderabad, faculty and consultant with ICFAI, and a brief stint as Asst. Vice-President (Merchant Banking & Capital Market Operation) in Concert Capital Ltd., Kochi. Taught as part-time faculty at CUSAT, National Productivity Council, Kochi, SBI Staff College, NISIET and a few other institutions. Has participated in industrial consultancy projects, and study materials preparation.
(m_sunanda@ettimadai.amrita.edu)

Interest Areas : Strategic Financial Management, Financial Markets, Mergers & Acquisitions, and Project Appraisal.



P. Balasubramanian
MA, M.Phil., Ph.D (JNU)
- **Assistant Professor,**
Finance

Nine years of experience in teaching and research and two years of industrial experience. Worked extensively in Tsunami relief operations at Nagapattinam, Tamil Nadu. (bala@amrita.edu)

Interest Areas : Micro Economics, Macro Economics, Options, Futures and other Derivatives.



Shobhana Madhavan

B.E. (Delhi College of Engineering), PGDM (IIM-A)
M.P.S (Cornell Univ., USA)

- **Assistant Professor,
Human Resources**

Ten years of experience in international development working in nature conservation and development projects in Madagascar, Vietnam, Lao PDR, and India with the Cornell Institute for Food, Agricultural and Development (CIIFAD), WWF-Indochina, ADB, UNDP, and GFA Terra Systems (Germany). Consulting assignments included project design and implementation, design of monitoring and evaluation systems, impact assessment, training needs analysis and training delivery, and strategic planning. Brief consulting visits to Thailand and Cambodia. 18 months of grassroots rural development experience with NGOs in Gujarat and Maharashtra. Two years of teaching experience. Co-author of the book "Spatial Planning for Nature Conservation in Vu Quang Nature Reserve: A Landscape Ecology Approach" published by WWF Indochina. (m_shobhana@ettimadai.amrita.edu)

Interest Areas : Business Communication, Human Resources Management, Natural Resource Management, Rural Development, Cross-cultural Management



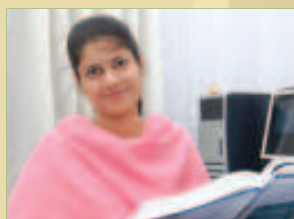
C.S. Udhaykumar

B.Sc., M.A. (Sociology), T.C.Y. (Kaivalyadhama), D.Y.Ed., PG Dip. (Guidance and Counseling)

- **Assistant Professor,
Self Awareness &
Personal Growth (SAPG)**

30 years of varied teaching experience. Publications include a) two-volume compilation titled 'Beyond Personality-Collected Works on Self Awareness and Personal Growth' b) 'Useful Guidelines of Yoga Practices'; written articles for Indian Express. Read a paper on "Yoga, Values and Spirituality" at the 4th International Conference on Yoga Research and Value Education in 2003 in Kaivalyadhama, Lonavla, Pune. Presently working on two books on Yoga and allied sciences and one book on Spirituality. Was consultant for Yoga Education, Stress Management and Personal Growth programmes for organizations like National Institute of Port Management, Indian Overseas Bank Staff College, LIC Zonal Training Center, TI Cycles of India, Tube Products of India, TCS, Rane Madras, Ponds (I) Ltd, Carborundum Universal Ltd., K.J.Hospitals (P) Ltd., Tamilnadu Petroproducts Ltd., New India Assurance Ltd., Madras Port Trust etc. Was associated with the Krishnamurti Foundation India Schools in Varanasi and Chennai for many years. Was Founder-Director of 'Yogashethram-Foundation for Yoga Studies' in Chennai before joining the Amrita family in 1997.

Interest Areas : Yoga Education, Self-Awareness and Personal Growth, Spirituality etc.



Rooplekha Khuntia

BA, MA (Psy., Utkal),
Ph.D (IIT-Kh.)

- **Assistant Professor,
Organizational Behaviour**

Seven years of research and teaching experience. Taught Human Resource Management at Institute of Management Studies, Dehradun, Presented papers at public seminars & Conferences. Has published papers in international and national journals like "Journal of Business Ethics", "Journal of Traumatic Stress", "Journal of Human Values, Productivity, Psychological Studies, Psychology and Developing Societies". (k_rooplekha@ettimadai.amrita.edu)

Interest Areas : Behavioural Science, Organizational Behaviour, Human Resources Management, Business Ethics, Managerial Leadership.



Krishnan T. N.

B.Tech. (NDRI, Karnal)
Fellow (IIM-A)

- **Assistant Professor,
Organizational Behaviour**

About four and half years of industrial experience in different functional areas such as Human Resource planning, Sales/Business Development, Project handling, and Engineering & commissioning of Dairy Projects. Has worked both in the business as well as non-profit sectors. Has attended national and international conferences and has publications in conference proceedings. (tn_krishnan@ettimadai.amrita.edu)

Interest areas : Strategic Human Resource Management, Career management, Psychological Contract and Organizational strategy



A.V. Shyam

B.Tech. (Hons. Mech., Calicut),
PGDM (ASB)

- **Faculty Associate,
Systems**

Seven years of experience in industry and academia. Teaching experience includes six years at Amrita and participation as faculty in several management development programmes, summer schools and short-term training programmes. Active participant in the administrative affairs of the programme. Is the co-investigator of a research project funded by the Ministry of Information Technology, Government of India.

Presented papers in the International Conference on Statistics in Industry and Business. Earlier Executive Assistant to the Administrative Director at Amrita Institute of Medical Sciences, Kochi, involved in pursuing of ISO 9000 certification requirements, administrative co-ordination of the Director's office and the department of Cardio Vascular and Thoracic Surgery, etc. Was the college topper in B. Tech. [Mech] and Gold Medallist in the PGDM programme.

(av_shyam@ettimadai.amrita.edu)

Interest Areas : Quantitative Methods in Management, Management Information Systems, Decision Analysis and Decision Support Systems, Advanced Tools for Decision Support, e-Governance initiatives in India, and Protection of IPRs.



