



# ALLIANCE UNIVERSITY

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

## BENGALURU



**GREAT CAREERS START HERE**

Undergraduate and Postgraduate Prospectus

# Awards, Accolades and Accreditations



**#7** Best Private University  
India Today, 2018



**#10** Best B-School in India offering  
Global Business Courses, 2018



**#4** Best B-School  
in South India

**#19** Best B-School in India overall (including  
IIMs & other Government-run B-Schools)



"Alliance University has been featured in "Great Indian Institutes" Forbes India Marquee 2018 - a special Marquee Edition in association with SkillTree Knowledge Consortium and Great Place To Study".



**#11** Law School for  
Outstanding Excellence  
CSR-GHRDC Law School Survey 2018



**#18** Best MBA program,  
full-time, Central Asia



Alliance University is recognized by  
University Grants Commission (UGC),  
New Delhi



Alliance School of Law  
is approved by Bar Council of India (BCI), New Delhi



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



Alliance University is an  
Academic Affiliate of The Institute of  
Engineering and Technology, [IET] UK



Best University for Promoting Industry -  
Academia Interface, February 2018



Best University in Building Industry Academia Interface  
at National Education Awards, 2018



# Alliance University

Alliance University is a Private University established in Karnataka State by Act No.34 of year 2010. The University is jointly recognized by the University Grants Commission (UGC) and the All India Council for Technical Education (AICTE), New Delhi.

Alliance University is a renowned university of higher learning located on an extensive state-of-the-art campus in Bengaluru offering a variety of degree courses. The University has baccalaureate concentrations, postgraduate offerings, doctoral degree programs and several professional certificate programs.

Alliance University aspires to be among the best universities in the world by the year 2025 through a series of strategically crafted moves, precisely calibrated action plans and an unwavering commitment to the pursuit of excellence.

The ambience and serenity of a world-class infrastructure housed in a 'green' campus; faculty who have proven themselves in their respective fields by providing an excellent blend of rigor and relevance in their teachings; staff who are ever ready to reach out; robust industry interactions; research aimed at solving problems of the real world; a plethora of international collaborative arrangements; outreach activities that touch the lives of a wide cross section of society; an exemplary track record in career counselling and placement facilitation—combine to provide a rare synergy to their hearts with passion and confidence.



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Coverpage:  
SIMRAN SURANA  
B.B.A. LL.B. (Hons.) 2017-22  
Alliance School of Law

## Vision

To be a world-class University that nurtures talent and catalytically transforms the lives of millions through excellence in teaching, research, service and community development. To uphold a commitment to shaping lives through scholarly teaching and learning, and that which contributes to an equitable and holistic transformation of society at large.

## Mission

To create and sustain a community of lifelong learners in an environment that emphasizes literacy, critical thinking and humanistic and scientific inquiry. The University shall provide a dynamic, challenging and ethical environment for pursuing high quality teaching, research, learning and service across all areas of the University, where students, faculty and other key constituents can interact, collaborate, and partner with the global community for the creation and dissemination of knowledge and transform the lives of people through innovation and excellence in higher education.

### The University shall:

- Pursue excellence in teaching, learning and scholarship.
- Prepare students for leadership through enlightened learning partnerships with faculty mentors and the community.
- Support faculty and other scholars in pursuing world-class research: clinical, theoretical, empirical, experiential and foster creative endeavor.
- Develop mastery of disciplines and professions and instill confidence among its key constituents in their application for a future of meaningful pursuits and productive work in the service of humanity.
- Channelize faculty and student talent for professionally-related service to the University, the community and society at large.



## Officers of the University

- The Visitor  
(His Excellency the Governor of the State of Karnataka)
- The Pro-Visitor  
(Honorable Minister for Higher Education, the State of Karnataka)
- The Chancellor
- The Vice-Chancellor
- The Pro Vice-Chancellor
- The Registrar
- Deans of Faculties
- The Finance Officer



## Message from the Chancellor

To the generation that beholds the future

I welcome you to experience an amazing destination where education is the institution and not merely another formal learning exercise. In each student of ours we see and we cultivate the leader who reckons to, if not excel, and be an exemplary individual in varied areas. Our graduates have not just been the better managers from our business school or engineers from our engineering college or even lawyers from our law school, but have earned the reputation as artists, entrepreneurs, philanthropists, educators, bureaucrats, politicians, soldiers, and dreamers.

Alliance University epitomizes the very meaning of bringing together generations of learned and talented individuals on a single platform; be it in the teacher of the class or the participant. Today, when we are surrounded by swanky buildings, glitzy gadgets, powerful automobiles and materialistic mindsets, at Alliance University, we intend to stick to our roots of being old school, yet contemporary, helping us shape individuals who value simple ideas of life. Our humility comes from our diversely and vastly experienced faculty group. We are guided by principles that define the core of education resulting in outcomes that are testified by the thousands of our alumni spread across the globe.

As you turn pages of this booklet, you will be brought closer to what we have built for the young generations that see education as a purpose, and not just a medium to high flying careers. I simply do not mean to highlight the infrastructure, but we have built a world in Alliance that is and has been integral to many young minds. We have built generations of learners and an ecosystem that touches every aspect of life, helping us shape graduates into assets for the fields and organizations they get associated with. In our research orientation and in our industry connect, lie great strength that



**Prof. Sudhir G. Angur**  
B. Tech. (IIT-B); PGDM (IIM-A)  
Chancellor  
Alliance University

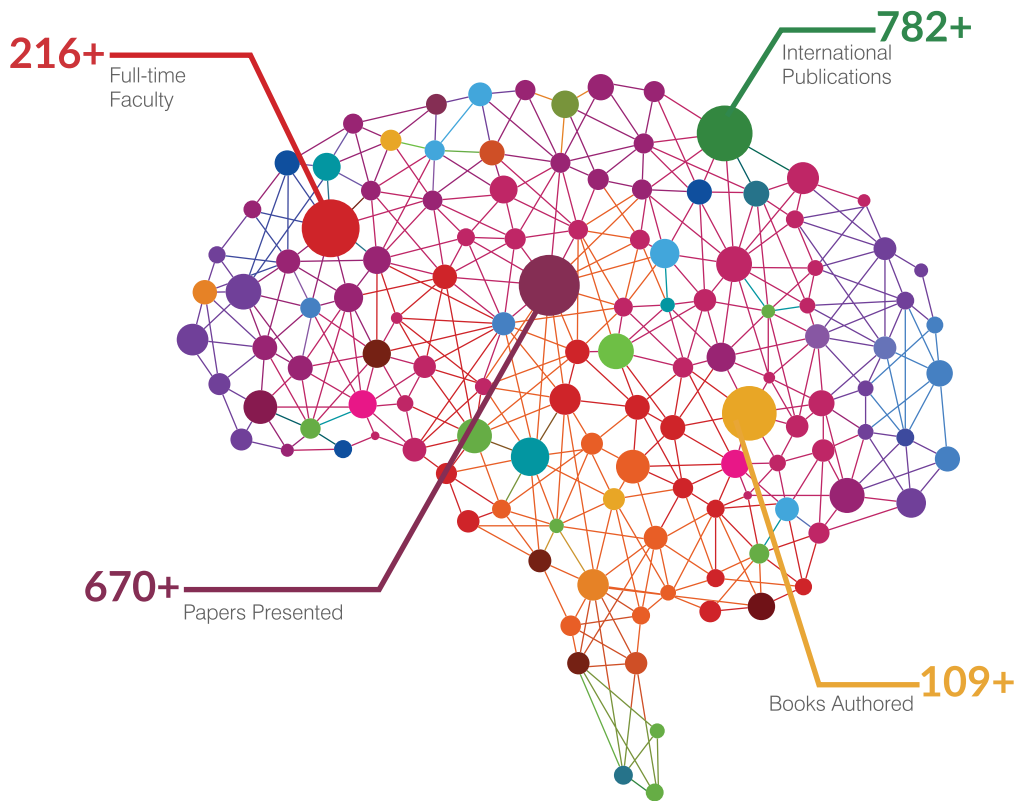
becomes instrumental in helping students make a fruitful transformation into successful professionals.

I invite you to interact with our students and graduates in varied professions in the near future, and I am sure you will appreciate their lineage of having been among the generations that passed through the portals of Alliance. We can elaborate on the laurels that have been brought by each individual associated with Alliance University, but it is you who would behold the future of this great institution and the world around it.

Along with a team of scholars, researchers, innovators, I look forward to seeing you as a part of our family and shapers of the society at large.



