



**ALLIANCE
UNIVERSITY**

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

Alliance School of Business

Celebrating
25
SILVER JUBILEE
years
of Alliance Education

Alliance MBA

Experience the Difference

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

BROCHURE

Message from the Dean

Welcome to Alliance School of Business, Alliance University

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

No matter the business portfolio you choose to focus on, we will support you in developing your individual “soft skills” for success in business communications, teamwork, and global awareness. In today’s world, your ‘Emotional Intelligence’ is equally important as your ‘Cognitive Intelligence’ and your comfort with Digital Technology. Together, our Alliance School of Business faculty are preparing you for positions of responsible, sustainable leadership, and entrepreneurship.



Dr. Michael James Barnes

Professor & Dean
Alliance School of Business
Alliance University

“

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

MBA Programme at a Glance

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

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

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

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

Key Features:

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

“

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

Heena Sharma

MBA July 2020
International Business
Sales Manager
Kaseya

Curriculum

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

Specialised Horizontals

- Data Science
- Technology Management
- General Management

Specialisations

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



Choice-Based Electives

Entrepreneurship

- Business Model Generation
- Entrepreneurial Finance
- Entrepreneurial Competencies Development

Retail Management & E-Commerce

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

Media & Communication

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

Fintech

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

Wealthtech

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

Workplace Gamification

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

Leadership

- Leadership in the 21st Century
- Emotional Intelligence and Self-awareness
- Leading Teams

Digital Product Management

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

Digital Business

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



Dr. Swati Priya

MBA July 2021

Operations Management

“

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

Faculty Research & Publications

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



706



Journal Articles

616



Conference Proceedings

145



Books/Chapters

55



Patents



Study Abroad Programmes

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

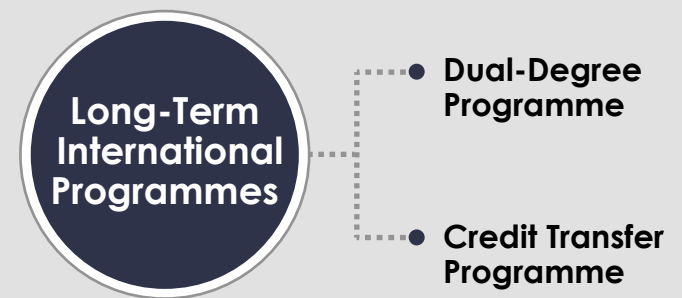
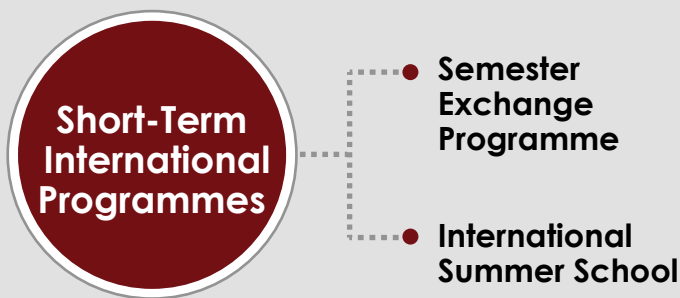
International Programmes, with many tailor-made options for students, are often the first steppingstones towards global awareness. Programmes at Alliance University give students a distinct and definitive advantage in their career paths.