Vivek Menon

B.E. (CSE, Bharathiar)
PGDM (ASB)

- **Faculty Associate,
Systems**

Five years of teaching & research experience at ASB. Currently pursuing Ph.D. at Amrita School of Engineering. (vivek_menon@ettimadai.amrita.edu)

Interest Areas : Multi-Agent Systems, Pervasive Computing, Expert Systems, Software Engineering, Computer Networks.

Placement faculty



Easwar Krishna Iyer

B. Tech. (ECE, CET-TVM),
M.Tech. (MOCE, IIT
Kharagpur), PGPM
(Great Lakes)

- **Head, Placement &
Marketing Faculty**

17 years of experience in R&D, academics and entrepreneurship. Worked as Scientist with SAMEER-an R&D lab of DOE-in the area of "Microwave Characterization & Application of Superconductors". Has published papers in Electronics Letters, Microwave & Optical Technology Letters, IETE Technical Review, Applied Superconductivity & Superconductor Science & Technology. Was a visiting faculty for 6 years at CRCE College, Mumbai. As an entrepreneur in the office automation industry, developed and sustained a 33% market share for fax machines, when the product was in its growth phase. Has traveled twice to South East Asia for international dealer meets. Before joining ASB, headed the placement function at Great Lakes Institute of Management, Chennai. Was a key management team member in Great Lakes in its start-up branding, pioneer batch admissions & press liaison. Branch topper at IIT; marketing & overall topper / double gold medalist for PGPM. (k_eashwar@ettimadai.amrita.edu)

Interest Areas: IT Enabled Services Industry, International trade, Analytical Methods in Marketing, Strategic Sourcing, Strategic Marketing Management

Part-time Faculty (From Amrita Institutions)

Qualifications from Harvard, IITs, Iowa State...

Jay Misra, BS, MS (Engg., Pittsburgh), MBA (Harvard),
Advisor, Amrita TV



Taught at Stanford Business School for 5 years, guest lectured at Harvard Business School, and 12 years teaching experience is taking a course on "BPM-Managing Change". He did his B.S. and M.S. in Engineering in four years from University of Pittsburgh, USA. He has held senior management positions in leading Corporates in the USA like Intel, 3Com, Capital Group and Soros Fund Management, owned by the brilliant investor, Mr. George Soros, where he was Managing Director. He has published 2 books: "Business Telecommunications" and "Business Telematics," by the leading business book publisher in the USA. He was a finalist for the Distinguished Teaching Award at Stanford and has interacted with business leaders like Bill Gates, Michael Dell and Gordon Moore. He has also been on the boards of directors of many technology firms, and now focuses his efforts on helping large charitable organizations.
(jay@amma.org)

Interest Areas : Entrepreneurship, Growth Strategies, Investment Management, Entertainment Industry.

K.P. Soman

B.Sc. (Engg.), P.M.Dip. (SQC&OR, ISI-Calcutta), M.Tech. (IIT-Kh.), Ph.D (IIT-Kh.)
Professor- Head CEN

16 years of research & teaching experience at IIT-Kharagpur, AEC-Bhatkal, and Amrita. Has around 60 publications in national & international journals and conference proceedings. Has organized a series of workshops and summer schools in e-commerce, fractals, chaos, neural networks, and wavelets for industry and academia. Currently on deputation to the Center for Excellence in Computational Engineering and Networking (CEN). Authored a book on "Insight into Wavelets", published by Prentice Hall, New Delhi.
(kp_soman@amrita.edu)



Interest Areas : Quality & Reliability, Wavelets, Bio-informatics, Kernel methods, High Performance Computing.

Sreevalsan M, B.Com., MBA (MKU)

Head - ICTS, Amrita Vishwa Vidyapeetham



More than 20 years of Experience in IT field. Started as a faculty member in St. Xavier's College, Ahmedabad in 1985. From 1995, working with Amrita Vishwa Vidyapeetham, Deemed University. Worked on various software development projects and conducted training programmes. Have designed and led the team to network the 1500 PC campus network at Amrita Vishwa Vidyapeetham from its inception in 1995. Was instrumental in installation of the PARAM 10000 super computer in Amrita. Also involved with the implementation of the Satellite based E-Learning networks connecting all 4 campuses of Amrita Vishwa Vidyapeetham and 50 premier research and Engg. Colleges across the country. Also worked in setting up the Satellite based Village Resource Centres connecting 13 villages across the nation. Legal Main Contact for the Cisco Academy Training Centre (CATC) at Amrita and currently the Chairman of Cisco Networking Academy-Academic Council
(sree@amrita.edu)

Interest Areas : Computer Networks and Security, Operating Systems, Systems Administration, IT infrastructure design & implementation and implementation of IT enabled services in various departments.

Colonel P. N. Kumar (Retd)*M. Tech (IIT-K), MSc (Madras Univ.)**Professor, Amrita School of Engineering*

25 years of service in Defence with vast experience in Software Project Management, Technology Management in a Telecommunication & IT environment and training. Projects include a War Gaming Model for Airborne operations, Decision Support System for career management of officers of Army and Y2K projects at Defence HQ. 10 years of teaching experience as Head of Dept at Military College of Electronics & Mechanical Engg, Secunderabad and faculty in College of Military Engg, Pune. Was visiting faculty for Army War College Mhow, defence services staff college, Wellington and Institute of Armament Technology, Pune. Also served as GM (Technical) of Army at Ladakh (J&K), Assistant Military Secretary (Automation) at Defence HQ, New Delhi and Head Technical Wing for Parachute Brigade of Indian Army. (pn_kumar@ettimadai.amrita.edu)



Interest Areas: Software Project Management, Software Engg and Soft Computing Applications in Financial Engg.