# Intellectual Capital



Learning at Alliance University is delivered by highly accomplished faculty who possess a wide range of expertise. The faculty at Alliance University, besides being excellent teachers are also accomplished researchers with numerous publications in journals of national and international repute, and have actively contributed to technical academia through participation in conferences and seminars. The faculty place great emphasis on critical thinking and seek to provide graduates with world-class learning on domestic,

international domains. The faculty also strive to include leading professionals from the corporate world to enhance the rigor and relevance of the curriculum delivery.

In addition to the full-time faculty, the teaching is complemented by a panel of distinguished and experienced visiting faculty from a consortium of renowned universities across the world.

## International Faculty

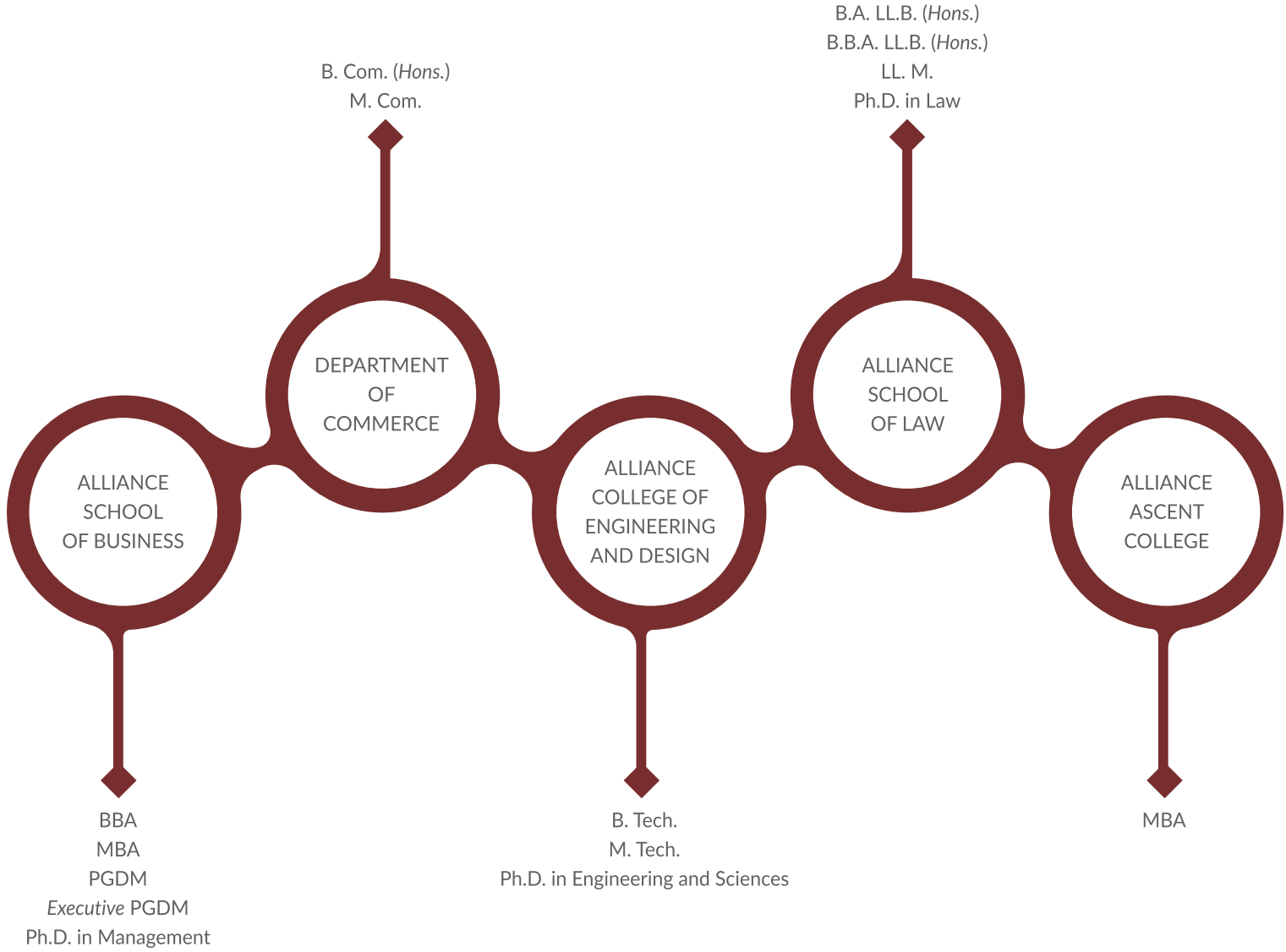
Alliance University continues its initiative to invite and host renowned international faculty from around the world to teach its students and is committed to supporting a diverse community of

faculty scholars who make a difference in their fields, inspire in the classroom and serve as leaders in the intellectual communities.



## Academic Units

Alliance University with a vibrant and picturesque campus in Bengaluru—the fastest growing city in India—offers more than 20 undergraduate and postgraduate majors to approximately 7,000 students of diverse backgrounds. Alliance education, defined by excellence in the areas of Business Administration; Engineering; Legal Studies and guided by the core values of the University, has shaped the lives of over 20,000 very successful alumni across the globe.





## Alliance School of Business

Alliance School of Business has carved a niche for itself among the best B-Schools in the country having been ranked consistently among the top B-Schools and for being the first Indian B-School to be accredited by the International Assembly for Collegiate Business Education (IACBE), USA. Alliance School of Business enjoys high-level of recruiter satisfaction from recruiting partners. Top brands and companies consistently recruit from the B-School and visit more than once a year, in search of exceptional talent from among its graduates. It has an excellent array of international collaborative arrangements with reputed universities and business schools that enable student and faculty exchanges, paving the way for a unique multicultural and eclectic experience. Its innovatively crafted courses manifest strong emphasis on entrepreneurship, key management skills and techniques, technological impact on commerce and transpiring markets, as well as, lively ethical concern towards managing business in rapidly evolving environments. Programs offered also aim at molding students into socially responsible citizens, in addition to being efficient global business leaders.

## Department of Commerce

The Department of Commerce of the Alliance School of Business, Alliance University, believes in the ideology of the University and offers degree courses, both at the undergraduate and postgraduate levels that seek to build and nurture students equipped with strong academic as well as effective diversity skills. The graduates of these courses gain in-depth expertise in commerce, finance, taxation, accountancy and other related disciplines.

The innovatively crafted courses of the Department of Commerce instill in graduates a high-level of integrity and professionalism while preparing them for rewarding and fulfilling careers in banking, finance, insurance, auditing, taxation and business management.

## Alliance College of Engineering and Design

The Alliance College of Engineering and Design has been built on a strong foundation of achieving technological development through a curriculum that places a high emphasis on the design aspects of engineering by developing design professionals who are passionate and creative problem-solvers, and who possess strong multi-disciplinary fundamentals that are combined with a keen sense of aesthetics. Real-world, industry-driven internships and project work; centers of excellence and incubation for cutting-edge research and development; and learning outcomes aligned with the criteria outlined by the Accreditation Board for Engineering and Technology (ABET), USA—the Alliance College of Engineering and Design provides unparalleled opportunities for graduates to pursue technological education with passion and confidence.

## Alliance School of Law

Alliance School of Law, Alliance University is approved by the Bar Council of India (BCI), New Delhi. The CSR – GHRDC Law School Survey, 2018, has ranked Alliance School of Law as the 11<sup>th</sup> Best Law School for Outstanding Excellence. The school offers programs that have been designed to prepare its graduates for a rewarding career in various roles and responsibilities in legal service organizations. The pedagogy and curriculum at Alliance School of Law have been carefully crafted to include techniques such as simulation and live client based teaching so as to instill among the graduates a strong subject matter expertise in law and legal institutions, justice and governance as well as demonstrable skills of legal counsel and professional argumentation.

## Alliance Ascent College

Alliance Ascent College, a constituent college of Alliance University, provides a high-quality academic environment with dedicated teaching staff and recognized strength in applied research underpinned by outstanding support of the university. The institution aims to become a premier college with state-of-the-art facilities, providing world-class education, training and research in the areas of business and management. The objective is to provide students with the knowledge and skills to become successful business leaders as well as responsible social stewards. Alliance Ascent College prides itself on rigorous and relevant curriculum designed to train young professionals to be responsive to the demands of society in a dynamic milieu.

