



AMITY UNIVERSITY

Selected 2012-14



Sprawling 40 acres green campus



Founder President under the aegis of Ritnand Balved Education Foundation. It is because of his unparalleled vision that Amity Business School is ranked amongst the top ten Business Schools in the country and also ranked "First" amongst post-1990 Private Business Schools. During his stay in West Germany for over 30 years, the Founder President of Amity Dr. Chauhan realized that Indians have intelligence, talent and potential to be the most successful people in the world. He established Ritnand Balved Education Foundation with a view to groom young future leaders to be complete, value-driven human beings and competent professionals with a deep passion for humanity, leading the world.

Achievements: Amity University has established five Universities, 150 Institutions, 17 Schools & Pre-Schools catering to more than 90000 students, 3500 Faculty and Scientists; on 1,000 Acres of campuses, 240 Degree Programmes, 9000 on-campus Hostel seats and 5000 on-campus placements.

Business Today in October 2009 rated Amity Business School amongst the Top Ten Best Business Schools of India.

Amity Business School has been ranked among top ten in Business World dated 24th June, 2010.

Leading Corporate recruiters in the Economic Times Rankings have ranked Amity the Top 6th B-School in India for Marketing and 14th Best overall. (Economics Times - 15th April, 2011).

The Hindustan Times in 2011 ranked Amity Business School as 5th B-School in North India and 20th best amongst all India B-Schools.

Market: To create awareness and endorse brand image, Amity University, advertises in Print and Electronic Media, Radio and Web- Portals on a regular basis.

Amity University is the official University Partner of "Delhi Daredevils" cricket team and the advertisements have been incorporated in IPL 2012.



Director : Dr. Sanjay Srivastava

Established : 1995

Product: Amity Business School offers the Master in Business Administration, Business Administration (Entrepreneurship), Business Administration (Human Resource), Business Administration (Marketing & Sales), Business Administration (Retail Management) and Doctoral Programmes (PhD)

History: Amity Business School was started by a visionary and great strategist Dr. Ashok K Chauhan,



Recent Developments: Amity University, Uttar Pradesh has been accredited by National Assessment and Accreditation Council (NAAC), an Autonomous Body of the University Grants Commission (UGC) with the highest possible grade of 'A',

The University has also been accredited by ACBSP - Accreditation Council for Business Schools and Programs, USA as its member

Amity University has been conferred with Indian Education Award 2012 as India's Best Non-Profit Private University.

Promotion: Amity Business School regularly organizes Workshops, Seminars, HR Summits, Conferences, Round Table Discussions, Leadership summits, Mentor Mentee Meets, Round Table Meets, Amity Youth Festival which are attended by corporate honchos among others.

Expansion plans: Amity has established its campuses in London, Singapore, New York, California, Dubai, Mauritius and Romania and now has plans to establish more Amity Campuses in South Africa, China Taiwan and Abu Dhabi

Brand Values: Amity is a group of institutions which imparts world-class education with an experience where everyone associated is part of a dream, a mission to see that talent is nurtured to become great leaders. Today, Amity is synonymous with quality, practical, industry focused education, and attracts the best students across the world. At Amity, every effort is made to ensure holistic development of students; 25% emphasis is laid on education and 75% on over all personality development, communication skills, behavioral aspects and other interpersonal skills.

Facilities for staff members: Amity University has Olympic Size Swimming Pool, 20 Lane Shooting Range, Horse Riding Academy, State-of-the-art Gymnasium, Tennis Courts, Basket Ball Courts, Badminton Courts, Squash Courts, Volleyball Courts, Cricket Ground, Football Ground for recreational purposes.

Maternity Leave, Children Education, Child allowances up to two children are provided to female staff, Medical facilities through Group Insurance Schemes, Special preference to wards of staff in admission to Amity Institutions (Amity International Schools and Amity Universities) and fees rebate, Special Fee Discounts to the staff for upgrading their qualifications from Amity University and subsidized transport facility for faculty are some of the benefits provided by the organization to the staff.



Salient features:
Dr. Ashok

K Chauhan, Founder President, Amity Universe has a great vision and mission to transform the Nation into a 'Knowledge Super Power by 2030'. Amity believes in teaching students sanskaars and values along with imparting modern modules of education, teaching them the importance of sharing and caring and instill in them the ability to deal with difficult circumstances and emerge as leaders and good human beings.