Sriram Devanathan P.*B. Tech. (Chem.Engg, Osmania Univ.), MS (Chem.Engg, Iowa State), Ph.D (Chem.Engg & Statistics, Iowa State)**Professor, Amrita School of Engineering*

Nine years of industrial experience with 3M Company in Minnesota, Texas, and California (USA). Seven years of experience in academic research as a graduate student at Iowa State University, Ames, Iowa. Certification of Six Sigma Black Belt Training from 3M. Successfully led quality improvement/cost reduction projects in various 3M Company manufacturing plants in the US, Canada, Singapore, and Japan. Trained over 600 engineers, managers, and operators in statistical methodology & software, and Six Sigma. Has authored and co-authored several publications in US technical journals. Expertise in GMP (Good Manufacturing Practices) and Internal Auditing. (sriram@amrita.edu).

Interest Areas : Quality Methodology, Six Sigma, Statistical Modeling & Analysis, Data Mining, Reliability Analysis, Statistical Process Control, Process Optimization, Work flow procedures and optimization.

Pradeep Achan*B. Tech, (Hons.), Naval Arch., (IIT, Kh.)**Amrita Techonologies*

14 years of experience in software development and deployment of enterprise applications on variety of platforms. Worked for organizations in USA like Sun Microsystems, Network Associates, Nortel Networks and Tata Unisys. Currently Chief Technology Officer, Amrita Technologies and Project Leader of Amrita Hospital Information System, a complex ERP application covering Clinical, administrative and financial areas. Experience in developing Operating System level software led to the design and development of Health Care Middleware Operating System, a Patent Pending technology for Amrita Technologies. Primary research inclinations are in Bioinformatics; guided several UG and PG Projects. (pradeep@ammachi.org).



Interest Areas: Operating System Development, Databases and Information Systems, Software Engineering, System Performance Evaluation, Fractals Image and Signal Processing, Computational Fluid Dynamics and Data Mining.

Satya Sai Prakash K., M.Sc., M.Tech., MBA, PhD (IIT Madras)

Associate Professor and Head (Center for Digital Earth), Amrita School of Engineering



9 years of experience in teaching, research and industry. Courses taught include Problem Solving using Programming Paradigms, Design Patterns, Wireless Communications, and Managers for e-Commerce. Visited many European countries, US, Indonesia and Taiwan to participate in conferences and gave presentations on research topics such as Next Generation Search Engines, Web Dynamics, Information Visualization, VRC Network etc. Have about a dozen research publications in reputed international conferences / journals. One of the editors of the proceedings of 13th International Conference on Advanced Computing and Communications (ADCOM 2005), Associate Site Director for 30th ACM International Collegiate Programming Contest (ICPC) Asia Region - Coimbatore. Member of ACM, IEEE, senior life member CSI and life member ISCA. Was conferred Infosys fellowship for the first 2 years of research tenure at IIT Madras.

(sai@amrita.edu)

Interest Areas: *Wireless Sensor Networks, Multimedia Search, Enterprise Security, Remote Sensing and Real-time Systems.*

Prashant R.Nair, BE (ECE), PGDM (ASB-C), AIE, MIETE, MCSI, MISTE

Assistant Professor, Amrita School of Engineering

Over 6 years of teaching, consultancy, research and academic administration experience in the Information Technology department at Amrita School of Engineering, Coimbatore. A rank holder from the third batch of Amrita School of Business. Visiting faculty at University of California, San Diego in the summer of 2003. Has about 10 publications in leading journals and conferences like "Indian Management", "University News", "D-Lib", "National Convention of Computer Engineers", "Asia Pacific Telecom" etc. Since 2003, has been on the Executive Council of the Coimbatore sub-center of Institution of Electronics and Telecommunication Engineers (IETE), one of the largest professional bodies in India. Was appointed as the Honorary Secretary of the IETE Coimbatore sub-center in 2006 for a term (2006-08). Is also the faculty counselor of the student branch of Computer Society of India (CSI) of Amrita School of Engineering. Performed consultancy assignments for Zenasis, California and Axxonet Solutions, India. Has been Chairman/Member of Board of Studies/Valuation/Question paper setters/thesis examiner/selection committee for Amrita, Anna, Bharathiar and Mahatma Gandhi universities.



(prashant@amrita.edu)

Interest Areas: *Software Engineering, E-commerce, Financial Engineering and Strategic Management of Information Systems*

J. Shri Krishnan, B.Sc., DCPA (National Computing Center, UK), PGDCS

Executive-Training, ICTS, Amrita School of Engineering



Over 5 years of teaching experience in School of Engineering and School of Business. Cisco-Sun certified Instructor for teaching Java Technologies in Cisco Networking Academies. Involved in the management of computer labs, recruitment, and training of teaching staff for Amrita schools. Courses taught include Object Oriented Programming using Java, Database Management Systems. (j_shrikrishnan@ettimadai.amrita.edu)

Interest Areas : *Object Oriented Software Engineering, Object Oriented Modeling using Design Patterns, Software Project Management, Database Management Systems, Enterprise Computing, Infusing Technology in Education.*

Adjunct/Visiting Faculty

Academicians, consultants, management practitioners.
Qualifications from IITs, IIM, Leeds (UK), Temple (USA)

**A.K. Sengupta, Ph.D (Calcutta University),
Adjunct Professor**

Nearly 45 years teaching, research and consulting experience. Held the Chair in Human Resources Management at Amrita. Has worked with the Planning Commission, Central Social Welfare Board, Office of the Registrar General, India and the then Ministry of Community Development and Cooperation, Govt. of India for about eight years. Joined IIM-Calcutta in 1967 and retired in 1997 as Professor of Personnel Management and Industrial Relations. Spent nine months in Manchester Business School, England for training and research in the area of Organisational Behaviour under Prof. Tom Lupton, the then Dy. Director and Professor of Organisational Behaviour there. Has international research experience with ICPE, Ljubljana, Yugoslavia and Institute of Social Studies, the Hague, Netherlands. Produced many publications with three books and several monographs.