## Bachelor of Business Administration

The Bachelor of Business Administration (BBA) course is a full-time, three-year, undergraduate course of study aimed at preparing young graduates to take up challenging careers in business and industry, and also enables them to pursue higher studies thereafter. The course equips graduates with required skill sets such as analytical, decision-making, technical, interpersonal and technological skills. The course is designed to develop a holistic personality in graduates thus enabling them to succeed as professionals, while at the same time finding fulfilment in their personal lives. The overall objective of the course is to prepare young professionals to be responsible and responsive to the demands of society in an ever-changing environment.

### SIDDHI CHAVAN

from BBA 2017-20 hails from Pune, is passionate about food and travel. She loves the fact that Alliance offers her time and reasons to follow her passion beyond academics



TOP

6

## Reasons to choose BBA at Alliance

- 1 TOP RANKED PROGRAM IN BUSINESS**

10<sup>th</sup> Best B-School in India offering Global Business Courses, Outlook 2018
- 2 INTERNATIONAL PROGRAMS**

Study abroad opportunities in 3 continents, 15 countries, 40 cities
- 3 INTERNATIONAL ACCREDITATION**

Accredited by International Accreditation Council for Business Education (IACBE), USA
- 4 PROFESSIONAL CERTIFICATIONS**

Take your career to a whole new level with ACCA / CMA certifications
- 5 FOREIGN LANGUAGE CLASSES**

Add a linguistic qualification: Spanish, German, French and Mandarin courses
- 6 VALUE-ADDED COURSES**

Propel your career with Business Analytics, Soft Skills, Excel workshops and training

## Specializations

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

## Key Features

- A contemporary and globalized curriculum that aids advanced business learning
- Choice of concentrations (electives) seamlessly blended with core business courses for end-to-end business value addition
- Integrated technology tools for application-oriented exercises designed for real world relevance
- Immersion-based learning through collaborative projects with varied industry verticals
- Infrastructural and other student support services that promote a holistic living and learning experience on campus

## Course Overview

- The course comprises of core subjects, elective subjects and an organization-based internship
- Electives begin in the third year of the course
- Regular updating of elective subjects to reflect the changing needs of industry
- Continuous evaluation method using an honor point system in the calculation of Grade Point Averages (GPA)



## #goplaces with BBA

### Mansi Ashvinbhai Mori

Silver Medallist - Roller Inline Hockey, National Roller Sports Championship

### Khan Junaid

Accomplished Model

### Gaurav Mishra

Management Trainee, Corporate Sales - Paytm

### Thejus Shibu Varghese

Talent Acquisition Specialist (US) - Blue Ocean Ventures

### Snigdha Nashine

Operation Consultant / Risk Analyst - Razorpay Software Pvt. Ltd. and many more...

# 25%

of Alliance graduates go straight into graduate schools like Indian Institute of Management, Leeds Business School, University of Hatfield, Johnson & Wales University, Wharton University, Cardiff University, Coventry University, Bangor University, Cardiff Metropolitan University, Liverpool University, University of Glasgow and other top colleges

## List of Recruiting Partners

### Internships\*

- Tata Power Solar Systems limited
- Deloitte
- HAL
- Parle-G
- IndusInd Bank Limited
- Zuari Cements LTD
- Bosch Limited
- City Union Bank
- Reliance Jio Ltd
- Royal Enfield (Classic Automotive)
- Maruti Suzuki
- Metro Cash & Carry India Private Limited
- TATA Elxsi
- Jindal Aluminium
- Sobha Developers
- ITC Ltd
- TVS Motor Company
- Ashok Leyland
- Schneider Electric India
- TTK Health Care Private Limited

### Final Placements\*

- Paytm
- Fab Hotels
- Airtel
- Wipro
- Mckinsey
- Total Environment
- Nestaway
- Blue Ocean Ventures
- State Street Global Ventures
- Foyr
- Decathlon
- Realbridge Consulting
- Laundrokart
- Cleartax
- Cue Math
- Ravin Technologies
- IndusInd Bank
- Educesta Global
- Aon Specialist Services Pvt Ltd

*\*Representative list of Companies*

## International Linkages

Alliance University has a host of articulation agreements with accredited Universities across the globe and facilitates educational experiences for students in several countries. Students are provided an opportunity to understand different cultures in a globalized economy. Participating students in these programs gain first-hand international experience and develop as global citizens.

- Beijing Institute of Technology, China
- Edinburgh Napier University, Scotland, UK
- INSEEC, France
- IPAC, France
- Kristianstad University, Sweden
- London School of Economics, UK
- Maastricht School of Management, The Netherlands
- Nanhua University, Taiwan
- Nanjing University of Aeronautics and Astronautics, China
- National Tsing Hua University, Taiwan
- Paris School of Business, France
- Samara State University of Economics, Samara, Russia
- San Jose State University, USA
- Institut Mines-Telecom Business School, France
- Togliatti Academy of Management, Russia
- Toulouse Business School, France
- University of Applied Sciences, Germany
- University of Burgundy, France
- University of Chester, UK
- University of Memphis, USA
- University of Portsmouth, UK
- University of Salford Manchester, UK
- University of Scranton, USA
- University of Wales Trinity Saint David, UK
- Webber International University, USA



**Credit Transfer Program at IPAC,  
France - BBA 2015 Batch**

## Bachelor of Commerce (Honors)

The B. Com. (*Hons.*) course aims at building competence in particular areas of business studies while providing the students with a wide range of managerial skills. The program imparts strong subject learning that includes the knowledge of basic theories, principles, methods and procedures of commerce and accounting. The curriculum of the B. Com. degree course is rigorous and progressive, and prepares its graduates for careers in commerce and accountancy, as well as, for other professional roles such as economic, business and security analysts.

### MONALI PANDA

from B.Com. (*Hons.*) 2015-18, hails from Bhadrak, Odisha. She is passionate about fashion, management, art and traveling. During her tenure at Alliance, she got an opportunity to be a core member of Vismaya, a fest organized by Alliance School of Business. She considers this to be one of her biggest accomplishments till date.



# 5 TOP Reasons to choose B. Com. (Hons.) at Alliance

## 1 VALUE-ADDED CERTIFICATION COURSES

Soft Skills Training,  
M. S. Excel Applications,  
Digital Marketing,  
International Financial  
Reporting Standards (IFRS),  
Capital Market Operations etc.

## 2 PROFESSIONAL CERTIFICATIONS

Take your career to a whole  
new level with ACCA /  
CMA certifications

## 3 GUEST LECTURES

Maximise your global business  
acumen through interaction  
with industry leaders

## 4 INDUSTRY VISITS

Real-world experience at  
leading companies

## 5 JOB PLACEMENTS

Expand your horizon - avail  
opportunities that outnumber  
students with placement  
rate of 96%

### Electives

- Accounting and Financial Management
- Human Resource Management
- Marketing Management

### Key Features

- Excellent industry specific curriculum delivered by accomplished faculty and renowned industry practitioners
- Rigorous coaching with stipulated contact hours
- Regular industrial visits and lectures by industry experts
- Library with an extensive collection of books, magazines and journals



### #goplaces with B.Com.

#### Ankita Shree

Associate, Global Finance & Accounts -  
McKinsey Global Services

#### Jaspreet Singh Bhatia

Analyst - AIG

#### Justin Johnson

Marketing Trainee, Corporate Sales -  
Paytm

#### Mirzab

Entrepreneur based in Singapore  
(Franchisee: Popeyes Louisiana Kitchen)

#### Vishanth M

Marketing Manager - Grofers

#### Smarth Dua

AasaanJobs.com. - Key Account Manager

and many more...





## List of Recruiting Partners

### Final Placements\*

- KPMG
- Quest Global
- McKinsey
- Odessa technologies
- TCS
- Byju's
- Bren
- Jaro Education
- Coface India Credit Management Services
- RazorPay Software
- Fourth Ambit
- Karvy Stock Broking Limited
- Aarusha Homes
- BVG India
- NetApp
- Amazon
- Grant Thornton
- Robert Bosch
- Raah Financials
- Sobha Limited

## Bachelor of Business Administration, Bachelor of Law (Honors) Bachelor of Arts, Bachelor of Law (Honors)

### **B.B.A. LL.B. (Hons.)**

Law graduates are no longer limited by the option to choose litigation as their profession. There are many exciting opportunities for them in the corporate system, which include roles such as legal associates in law firms as well as in-house counsels in companies, among others. Legal practice in a corporate system becomes easier if the attorney is also aware of the business and management practices in business organizations. This requires graduates to not only understand the law but to also possess subject-matter expertise in business administration. Alliance School of Law thus offers the B.B.A. LL.B. (Hons.) course wherein graduates are trained in subjects such as Management, Finance and Languages. The course has been carefully crafted with a view to equip its graduates with an understanding of the legal and management principles in the desired proportion, thereby empowering them with a distinct advantage in their professional careers.