Mohammad Asif

MBA 2020 | Alliance University

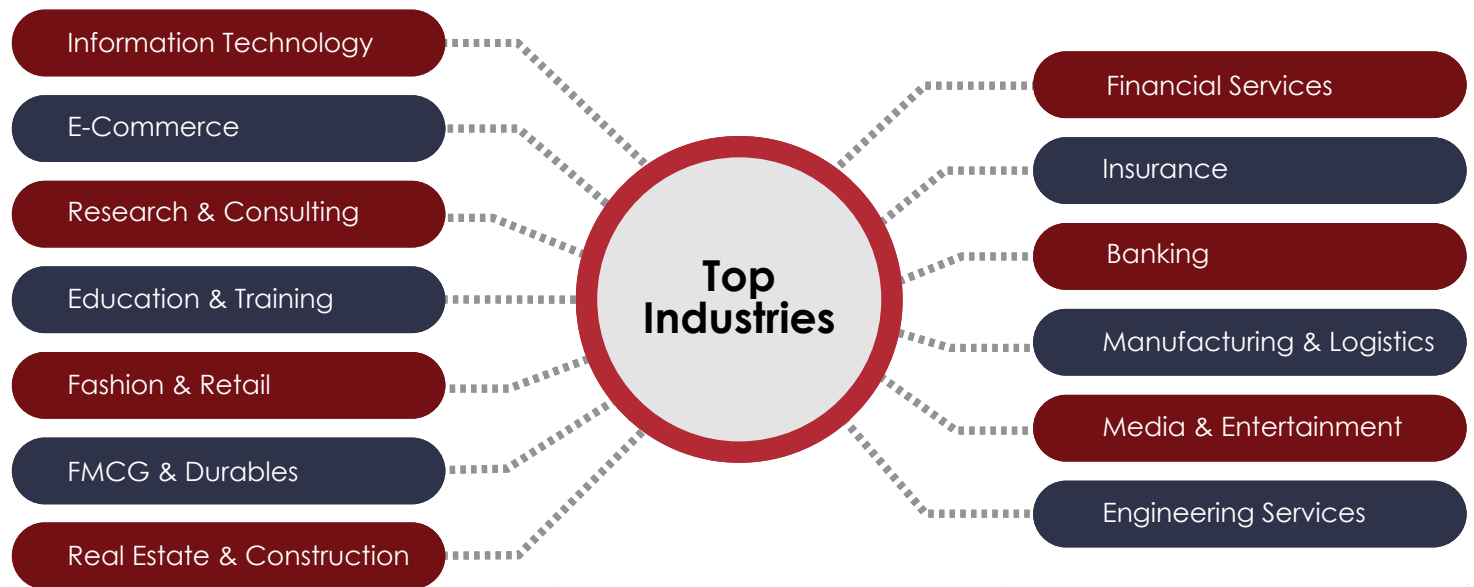
Semester Exchange Programme | San Jose State University, USA



International Linkages



Career Opportunities



Fortune 500 companies (Visited in 2021-22)

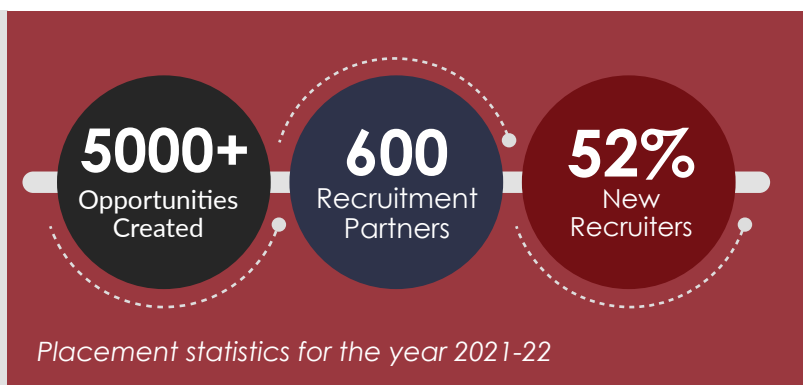


*Representative List of Companies

Career Support Services

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

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



Corporate Mentorship Programme

Corporate mentors from top organizations together with the experienced faculty mentors from Alliance School of Business are working towards the one common goal – increasing student employability. The programme has been conceived with the sole aim of getting our students mentored by some of the top professionals across industry verticals. This programme is a catalyst in driving student holistic growth and making them industry-ready ahead of time lifelong.

Initiatives by the Office of Career Advancement and Networking

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



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



G.V. Suresh
Managing Partner, Anthrolabs



Tanvi Thacker
Head - Employee Benefits, Infosys

Illustrious Alumni

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



Madhusudhan Chakravarthi

Managing Director
Accenture
Class of 1999



Rahul Gosain

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



Mitali Nagpal

Associate Director
Human Resources KPMG
Class of 2010



Aamir Thoker

Director (ASEAN & SAARC)
Rubrik
Class of 2013



Richa Batta

Associate Director - Sales
Taj Hotels and Resorts
Class of 2008



Sumanta Roy

Global Head
Program Management
Google
Class of 2012



Sreejith Krishnan

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



Niranjana Subbarao

Co-founder and CEO
Cyclops Medtech
Class of 1999



Sahil Kapoor

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



Administrative Block



Lush Green Campus

State-of-the-Art Infrastructure



Central Library



Activity Center



Learning Center



Amphitheater Classroom



Food Court

Other Programmes Offered

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



Awards, Accolades & Accreditations



#3

Best Business School under
Private University, 2022

#3

Best Business School in South India
2022

#13

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



Alliance University Awarded
the QS I-GAUGE E-Leading
Excellence for Academic
Digitisation in 2020



Alliance University was
appraised with Diamond
Rating for Teaching,
Employability and Facilities
in QS I-GAUGE rating
system 2019



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



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

Scholarships

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



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Get in Touch

Should you need any additional information, or have queries about the program, our team is always available to help you.

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Website: www.alliance.edu.in

Alliance University

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