(ak_sengupta@ettimadai.amrita.edu)

Interest Areas : *Human Resources Management.*

**K.A. Neelakatan, B.Tech, M.Tech. (IIT-M),
PGDM (LIBA)**

41 years of experience in heavy engineering, production technology and product design. Organizations worked include HEC and Ashok Leyland. Served as Senior General Manager (Operations) at Ennore Foundries Ltd., Chennai. (neelakantanka@yahoo.com)

Interest Areas : *Production and Operations Management.*

V. Prakash, Ph.D (South Gujarat)

Over 28 years experience in consulting, teaching, and training in human resources management in leading organizations. Worked as corporate head of human resources in Torrent Pharmaceuticals, Aditya Birla and Tata Groups. Certified Assessor for Tata Business Excellence Model (based on Malcolm Baldrige Model). Also was Corporate Quality Head-Business Excellence in the Tatas. Visiting faculty for over two decades in leading management institutes. (drprakash9@hotmail.com)

Interest Areas : *HR Systems, Organisational Behaviour, Organisational Development, Business Excellence Systems, Strategic HRM and International HRM.*

Vijay Menon, MBA (Leeds Business School, UK)

Over 10 years experience in Human Resource Development. Competency Development Partner (External), Satyam Computers, for their senior/middle management as part of technology and management leadership initiatives. Formerly Training Manager at Infosys for one of the biggest relationship management and organization development projects, customer enabling (C-Enabling) initiative in the USA. Governing board of Nagarjuna Ayurvedic Group, the second biggest ayurvedic company in Kerala. Visiting faculty at IIM, Indore in the department of HR and OB. Visiting faculty in the management development programs run by IIM-Kozhikode.

(menon_vijay@hotmail.com)

Interest Areas : *Learning Organisation and Knowledge Management.*

Venugopal G, B E (Mech., REC-Jaipur), PGDM
(S.P. Jain-Mumbai), CPIM
Sr. Consultant, Infosys Technologies Ltd.,
Bangalore

Currently working as Senior Consultant in Manufacturing & Supply Chain Management. Involves business and functional consulting in the Manufacturing and SCM domains with organizations in High-tech, FMCG and Logistics industries. Started career with the US conglomerate ITW-Signode, handling responsibilities such as Planning and Scheduling, Vendor Development and MRP Implementation. Was Senior Executive-Manufacturing, in ITW. Worked with the European major Huhtamaki-PPL as Manager-Operations handling the line responsibility of a manufacturing plant. Was also the Management Representative of the ISO system implementation and also CPIM certified by the American Production & Inventory Control Society (APICS), USA.
(venusaleena@rediffmail.com)

Interest Areas : *Business Consulting, Manufacturing and Supply Chain Management*

A.G. Balasubramanian, MBA (CUSAT),
Fellow (IIM Ahmedabad)

Taught at Goa Institute of Management, Department of Management, Goa University, School of Management Studies, University of Cochin and at the Institute of Banking Personnel Selection, Mumbai. Has held visiting Professor positions at Aveiro University, Portugal and at the International University of Business, Agriculture and Technology at Dhaka, Bangladesh. Served on the Advisory Board of the Centre for Management Services of AIMA, New Delhi. Also taught courses at the Indian Institute of Management, Indore, Institute of Management Technology, Nagpur, Great Lakes Institute of Management, Chennai. Former Dean & Professor of Bhavan's Royal Institute of Management, Kochi. Published about 30 articles in various publications.

(agbalasubramanian@yahoo.com)

Interest Areas : *Performance Management, Personnel Selection and Strategic HRM*

Hari Goyal, B. Sc. (Dairy Technolgy),
PGDRM (IRMA)

A rural marketing consultant. Founder Director of Rural Track, an organization in the area of Rural Marketing training, education, market research, rural distribution network development, rural promotion etc. The services are being utilized by many reputed companies like ITC Limited (e-Choupal initiative), Mahindra & Mahindra, Kirloskar Oil Engines Limited, Indian Oil Limited, Pepsico, Eicher Tractors, Godrej Agrovet, Ambuja Cements, Saurashtra Cements, NDDB, State Bank of India, Mega Top Insurance Services (ITC Limited), Zandu Pharma etc. Worked in Dairy sector for 16 years at various managerial positions in RCDF Ltd, Jaipur & GCMFM Ltd., Anand (AMUL). Attended various national & international training programmes, mostly in marketing area. Published article: "Charting rural marketing strategies", Business Standard
(harigoyal@ruraltrack.com)

Interest areas : *Rural Marketing training, Market Research and distribution network.*

Satheesh Krishnamoorthy, M.Com, MBA
(Temple University, Philadelphia, USA)

Brand Consultant, based in Madras. Has had long stints in Marketing and Advertising, having served multi-national and Indian companies working on prestigious brands viz., Vaseline, Durex, Chik Shampoo, Sify, Reliance Javagreen, Wisden Cricinfo. Currently, dons the role of a consultant providing strategic and communication counsel to prominent clients like Rubicon Communications, CavinKare, Colour Plus, Hygrevar Home & Hearth, Kumaran Silks. An avid writer too, having just penned his first book on Marketing in Tamil titled 'Marketing Maayaajalam'.

(satheeshkrishnamoorthy@hotmail.com)

Interest Areas : *Brand Management, Marketing Strategies and Brand Communications.*

C. Krishnan, MA, Fellow of Insurance Institute India (FII)

Worked with National Insurance Co. for 40 years. Was a faculty to NIC's staff training college. Presently working as an Insurance Consultant and visiting faculty to some of the B-Schools in the area of Insurance.

(ckrish8@yahoo.com)

Interest Areas : Marine, Hull Insurance, Mediclaim Insurance and Non-life Insurance.