### **B.A. LL.B. (Hons.)**

It is essential for a graduate of law to have a robust understanding of the social sciences. Law and social sciences share a strong mutual relationship. While a legal instrument is a mechanism to express the socio-economic and political will of the State, it is equally undeniable that the effectiveness of the legal system has a definite impact on the society. Hence a successful attorney should have a sound knowledge of the social sciences in order to appreciate how to use law as an instrument of social change. The B.A. LL.B. (Hons.) course at the Alliance School of Law includes Political Science, Sociology, Economics, and English subjects as minor areas of study to supplement the wide range of law subjects that its graduates are required to study.

### **AISHWARYA NAGULA**

from LL.B. hails from Hyderabad.

While pursuing her degree at Alliance, she mastered her hobby which is acting. She participated in several fests, displayed her acting abilities and gained immense confidence in her abilities.



# TOP 9 Reasons to choose Law at Alliance

## 1 TOP RANKED PROGRAM IN LAW

11<sup>th</sup> Best Law School for Outstanding Excellence, CSR-GHRDC Law School Survey, 2018

## 2 WORLD CLASS LEGAL EDUCATION

Through global curriculum and internationally qualified faculty

## 3 INTERNATIONAL PROGRAMS

International Study Abroad Programs at world's leading universities

## 4 GUEST LECTURES

Maximise your global business acumen through interaction with industry leaders

## 5 FIELD TRIPS AND INDUSTRY VISITS

Visits to courts in session, Vidhana Soudha, Parliament and leading companies

## 6 CONTEMPORARY CURRICULUM

Curricula with a vibrant blend of legal concepts and practical skills infused through moot court and alternative dispute resolution forums

## 7 INTERNSHIPS AND JOB PLACEMENTS

Expand your horizon - avail opportunities that outnumber students with placement rate of 96%

## 8 FOREIGN LANGUAGE CLASSES

Add a linguistic qualification: Spanish, German, French and Mandarin courses

## 9 LEARNING RESOURCES

Law library with extensive electronic databases, books and journals

## Honors

- Intellectual Property Law
- Business Law
- International Law
- Criminal Law
- Constitutional Law

## Key Features

- Integrated degree with honors specialization and international exposure
- Innovative pedagogy comprising case-based, interactive teaching and experiential learning
- Delivered by accomplished full-time faculty and embellished by eminent jurists as well as international adjunct faculty
- Moot Court for simulated court proceedings and visits to courts-in-session and alternative dispute resolution forums (ADR).
- Extensive interactions with legal luminaries



## #goplaces with Law

### Mereena Mariam Roy

Deal Specialist - Oracle

### Shivani Parashar

Federal Bank - Legal Officer

### Sakhi Jain

Legal Associate - Kotak Mahindra Bank Ltd.

### Akash Ravindra Nayak

Founder - Glass Manufacturing Company

### Juhi Selarka

Trained Bharatanatyam Dancer -  
Received Best Performer Award at  
Heston Community Centre, London

### M V Galava Kumar

Gold Medallist - Wrestling

and many more...

## List of Recruiting Partners

### Internships\*

- National Human Rights Commission
- High Courts
- District Courts
- International Arbitration Centre
- Ministry of Law & Justice
- Ministry of External Affairs, Government of India
- Ministry of Commerce & Industry, Government of India
- Ministry of Women & Child Development, Government of India
- Speaker's research initiative, Parliament of India
- Wildlife Crime Control Bureau, Ministry Of Environment
- National Legal Services Authority
- WWF-India

### Final Placements\*

- Oracle
- HDFC ERGO
- Société Générale
- Biocon
- Concorde Group
- Krishnapatnam Port
- QuisLex
- Atman Law
- BananalP
- Mindcrest Inc.
- Ricago
- Morae Global
- ITC Infotech
- Gokare Law Firm

*\*Representative list of Companies*

## International Linkages

Alliance University has a host of articulation agreements with accredited Universities across the globe and facilitates educational experiences for students in several countries. Students are provided an opportunity to understand different cultures in a globalized economy. Participating students in these programs gain first-hand international experience and develop as global citizens.

- London School of Economics, London, UK
- University of Hull, UK
- University of Salford, Manchester, UK



## Bachelor of Technology

The Alliance College of Engineering and Design currently offers seven, four-year, full-time Bachelor of Technology (B. Tech.) degree courses at the undergraduate level. The undergraduate courses at the Alliance College of Engineering and Design are unique offerings where graduates receive a Bachelor of Technology degree in their chosen discipline of engineering alongside minor specializations.

### MAJID NAZEEM KHAN

from B.Tech., is also an entrepreneur. He started a restaurant business with the help of his peers who pursue different programs at Alliance. The University provided him a platform where he could collaborate with people from different backgrounds and accomplish his business goals along with his academics.



# TOP 9 Reasons to choose Engineering at Alliance

## 1 TOP RANKED PROGRAM IN ENGINEERING

Alliance University is an Academic Affiliate of The Institute of Engineering and Technology, (IET) UK

## 2 INDUSTRY CERTIFIED TECHNOLOGY CERTIFICATIONS

Take your career to a whole new level with Oracle, Amazon Web Services, Vm Ware, Palo Alto, Dell EMC Certifications

## 3 INNOVATIVE INDUSTRY-RELEVANT COURSES

Build contemporary competencies in Big Data, IOT, Robotics AI and Soft Skills through workshops and training

## 4 INTERNSHIP AND JOB PLACEMENTS

Expand your horizon - opportunities outnumber students with internship / placement rate of 96%

## 5 INTERNATIONAL PROGRAMS

Study abroad opportunities in 3 continents, 15 countries, 40 cities

## 6 FOREIGN LANGUAGE CLASSES

Add a linguistic qualification: Spanish, German French and Mandarin courses

## 7 GUEST LECTURES

Maximise your global business acumen through interaction with industry leaders

## 8 INDUSTRY VISITS

Real-world experience at leading companies

## 9 INCUBATION CELL

Educating budding entrepreneurs to boost their start-ups

### Branches

- Aerospace Engineering
- Civil Engineering
- Computer Science and Engineering
- Electronics and Communication Engineering
- Electrical and Electronics Engineering
- Information Technology
- Mechanical Engineering

### Key Features

- Rigorous, progressive and industry relevant curriculum that places a high emphasis on the design aspects of engineering
- Advanced engineering laboratories
- Delivered by accomplished full-time faculty and embellished by international adjunct faculty as well as renowned industry practitioners
- State-of-the-art infrastructure for high-quality living and learning experience on campus

## #goplaces with Engineering

### Reshma

Catalogue Associate - Amazon

### Swatish Noola

Business Development Associate - Think and Learn

### Vyas D Kamalnayan

Technical Support Engineering - DXC Technologies

### Shanthini

Technical Support Engineer - IBM

### Rohan Kumar

Graduate Engineer Trainee - Atos Syntel

### Nagarjuna Ranganath

Owner - Omega 5 Solutions

### Monish V

Silver Medalist - Eighth Tirak Taekwondo International Championship 2018, Thailand

### Shreyas K N

Project Engineer - Wipro

and many more...



## List of Recruiting Partners

### Internships\*

- Tyco Electronics, Germany
- Medium Art, Cameroon
- ABB South Africa Ltd Capetown, South Africa
- Aashiyana Contracting Company, Dubai
- Etihad Airways, Abu Dhabi
- NAL(National Aerospace Laboratories)
- Brigade Group
- IndianOil
- SAIL India Ltd
- Mahindra Aerostructure Pvt. Ltd.
- HAL, Aerdc Aero Engine Division
- United Breweries Limited
- Biocon limited
- Toyota Kirloskar Motor Pvt Ltd
- Bosch India ltd
- ONCG Ltd
- BEML
- BEL
- Karnataka Power Corporation
- Tata Steel Ltd , West Bokaro Division
- Bhilai Steel Plant
- Indian Space Research Organisation (ISRO- VSSC)
- Air India Ltd.
- TATA Advanced Materials Limited
- Tvs Motor Company India Ltd
- Defence Research and Development Organisation (DRDO)
- Volvo India Pvt. Ltd.
- Ashok Leyland India Ltd
- BMRCL
- Hindustan aeronautical Limited (HAL)
- Schneider Electric India Pvt. Ltd
- ITI LTD.

### Final Placements\*

- Xseed Education
- Zoho Corp
- IBM
- Wep Solutions
- Sobha Ltd
- Heli Taxii
- DXC Technologies
- Reliance Jio
- Mercedes Benz
- Bridgestone Tyres
- Ashok Leyland
- Hashedin Technologies
- WeP Solutions
- Wipro
- Infinite Computer Solutions
- Artech Infosystems
- Xebia IT Solutions
- UTC Aerospace
- GroupM
- Amazon

*\*Representative list of Companies*

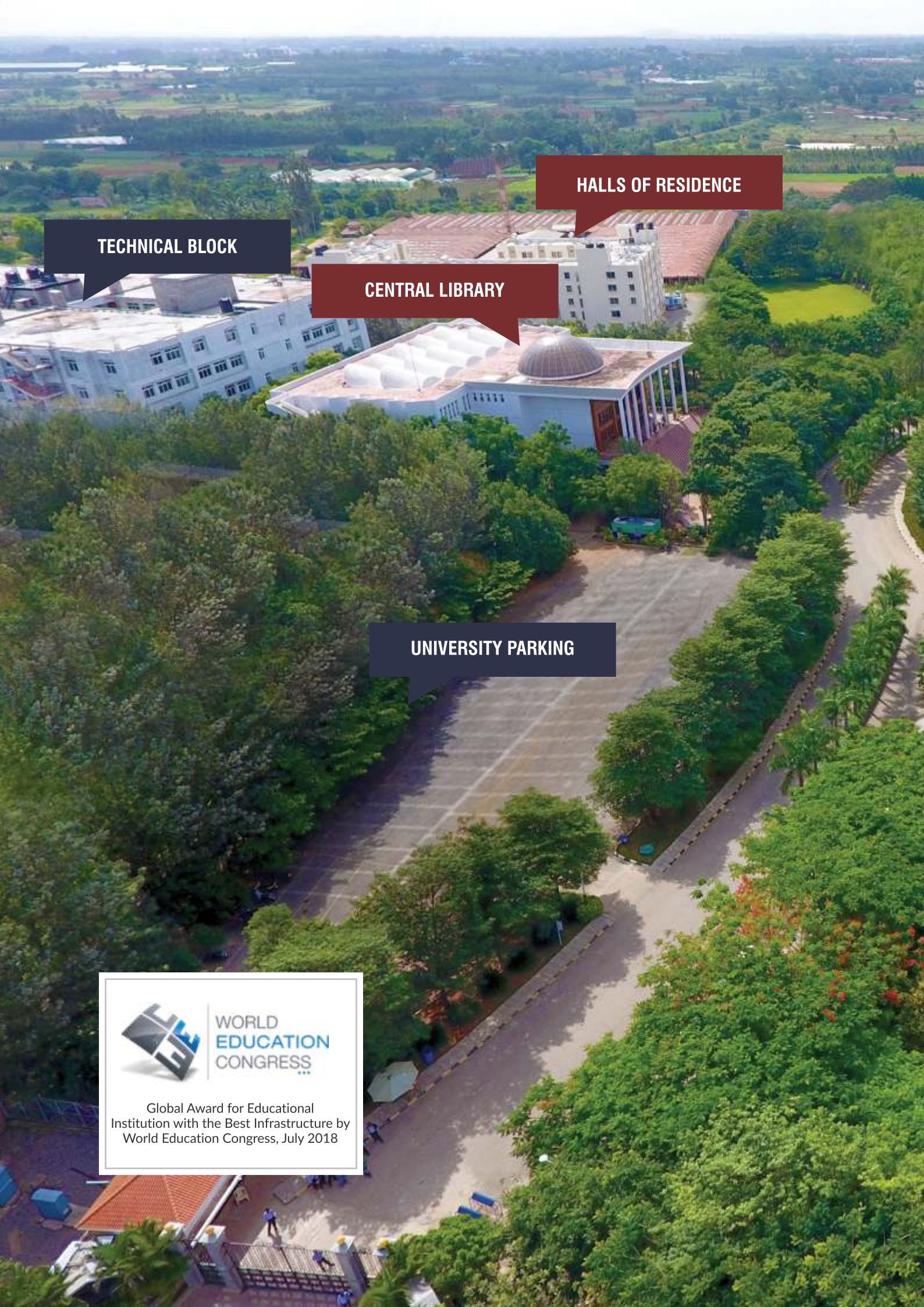
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Alliance University has a host of articulation agreements with accredited Universities across the globe and facilitates educational experiences for students in several countries. Students are provided an opportunity to understand different cultures in a globalized economy. Participating students in these programs gain first-hand international experience and develop as global citizens.

- Beijing Institute of Technology, China
- ISEP, France
- Kingston University, UK
- London School of Economics, UK
- Nanhua University, Taiwan
- Nanjing University of Aeronautics and Astronautics, China
- National Tsing Hua University, Taiwan
- Institut Mines-Telecom Business School, France
- University of Dundee, UK
- University of Strathclyde, UK



Semester Exchange Program at ISEP,  
France - B. Tech. 2015-19 Batch



**TECHNICAL BLOCK**

**HALLS OF RESIDENCE**

**CENTRAL LIBRARY**

**UNIVERSITY PARKING**



**WORLD  
EDUCATION  
CONGRESS**

Global Award for Educational  
Institution with the Best Infrastructure by  
World Education Congress, July 2018



**LEARNING CENTER**

**FOOD COURT**

**STUDENT ACTIVITY CENTER**

**ADMINISTRATIVE BLOCK**

**AERIAL VIEW OF ALLIANCE UNIVERSITY CENTRAL CAMPUS, BENGALURU**

## Master of Business Administration

The Master of Business Administration (MBA) course offered by Alliance School of Business, Alliance University, is the flagship course of the School and is accredited by the International Assembly for Collegiate Business Education (IACBE), USA—a premier international accreditation body for business management programs.

The Master of Business Administration (MBA) course curriculum consists of general management subjects, core subjects and elective subjects that reflect the student's chosen area of specialization: Marketing; Finance; Organizational Leadership and Strategy; Operations; Retail; Banking and Financial Services; Hospitality; Entrepreneurship and Family Business; International Business; or Communications. One of the differentiating features of the curriculum is the range and depth of electives, which are industry-specific and where rigor and relevance are appropriately balanced, resulting in the greater marketability of graduates. The specialization areas include a field-based Industry Internship Program and a Dissertation. Students are encouraged to choose an area of specialization that suitably matches with their interests and skill sets. A specialization area is offered in the MBA course subject to a minimum enrollment.

### SIDDHARTH SOMANI

from MBA, hails from Ranchi, Jharkhand. He is passionate about business and books. He is delighted that Alliance gave his passion the right direction and enabled a positive personality transformation. He believes in continuous learning and this happens to be his success mantra too.



# TOP 9 Reasons to choose MBA at Alliance

## 1 TOP RANKED PROGRAM IN BUSINESS

18<sup>th</sup> Best MBA Program, full-time, Eduniversal Master Rankings 2017, Central Asia

## 2 INDUSTRY CERTIFIED CERTIFICATIONS

Rev-up your business career through industry certified courses that build in-demand skill sets in fastest growing fields through a comprehensive suite of programs

## 3 INTERNATIONAL ACCREDITATION

Accredited by International Accreditation Council for Business Education, USA

## 4 INNOVATIVE INDUSTRY-RELEVANT COURSES

Build contemporary competencies in Big Data, Block Chain, Digital Marketing, Cognitive Business and Soft Skills through workshops and training

## 5 INTERNSHIP AND JOB PLACEMENTS

Expand your horizon - opportunities outnumber students with internship / placement rate of 96%

## 6 INTERNATIONAL PROGRAMS

Study abroad opportunities in 3 continents, 15 countries, 40 cities

## 7 INDUSTRY AND ALUMNI ENGAGEMENT

Through exposure to corporate leaders, 20000 alumni and in-plant site visits

## 8 SCHOLARSHIP AND FINANCIAL AIDS

More affordable than you think

## 9 INCUBATION CELL

Educating budding entrepreneurs to boost their start-ups

## Specializations

- Marketing
- Finance
- Organizational Leadership and Strategy
- Operations Management
- Retail Management
- Hospitality Management
- Entrepreneurship and Family Business
- International Business
- Communication Management
- Banking and Financial Services

## Key Features

- It is a Two-Year Full-time Post-Graduate Degree Program
- Rigorous, relevant, contemporary and progressive curriculum
- Delivered by accomplished full-time faculty and embellished by international adjunct faculty
- Case-based learning and live projects with extensive industry interactions
- Regular updating of elective subjects to reflect the needs of the industry
- Continuous evaluation method using the honor point system for the calculation of Grade Point Averages (GPA)
- Articulation agreements with leading universities and institutions abroad to facilitate student exchanges, internships, short-term certification programs and dual-degree opportunities

## #goplaces with MBA

### Shakeel Sawar

Managing Director - Deloitte Consulting

### Tony Francis

India's Best-selling Author and National Manager - WPP

### Kartikay Mehta

Vice-President - Unibic Foods India Pvt. Ltd.