Technologies and Head, Quality at Oracle India (Bangalore and Hyderabad). An authorised CMM Lead Assessor, Candidate CMMI Lead Appraiser, Six Sigma Corporate Champion and a passionate trainer. He is also a visiting faculty at other management institutes. (mrajamanickam@gmail.com)

Interest Areas : Software Quality Management, Software Project Management, Six Sigma for Software development, Lean Software Development, Theory of Constraint (TOC), Strategic Outsourcing, Software Metrics and CMMI.

B. Ananth Narayanan, B.Sc (Engg. , REC), DMS (Bom.), MIMA, MIIPE

Presently a practicing management consultant for various corporates. Has over 35 years of corporate industrial exposure in Chemical/ Pharmaceutical MNC's such as Burmah Shell Refineries Ltd, Burroughs Wellcome (I) Ltd & Bayer (I) Ltd in the fields of Plant Engg / Project / General Management both in India and abroad viz:Germany/ U.K. His last assignment for over a decade was as Chief Executive in SIV Industries Ltd Group at Coimbatore having successfully turned around sick industrial undertakings. Visiting faculty in various management Institutes.

(ananth_mag@yahoo.com)

Interest Areas : General Production, Operations and Marketing Turnaround Management.

HR Consultant/Trainer

Paul Mathew

Director, Academy for Transformational Learning Corporate

Worked in Godrej for 21 years from 1981 to 2002, in Sales of Office Automation and Communication Products. From 1994 to 2002, was the Regional Manager (South India) for the Division. Has been involved in theatre for nearly 40 years primarily as an actor, but also as actor-trainer and playwright. Has also done a number of ad films, serials, and feature films. While leading teams in Godrej, was struck by the realization that a theatre group instinctively manifests all the positive dynamics of a powerful, happy team that enjoys change and challenge. Experimented with theatre techniques to develop similar traits among own teams in Godrej. The results were positive and were noticed by other divisions, who also experimented with theatre-based workshops. Corporate Theatre, over the last 5 years has been welcomed across a wide variety of organizations and industries. Participants (around 11,800 over the last 4 years) have ranged from plant workers to CEOs, Directors, and Presidents, of some of India's best known organizations as well as multinationals, including SCOPE International, Airtel, Verizon, HCL and Cognizant.

(attonline@vsnl.net)

Interest Areas : Team Building and Team Dynamic

M. Rajamanickam, ME (Bharathiar)

Has over 20 years experience in various facets of Quality management. Implemented Quality Management programmes at various industries such as manufacturing, software products and software services. Currently working as the President of Trimentus Technologies, which is involved in software quality consulting and appraisals in over 20 countries. Provides consulting and assessment to the customers of Trimentus in countries like the US, Japan, Australia, China and Malaysia. Earlier assignments include Vice President of Corporate Quality at HCL

Library



Extensive resources to support state-of-the-art curriculum

- ASB library has a collection of over 11000 carefully selected titles, 150 national and international journals, and several computer databases.
- EBSCO Business Source Premier - provides on-line access to full-text publications and abstracts for over 8300 journals covering all business areas. Students can access Harvard Business Review, Journal of Marketing Research and other top International Journals.
- Proquest from UMI, USA - a full text management database covering 1000 journals.
- Capitaline - access to the most exhaustive and accurate database on 13000 listed/unlisted Indian companies. The database provides financial data and product profiles.
- IBID (Indian Business Insight Database) - makes available information on all aspects of Indian Industry from various business magazines and newspapers.
- ASB Digital Library - collection of study and reference materials including student project reports, case studies etc.
- Online Public Access Catalogue (OPAC) - information on books, journals, index of articles, new arrivals, items checked out, etc. via web.
- Library services include, books lending, document delivery, bibliography, inter-library loan, journal alerts, reprography, SDI (Selective Dissemination of Information) and CAS (Current Awareness Services).
- The library is open 7 days a week, 7.30 AM - 10 PM. except on Sundays - 9 AM - 5 PM



IT Resources

State-of-the-art technology for effective learning

- ASB's three computer labs are equipped with more than 160 desktops/workstations. All computers are inter-networked over a fast ethernet link.
- The network consists of servers running heterogeneous operating systems, which enable students to get exposure to multiple operating environments.
- Internet facilities are available to staff and students. The campus network is connected to the internet through multiple gateways with a total bandwidth of more than 2MB.
- The computer labs are open from 7.30 AM to 11 PM on regular working days. On holidays the lab hours are 9 AM - 4 PM.
- The computing facilities of ASB are designed, developed and maintained by the ICTS department of Amrita Vishwa Vidyapeetham.



MBA Curriculum

Curriculum of global standards, wide choice of elective courses

First Year

Credits

Quarter I

1.	Business Communication	3.0
2.	Financial Accounting	3.0
3.	Economic Analysis-Micro	3.0
4.	Fundamentals of IT & Java Programming	3.0
5.	Organizational Behaviour -I	3.0
6.	Quantitative Methods for Management - I	3.0
7.	Self Awareness and Personal Growth - I	1.0

Quarter II

1.	Economic Analysis-Macro	3.0
2.	Financial Management	3.0
3.	Organizational Behaviour - II	3.0
4.	Quantitative Methods for Management - II	3.0
5.	Production & Operations Management - I	3.0
6.	Marketing Management - I	3.0
7.	Self Awareness and Personal Growth - I	1.0

Quarter III

1.	Economic Environment and Policy	3.0
2.	Marketing Management - II	3.0
3.	Human Resources Management	3.0
4.	Cost Management	3.0
5.	Production and Operations Management - II	3.0
6.	Management Information Systems /UML & Design Patterns in Java	3.0
7.	Research Methodology	1.5
8.	Self Awareness and Personal Growth - I	1.0

Second Year

Quarter IV

1.	Strategic Management	3.0
2.	Legal Aspects of Business	3.0
3.	Elective - 1	3.0
4.	Elective - 2	3.0
5.	Elective - 3	3.0
6.	Elective - 4	3.0
7.	Self Awareness and Personal Growth - II	1.0