### Madhusudan Chakravarthi

Vice-President - Accenture Solutions Pvt. Ltd.

### Srinivas CV

Founder & CEO - Madagascar Kids

### Suraj Chouta

Assistant Vice President - JP Morgan Chase India Pvt. Ltd.

### Ronak Mehta

Assistant Vice-President - HSBC

### Amitkumar Banka

Vice-President - Hotstar

and many more...

## List of Recruiting Partners

### Internships\*

- AC Nielsen Research Services Pvt Ltd.
- Airtel
- Apollo Hospitals Enterprise Limited
- Bengaluru Marriott, Whitefield
- Capgemini India Pvt. Ltd.
- GMR Infrastructure
- Hindustan Coca Cola Beverages Pvt. Ltd.
- ITC Ltd.
- Mahindra Reva
- Maruti Suzuki
- Ogilvy & Mather
- Oil & Natural Gas Corporation Limited
- Pepsico Holdings India Pvt Ltd
- Praxair India Pvt. Ltd.
- Quest Global
- Renault India Pvt Ltd
- Sharp Business System (India) Pvt Ltd
- Siemens Ltd.
- Tata Motors Ltd.
- Toyota Financial Services India Ltd
- TVS Motor Company
- Volvo India Private Limited

### Final Placements\*

- OCBC Bank
- Britannia
- Bridgestone
- Salesforce
- Capillary Technologies
- Hewlett Packard Enterprise (HP)
- Mondelez India Foods Pvt Ltd (Formerly Cadbury India Ltd)
- Tata Consultancy Services
- TeamLease
- Byju's (Think & Learn)
- Aditya Birla
- Hindustan Unilever Limited (HUL)
- Wipro
- HCL Technologies
- CBRE
- KPMG
- Honeywell
- Prestige Group
- Federal bank
- Amazon
- Arcesium
- Khimji Ramdas
- Akamai Technologies
- Armstrong World Industries
- KEF Holdings
- Capital First Limited
- Madura Fashion and Lifestyle (Aditya Birla Retail)
- Bata India
- Oberoi Hotels and Resorts

*\*Representative list of Companies*

## International Linkages

Alliance University has a host of articulation agreements with accredited Universities across the globe and facilitates educational experiences for students in several countries. Students are provided an opportunity to understand different cultures in a globalized economy. Participating students in these programs gain first-hand international experience and develop as global citizens.

- Antwerp Management School, Belgium
- Beijing Institute of Technology, China
- Edinburgh Napier University, Scotland, UK
- Fairleigh Dickenson University, USA
- ICHEC Brussels Management School, Brussels
- INSEEC, France
- Kingston University, UK
- Kennesaw State University, USA
- Kristianstad University, Sweden
- London School of Economics, UK
- Maastricht School of Management, The Netherlands
- Nanhua University, Taiwan
- Nanjing University of Aeronautics and Astronautics, China
- National Tsing Hua University, Taiwan
- Paris School of Business, France
- Samara State University of Economics, Samara, Russia
- San Jose State University, USA
- Institut Mines-Telecom Business School, France
- Togliatti Academy of Management, Russia
- Toulouse Business School, France
- University of Applied Sciences, Germany
- University of Bedfordshire, UK
- University of Burgundy, France
- University of Chester, UK
- University of Dundee, UK
- University of Memphis, USA
- University of Milano Bicocca, Italy
- University of Portsmouth, UK
- University of Salford Manchester, UK
- University of Scranton, USA
- University of Wales Trinity Saint David, UK
- Webber International University, USA



**Dual Degree Program at Toulouse Business School, France - MBA 2016 Batch**

## Post Graduate Diploma in Management

The Post Graduate Diploma in Management (PGDM) program is offered by Alliance School of Business, Alliance University. It is crafted with utmost care and with the expert opinions of academicians and practitioners worldwide, the curriculum offered is rigorous, contemporary and forward-looking. The program is designed to equip graduates with the skills, abilities and knowledge that will enable them to take up positions of higher responsibility in the corporate world anywhere or to become entrepreneurs.

The Post Graduate Diploma in Management (PGDM) program beckons graduates with zeal to excel and experience learning like never before. With class room based learning coupled with rich exposure to real-time insights, this program will equip you to become a leader for tomorrow. The curriculum is carefully drafted with inputs from academicians and industry experts, making it relevant to today's corporate needs.



### **RICHA KHARKA**

from PGDM, is an adventurous person and is enthusiastic in exploring what life has to offer. She loves traveling to new places, tasting new cuisines, meeting new people and making new friends. Her learning experience at Alliance has been fantastic to say the least! The real-time exposure she gets is unparalleled and has made her and her batchmates competition ready!



TOP

6

## Reasons to choose PGDM at Alliance

### 1 INTERNSHIP AND JOB PLACEMENTS

Expand your horizon - opportunities outnumber students with internship / placement rate of 96%

### 2 INDUSTRY VISITS

Real-world experience at leading companies

### 3 GUEST LECTURES

Maximise your global business acumen through interaction with industry leaders

### 4 INCUBATION CELL

Educating budding entrepreneurs to boost their start-ups

### 5 NETWORKING ACROSS BORDERS

Access to a global network of more than 20000 alumni living in 50 countries

### 6 CONTEMPORARY CURRICULUM

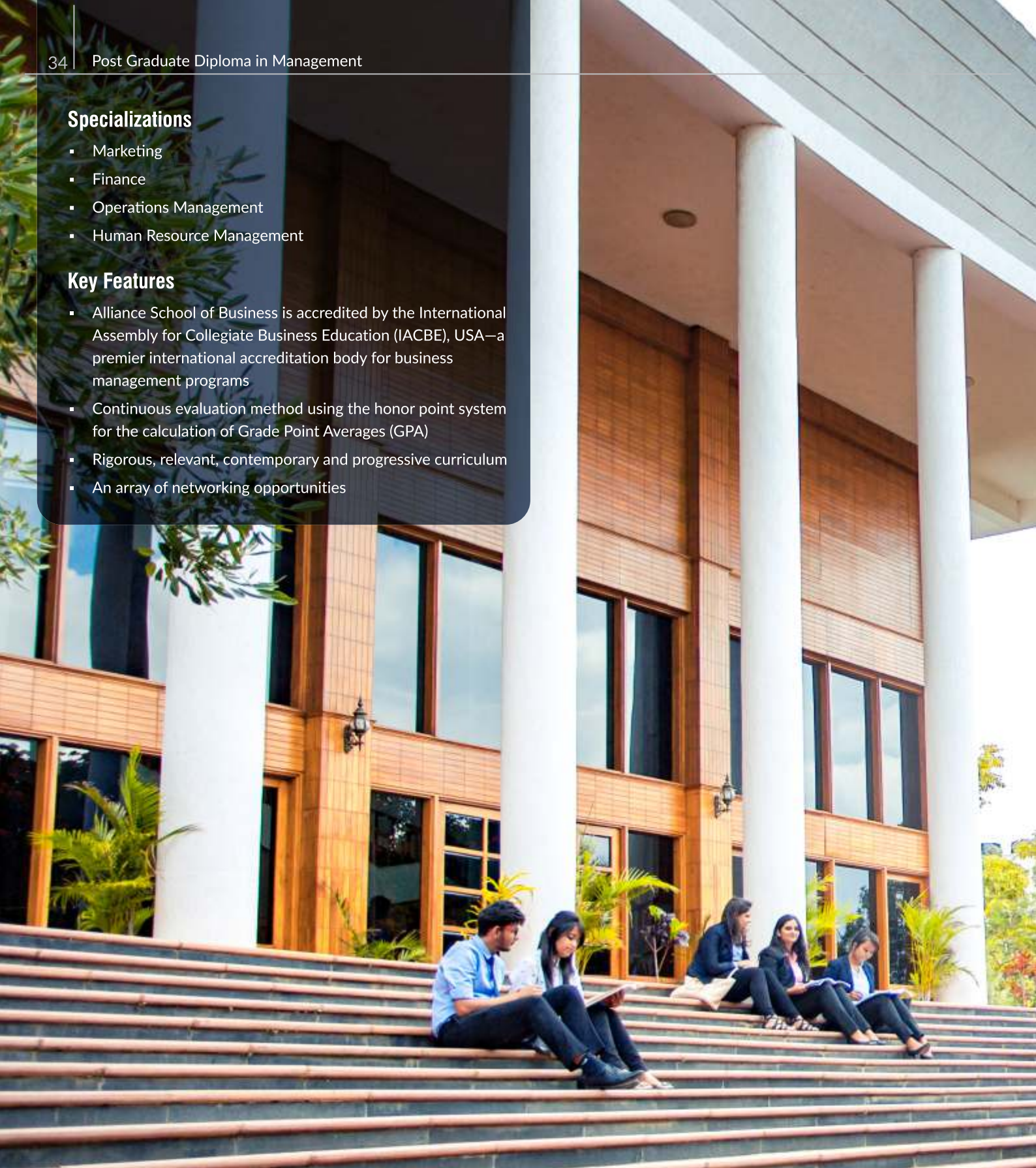
Curricula with a vibrant blend of international business concepts and practical skills infused into every course

### Specializations

- Marketing
- Finance
- Operations Management
- Human Resource Management

### Key Features

- Alliance School of Business is accredited by the International Assembly for Collegiate Business Education (IACBE), USA—a premier international accreditation body for business management programs
- Continuous evaluation method using the honor point system for the calculation of Grade Point Averages (GPA)
- Rigorous, relevant, contemporary and progressive curriculum
- An array of networking opportunities



## #goplaces with PGDM

### Saptarshi Shaw

Zonal Marketing Manager - East Ashok Leyland

### Sagar Dhar

Area Manager (Venezuela, Mexico) - Tata Motors

### Deepanshu Mittal

Solution Strategy Director - Oracle, Singapore

### Rakesh CK

AVP & Sales Head - Radio Mirchi (ENIL)

### Vineet Patil

Co-founder and Chief Marketing - Realbridge Digital & Laundrocart.com

### Kailash Nichani

Senior Business Finance Advisor - Shell Eastern Petroleum Pte. Ltd, Singapore and many more...

## List of Recruiting Partners

### Internships\*

- Hedge Equities Limited
- Aditya Birla Capital Ltd
- Sunness Capital India Private Limited
- Infocrest finweb
- TGM Bank
- Moistop Enterprises Pvt. Ltd.,
- Getmyuni
- LLADRO
- Future consumer Ltd.
- Rajesh Shethia Consultants Pvt. Ltd.
- Willis Towers Watson India Insurance Brokerage Pvt. Ltd.
- Ajira Global
- FeetApart Wellness Pvt. Ltd.
- UTC Aerospace System
- Mondelez India Foods Private Ltd (Formerly Cadbury)
- WIZKLUB
- Highway Delite

### Final Placements\*

- Decathlon Sports India
- JK Tyre
- ICICI Securities
- Asian Paints Ltd.
- Voltas Limited
- Coffee Day Beverages
- Zycus Infotech
- AON
- Axis Bank
- QuEST Global
- Reliance Trends Limited
- WeP Group of Companies
- Bisleri International
- ICICI Bank
- ITC Infotech
- Fenesta (DCM Shriram)
- Sonata Software
- Reliance Trends
- Kotak Securities

*\*Representative list of Companies*



## Master of Law

The Master of Law degree prepares students at the postgraduate level in legal principles, law, justice and governance while building in them strong research acumen and subject-matter expertise in Constitutional and Administrative Law as well as Corporate and Commercial Law. The pedagogy and learning delivery includes classroom training based on seminars, workshops and research-centric discussions in law.

### Key Features

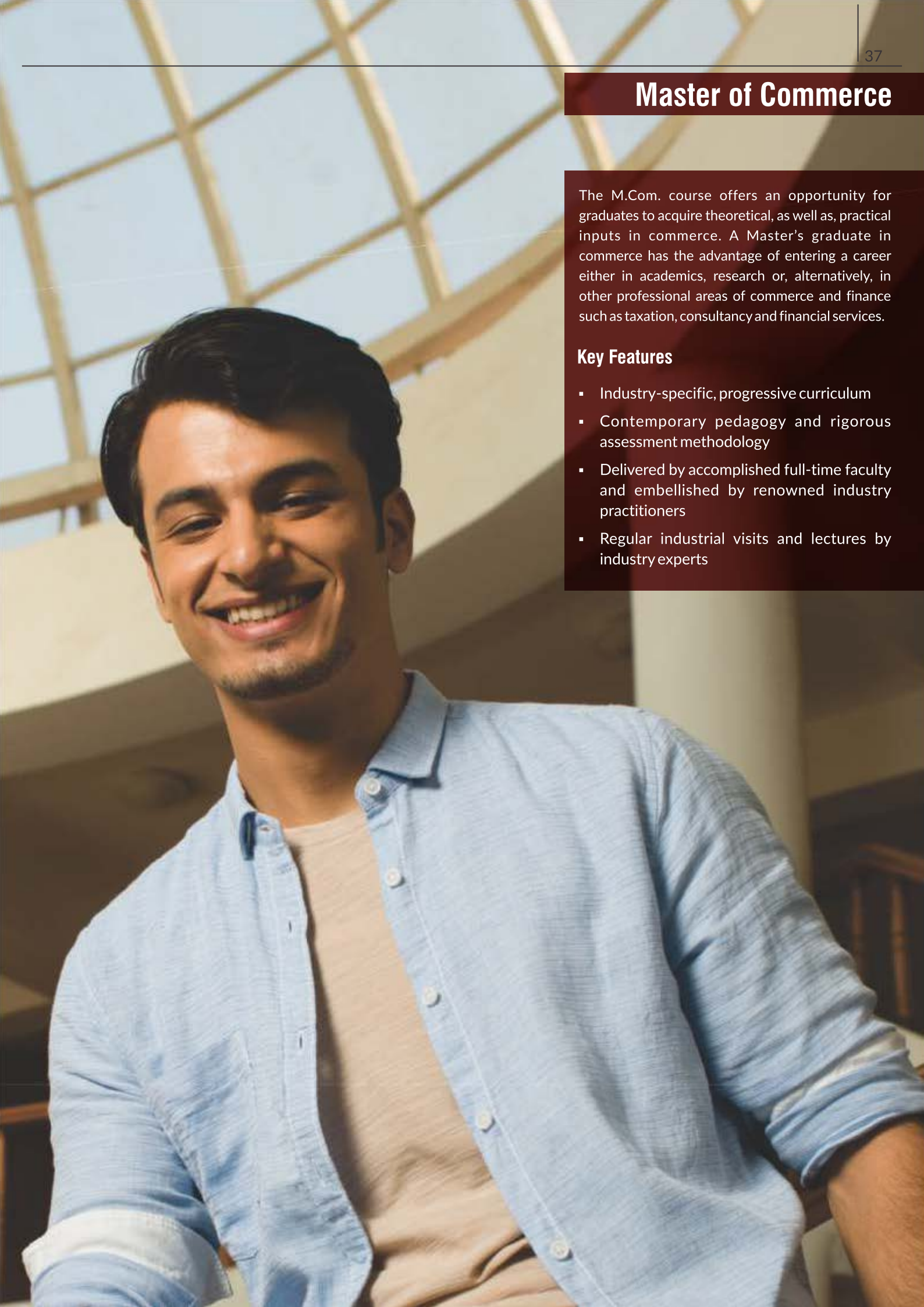
- LL. M. program at the Alliance School of Law, Alliance University offers a rigorous One Year Full-Time academic program for law graduates seeking opportunities for advanced study and research, in industry and judiciary.
- The program focuses to train the law students to university teaching and research positions and to enhance their skills in practice with specialized legal firms, government agencies and department and non-governmental organizations.
- The program focuses on diverse areas like constitutional law; commercial law; business law and investment law.
- The program is aimed at law students who have demonstrated a strong potential for advanced research and writing in accordance with the standards of the School of Law, and them who desire a career in legal education and research.

## Master of Commerce

The M.Com. course offers an opportunity for graduates to acquire theoretical, as well as, practical inputs in commerce. A Master's graduate in commerce has the advantage of entering a career either in academics, research or, alternatively, in other professional areas of commerce and finance such as taxation, consultancy and financial services.

### Key Features

- Industry-specific, progressive curriculum
- Contemporary pedagogy and rigorous assessment methodology
- Delivered by accomplished full-time faculty and embellished by renowned industry practitioners
- Regular industrial visits and lectures by industry experts



# Master of Technology

The PG course offered in various engineering disciplines at Alliance College of Engineering and Design supports professionals holding undergraduate engineering degree to move forward in academics in context of challenges and opportunities in National development. The PG course is spread over two years in four semesters and inclusion of mini project, minor electives and dissertation are the special features of the curriculum. The contents of the course are focused to facilitate its execution.