Quarter V

1.	Environmental Economics & Management	3.0
2.	International Business	3.0
3.	Elective - 5	3.0
4.	Elective - 6	3.0
5.	Elective - 7	3.0
6.	Elective - 8	3.0
7.	Self Awareness and Personal Growth - II	1.0

Quarter VI

1.	Managerial Values & Business Ethics	3.0
2.	BPM - Managing Change	3.0
3.	Elective - 9	3.0
4.	Elective - 10	3.0
5.	Elective - 11	3.0
6.	Elective - 12	3.0
7.	Self Awareness and Personal Growth - II	1.0

Elective Courses*

Finance

FI01	Investment Analysis & Portfolio Management
FI02	Financial Services & Merchant Banking
FI03	Management Control Systems
FI04	Commercial Bank Management
FI05	International Financial Management

- FI06 Project Appraisal & Financing
- FI07 Corporate Taxation-Direct
- FI08 Corporate Taxation-Indirect
- FI09 Working Capital Management
- FI10 Options, Futures & other Derivatives
- FI11 Advanced Financial Management
- FI12 Advanced Cost Management
- FI13 Mergers & Acquisitions
- FI14 Insurance Management
- FI15 Global Business Strategy¹
- FI16 Financial Statement Analysis
- FI17 Econometrics

Human Resources

- HR01 Group Dynamics & Team Building
- HR02 Organisation Development
- HR03 Counselling Skills for Managers
- HR04 Advanced Industrial Relations
- HR05 Labour Legislation in India
- HR06 Employee Training and Development
- HR07 Human Resources Planning & Development
- HR08 Employee Performance Management
- HR09 Managerial Leadership¹
- HR10 Strategic Human Resources Management
- HR11 Salary & Wage Administration
- HR12 Human Resources Accounting
- HR13 Managing Organizational Changes
- HR14 International HRM
- HR15 Compensation Management
- HR16 Cross-cultural Management

Marketing

- MM01 Product Policy & Brand Management
- MM02 Management of Marketing Communications
- MM03 Sales & Distribution Management
- MM04 Consumer Behaviour
- MM05 Services Marketing
- MM06 Industrial Marketing
- MM07 Rural Marketing

- MM08 International Marketing
- MM09 Retail Management
- MM10 Customer Relationship Management
- MM11 Managing Technology and Innovation¹
- MM12 Strategic Management of e-Business
- MM13 Strategic Marketing Management
- MM14 Marketing Research
- MM15 B2B Technology Marketing

Operations

- OM01 Project Management²
- OM02 Knowledge Management
- OM03 Decision Support Systems in OM (DSS)
- OM04 Logistics & Supply Chain Management
- OM05 Advanced Statistical Methods for Management¹
- OM06 Modeling & Analysis of Manufacturing Systems
- OM07 Product Design & Development³
- OM08 Manufacturing Planning & Control in Supply Chains - I, II
- OM09 World Class Manufacturing
- OM10 Advanced Quality Planning & Management
- OM11 Advanced Operations Management
- OM12 Enterprise Resources Planning & Management¹
- OM13 Services Operations Management & Strategy
- OM14 Strategic Operations Management

Systems

- SY01 Software Engineering
- SY02 Computer Networking-I
- SY03 Computer Networking-II
- SY04 Software Project Management
- SY05 Software Testing
- SY06 Decision Analysis & DSS¹
- SY07 Advanced Tools for DSS¹
- SY08 Database Management System
- SY09 Expert Systems & Mobile Agents in Business
- SY10 Parallel Computing for Business Applications-I
- SY11 Parallel Computing for Business Applications-II
- SY12 Operating Systems
- SY13 Distributed /Grid Computing in Java
- SY14 IT Security & Management
- SY15 Financial Modeling

Footnotes

* Elective courses listed here are indicative. Actual offering will depend on number of students registering for the course and availability of faculty. Subject codes are liable to change.

1. Courses cross-listed across all five areas of specialization
2. Cross-listed with Finance
3. Cross-listed with Marketing

Admission Process

Entering class size

The number of seats available for the fully residential 2-year MBA Programme starting on 11th June 2007 is 120.

Eligibility

The minimum qualification to apply for admission to the MBA Programme is a Bachelor's Degree (10+2+3 years of education) in any discipline which is recognized by the Association of Indian Universities, or any degree equivalent to the Bachelor's degree with a minimum of 50% aggregate marks, and a minimum of 50% aggregate marks in the Secondary/Higher Secondary/Pre-degree examinations (or equivalent) conducted by a Board/ University.

Those appearing for the final year of the Bachelor's degree examinations may also apply subject to completing their examinations or viva-voce, if any, before 30th June, 2007. Such candidates will however have to fulfill the above eligibility requirements in respect of minimum academic qualifications for admission and furnish evidence to that effect latest by 31 December 2007. At the time of interview and/or admission, they are advised to produce a letter from their college Principal/Head of Institution stating the examination dates.

Eligible candidates with appropriate industry experience have an added advantage.

Admission test

All candidates seeking admission to the MBA Programme should appear for the Common Admission Test (CAT) conducted by the Indian Institute of Management (IIM) in November 2006. The CAT bulletin and application form are available from IIMs or select branches of State Bank of India. NRIs and foreign nationals are required to take the GMAT test.

Selection

In early 2007, candidates who are short-listed based on their CAT score will be called for a Personal Interview. Interviews are normally planned at Coimbatore, Hyderabad, Kolkatta, Mumbai, and New Delhi. Candidates

will be intimated of their final selection by the second week of March 2007. They should be ready to pay the first installment of fees at the time of intimation of their final selection.

A maximum of six NRI and/or foreign candidates may be admitted through GMAT. A minimum GMAT score of 550 is necessary.

Admission may be subject to passing a medical examination.

Orientation programme

In mid-June 2007, the School organizes a two-week orientation programme for the new batch. This programme of preparatory studies is necessary before students can begin their regular work. Participation is compulsory for all students.

Fees and expenses

Admission fee	: Rs. 250/-
University fee	: Rs. 1000/-
Convocation fee	: Rs. 1500/-
Matruvani	: Rs. 500/-
Magazine (<i>per year</i>)	: Rs. 60/-
Students insurance	: Rs. 350/-
Caution deposit	: Rs. 2000/-
Association fee	: Rs. 500/-
Alumni fee (<i>2nd Year</i>)	: Rs. 500/-
Medical (<i>per year</i>)	: Rs. 500/-

Hostel charges

Rent (<i>per year</i>)	: Rs. 12,000/-
Establishment charges (<i>per year</i>)	: Rs. 8,000/-
Caution deposit	: Rs. 3,000/-
Mess charges (<i>estimate</i>)	: Rs. 50/- per day

Tuition fee (*per year*) : Rs. 1,40,000/-

Installment	Amount	Month due
I (<i>on admission</i>)	Rs. 70,000/-	March-April 2007
II	Rs. 35,000/-	October 2007
III	Rs. 35,000/-	January 2008
IV	Rs. 70,000/-	June 2008
V	Rs. 35,000/-	October 2008
VI	Rs. 35,000/-	January 2009

Note: The above fee structure is only indicative. The school reserves the right to revise, add or modify the fee structure as and when necessary.

Refund Policy

1. Tuition fee once paid is not refundable.
2. Caution deposit will be refunded after the settlement of liabilities, if any.
3. Rent towards hostel accommodation, and medical expenses, etc. will be refunded on a pro-rata basis.

Application form

ASB Prospectus & application form can be obtained from the Admissions Coordinator, Amrita School of Business, Amrita Vishwa Vidyapeetham, Ettimadai, Coimbatore-641105 by sending a crossed DD of Rs. 900/- drawn in favour of 'Amrita School of Business, Amrita Vishwa Vidyapeetham' payable at Coimbatore. The Application form can also be downloaded by logging on to

 www.amrita.edu/asb/online.

ASB Prospectus and Application form are also available at select branches of The Dhanalakshmi Bank Ltd., (seen at our website - www.amrita.edu/asb), all 'T.I.M.E' and 'IMS Learning Resources Pvt. Ltd.' offices across the country. The last date for receiving the completed application form is **9th December 2006**.



Placement

Recruiters of the MBA 2004-2006 batch

- AFL
- BASF
- BPL Mobile
- BP Argo
- Caliber Point
- Ceasefire
- Citi Financial
- Cognizant
- Dexterity
- Escomart
- HCL Infinite
- HCL Infosystems
- HCL Technologies
- IBS
- HDFC Insurance
- ICICI Bank
- ICICI Prudential
- IDBI
- IFI
- Kotak Securities
- Oracle
- Ma Foi
- Mascon Global
- Naukri.com
- Pantaloon
- Philips
- Reliance
- Sify Assure
- SIDBI
- Strides Arcolab
- South Indian Bank
- Tata AIG
- TCS
- Taegutec
- UTI
- VKL

Summer Internship

- Summer projects of 8 weeks duration commence in mid-April, immediately after the end of the first year coursework.
- In the year 2006, a total of 57 companies offered projects nationwide to our students.
The companies include:

- 3i Infotech ■ ABB ■ AFL ■ Airtel ■ Berger Paints
- Biocon ■ BP Ergo ■ BPL ■ Citi Financial
- Colgate Palmolive ■ Dr. Reddy's ■ ELGI ■ Federal Bank ■ Frost & Sullivan ■ HCL Technologies ■ IBS Software ■ IDBI Bank ■ IFF ■ IL & FS ■ Indian Oil Corporation ■ Ion Exchange ■ J & J ■ JWT ■ Karvy
- Kotak Securities ■ L & T Infotech ■ LG CNS Global
- Ma Foi ■ Maruti Udyog Ltd ■ Mascon Global
- NDDDB ■ Nokia ■ NTPC ■ Oracle ■ Panasonic
- Pantaloon ■ Philips India ■ Rural Innovations
- Sanborn ■ Shoppers Stop ■ Standard Chartered Bank ■ Strides Arco Lab ■ Sundaram Finance
- SunTech Group ■ Tata AIG ■ Tata Coffee ■ Tata Steel ■ Tata Tea ■ Union Bank of Switzerland

Industry Linkage



Interaction with senior industry practitioners

Industry professionals visit ASB periodically to participate in colloquia.
Some of the visitors to ASB for the academic year 2005-06 were:

- Mr. P. Narasimham, HR Head, Hewlett Packard, Bangalore
- Mr. K.B. Chandrasekhar, CEO, Jamcracker, USA
- Prof. (Dr.) K.R.S. Moorthy, Former Director, IIM Bangalore
- Mr. Jairam Varadaraj, MD, Elgi Equipments Ltd, Coimbatore
- Mr. H.P Kripesh, GM-HR, Pantaloons, Mumbai
- Mr. Samir Kamat, V.P, Wachovia Bank, USA
- Mrs. Revathi Menon, Film Director, Chennai
- Mr. Prasad Chandran, CMD, BASF, Mumbai
- Mr. Sunil Puliya Kot, ICICI Bank, Coimbatore
- Mr. Sampat Narayanan, VP (IT), Strides Arcolab, Bangalore
- Mr. V.V. Iyer, GM (IT), BASF, Mumbai
- Mr. Mustafa Moochhala, MaFoi Consultants, Chennai
- Mr. Subramaniam, CEO, Maveric Systems, Chennai
- Mr. Biju Dominic, VP, Mudra Communications, Mumbai
- Prof. (Dr.) Ram Ramesh, Operations Management, University at State University of New York
- Mr. Jnaneswar Sen, Commercial Business Head-S, Maruti Udyog Ltd.
- Mr. Krishan Dhawan, MD, Oracle, India
- Mr. Chandar Sundaram, Academic Lead, Microsoft
- Mr Mannivannan, Head HR, BPL Mobile
- Lt. Col.Korath Mathew, Jt. Director (Automation), Indian Army HQ
- Ms. Ritu Chiradeep, Training Head, Bank of America
- Mr. PNSV Narasimham, ED, UBS



Student Initiatives

Forums and activities that enhance knowledge and creativity



- **Students Placement Committee** - formed by students who take active interest in creating placement brochure, and interface with faculty, alumni and potential recruiters to constantly enhance placement opportunity.
- **Technocrats** (Systems Forum) - enables students to acquaint themselves with the latest developments in Information Technology.
- **Gen-M** (Marketing Club) - organizes activities like role-playing exercises, quizzes, poster competitions, advertising simulations etc.
- **Fortune** (Finance Forum) - provides opportunities for students to have an insight into the latest developments in the areas of finance and banking.
- **O-Zone** (Operations Club) and **Relations** (Human Relations Club) - organize field trips, colloquia, quizzes, and games.
- **Jagriti** (Association for Self Awareness and Personal Growth) - conducts spiritual discourses, lectures and workshops by eminent persons and also trips to places of cultural and historical importance.
- **Pragati** (Annual management meet of Amrita School of Business) - The event includes Management Games competition and Business Quiz contest, designed by ASB students' forums in the areas of HR, Finance, Marketing, Operations and Systems. Several B-Schools participate in the two-day meet. Cash prizes are awarded by companies sponsoring the event.

The Mata Amritanandamayi Math - Humanitarian Activities

The Mata Amritanandamayi Math (MAM), located at Amritapuri (Kollam), is a registered Public Charitable Trust dedicated to serving humanity. The Economic and Social Council (ECOSOC) of the United Nations has awarded the Math with special consultative status. The Math is among 30 NGOs to receive formal UN affiliation in India.

Education

- Amrita Vishwa Vidyapeetham, Deemed University with campuses in Coimbatore, Bangalore, Kochi and Kollam.
- Amrita Vidyalayam Schools -50 schools across the country.
- Amrita Institute of Computer Technology- 6 Institutes.
- Amrita Mahavidyalaya - Arts & Science College, Mysore.
- MAM Industrial Training Center for the Youth, Kollam, Kerala.
- Amrita Speech and Hearing Improvement School (ASHIS) for Children, Thrissur, Kerala.
- Amrita School of Visual Media Studies, Trivandrum.

Social

- Tsunami Relief-Mata Amritanandamayi Math is implementing the largest Tsunami Rehabilitation project in the country. More than Rs. 100 crores has been earmarked for the relief activity by AMMA. The actual cost of the project is over Rs. 200 crores as most of the work is done by volunteers. The Math is constructing more than 6000 houses in the Tsunami affected areas in India and Sri Lanka. More than half of these houses have already been delivered. The Math is the first Non-Governmental Organization (NGO) to have constructed houses and delivered the houses to the Tsunami affected in Kerala, Tamil Nadu and Sri Lanka. In addition to building houses, whole villages and communities have been reconstructed;



which are self-reliant with community centers, anganwadi, schools, primary health centers, markets, roads, water supply, and lighting. The Math is also providing means for livelihood. This includes providing and repairing FRP boats, marine outboard engines, fishing nets for affected fishermen, providing vocational training like nursing, driving. For children affected by the Tsunami, in addition to paying their fees, the ashram is providing psychological counseling and also providing note books, text books, instrument boxes, dictionaries, stationary etc.

- Amrita TV - Fully integrated entertainment television broadcast company offering viewers artistic creativity, objective news and features and technical excellence into each program, Amrita TV has created a spectrum of distinctive programs that cater to all age groups of society. This includes tele-films, serials, dance & music shows, and insightful talk shows on present-day issues, lively kids programs and tasteful movies. The channel has sets heights in media technology in Kerala being the first television station in the state to have an earth station, and a fully automated 'beehive' digital news gathering technology. Amrita television also sets a trend with the MPEG/IMX format for production and post-production - the latest in visual media technology, and used for the first time in India. Amrita TV has now completed one year of providing vibrant, wholesome, values-oriented television entertainment in malayalam. The channel has brought about a refreshing change in the Malayalam TV space by delivering original, path-breaking and high quality programmes. It can be said that the unique blend of entertainment, infotainment and news in innovative formats on Amrita TV has pushed all

malayalam TV channels to aspire for higher levels of excellence.

- Amrita Kuteeram - free houses for homeless with a mission to provide 1,00,000 houses in next 10 years across India. Already 35,000 houses have been built all over the country under this project.
- Amrita Village Reconstruction Project, Gujarat - Rebuilt 3 villages with more than 1200 quake-proof houses with community facilities, after the devastating earthquake of January 2001.
- Amrita Niketan - orphanages for children.
- Amrita Nidhi - pension for over 50,000 widows and destitute women.
- Anbu Illam - home for senior citizens.
- Free meal scheme for nearly 50,000 under-privileged.
- Amrita Aranya Jeevanam - indigenous people's project for all-round upliftment of adivasis/tribals.
- Amrita Yuva Dharma Dhara (AYUDH) - Youth group for social service projects.
- Amrita Greenfriends - for preservation and protection of environment.

Health

- Amrita Institute of Medical Sciences, Kochi, Kerala (1300-bed, super specialty hospital) - international quality medical care at affordable/subsidized rates.
- Amrita Kripa charitable hospital, Kollam - free medical care.
- Amrita Kripasagar Hospital, Mumbai - free care and spiritual solace for terminal cancer patients.
- Amrita Ayurvedic Clinic, Kollam, Kerala.
- Amrita AIDS care center, Thiruvananthuparam, Kerala.

Campus Glimpses



Guest House



Convention Centre



Main Canteen



Hostel



Central Library



Campus view



Staff flats



Campus view