## Key Features

- Standard academic structure for all PG programs with uniform credit distribution
- Advanced study of specialization through core subjects, flexible and diverse program specific electives
- The curriculum is designed to provide a strong fundamental and knowledge in the theory and practice of the chosen area of study and facilitates interactive learning with Industrial / Academic Experts in various domains
- Focus on development of advanced knowledge and specific skills required for Industrial development
- Inbuilt mechanism for regular upgradation of curriculum
- In 3<sup>rd</sup> and 4<sup>th</sup> Semester, students can choose either research and dissertation (or) industrial training and dissertation.



## Doctoral Programs

### Ph.D. in Management

The Doctoral Program (Ph.D.) in Management, offered by Alliance School of Business, Alliance University balances solid grounding in the fundamentals of the discipline with the flexibility to combine and create new knowledge that is derived from a doctoral student's research interest. Doctoral students are expected to pursue academically rigorous coursework and work independently on a research topic that develops and leads to the completion of a doctoral dissertation.

### Ph.D. in Law

The doctoral program in law is aimed at aspiring candidates who wish to pursue research in law. As the field of law is dynamic, there is a greater need to undertake research especially in Constitutional Law, Environmental Law, Intellectual Property Rights Law, Criminal Law and Informational Technology Law. The research in law is multidimensional and interdisciplinary in character. The School of Law will provide academic support with experienced faculty that will facilitate the researcher to make significant contributions in his / her area of research.

### Ph.D. in Engineering and Sciences

The Alliance College of Engineering and Design, Alliance University offers opportunities for pursuing advanced research in frontier areas of science, engineering and technology to enthusiastic talented and committed students with an aptitude for scientific inquest. The undertaken research can be oriented towards unrelenting theory-based investigation of the chosen engineering/science field leading to novel reconsideration of prevailing work, or towards original analysis of a cutting edge research problem through the consideration of real time data and phenomena to enhance the knowledge of research across the world.



## International Linkages

- Antwerp Management School, Belgium
- Beijing Institute of Technology, China
- Duisenberg School of Finance, The Netherlands
- Edinburgh Napier University, UK
- Fairleigh Dickinson University, USA
- Federation of Schools, Switzerland
- Fujian Provincial Department of Education, China
- Georgia State University, USA
- ICHEC Brussels Management School, Belgium
- INSEEC, France
- Institut Mines-Telecom Business School, France
- IPAC School of Management, France
- ISEP, France
- Kennesaw State University, USA
- Kristianstad University, Sweden
- Kingston University, UK
- Livingstone College, USA
- London School of Economics, UK
- Maastricht School of Management, The Netherlands
- Nanhua University, Taiwan
- Nanjing University of Aeronautics and Astronautics, China
- National Tsing Hua University, Taiwan
- Oakland University, USA
- Paris School of Business, France
- Royal Roads University, Canada
- Russian Presidential Academy of National Economy and Public Administration, Russia
- San Jose State University, USA
- Samara State University of Economics, Russia
- Telecom Sud Paris, France
- The Sino-British College, China
- The University of Memphis, USA
- The University of The Fraser Valley, Canada
- Togliatti Academy of Management, Russia
- Toulouse Business School, France
- University of Applied Sciences, Germany
- University of Bedfordshire, UK
- University of Burgundy, France
- University of Chester, UK
- University of Dundee, UK
- University of Hull, UK
- University of Milano Bicocca, Italy
- University of Portsmouth, UK
- University of Salford Manchester, UK
- University of Scranton, USA
- University of Strathclyde, UK
- University of Ulster, UK
- University of Wales Trinity Saint David, UK
- Ural Federal State University, Russia
- Webber International University, USA
- Shantou University, China

### Short-term International Programs

- Semester Exchange
- Summer School and International Internship

### Long-term International Programs

- Dual Degree
- Credit Transfer





Credit Transfer Program  
at IPAC, France –  
BBA 2015 Batch

## Key Highlights

- 12+ Premier Co-curricular Clubs
- 50+ Events conducted annually
- Outreach to more than 1500+ families & students through CSR
- 10+ Interdisciplinary Clubs
- State-of-the-Art fitness center
- Multi sport grounds
- In-house health and wellness center



## Department of Student Support Services



The objective of the Department of Student Support Services (DoSSS) is to enhance the student's campus life and experience, during their study and stay at the University.

The DoSSS has a host of clubs which offer a plethora of activities that a student might want to join. Considering student experience enhancement, the DoSSS focuses on student well-being and personality development.

Student well-being is addressed by offering in-house facilities such as yoga, martial arts, well equipped gym and aerobics. Experiential learning is facilitated through the Alliance Adventure Club, which provides opportunities for students to engage in activities such as scuba diving, horse riding, para-jumping and high rope courses. The sports infrastructure includes multiple soccer and cricket fields, basketball court, badminton courts, volleyball courts and an indoor facility for table tennis, billiards, chess and newer disciplines such as baseball, hockey, darts and American football.

Personality development is channeled through extra-mural and co-curricular activities via clubs such as dance, music, theatre, art and literature and service learning programs.

The DoSSS customizes its co-curricular clubs with respect to the academic requirement of the student. Marketrix, Prometheus and H-Raise serve as a platform to execute concepts learnt at the School of Business. The Moot Court, Legal Aid and Alternate Dispute Resolution clubs prepare our lawyers for the future. The IT, AutoMech and Aero ensure that our students innovate, design and engineer an innovative future.

Astronomy, Model United Nations, Debate and Toastmasters are inter-disciplinary clubs that cater to the holistic development of students





50+ ACRES OF LUSH GREEN CAMPUS



80+ MULTIMEDIA CLASSROOMS



8500+ FLOWERING PLANTS



1 MILLION SQFT OF BUILT-UP AREA

CENTRAL LIBRARY



NEW GROUNDS



LAB



LEARNING CENTER



LAB



LAB





HALLS OF RESIDENCE



FOOD COURT



MULTIMEDIA CLASSROOMS



STUDENT ACTIVITY CENTER

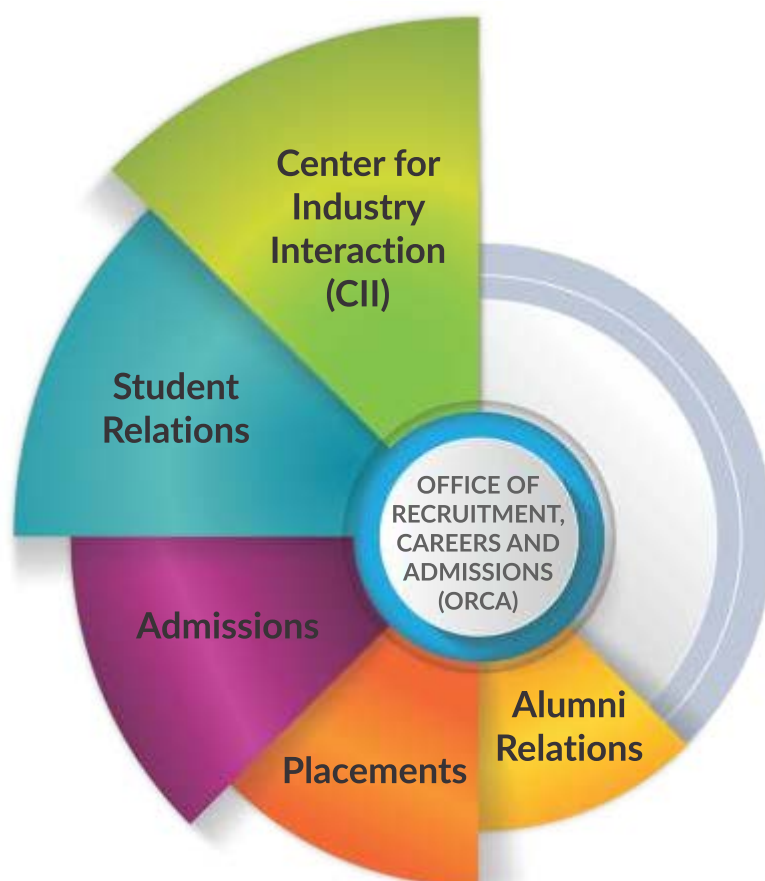


## Office of Recruitment, Careers and Admissions (ORCA)

is a thoughtful amalgamation of the Offices of Admissions and Placements.

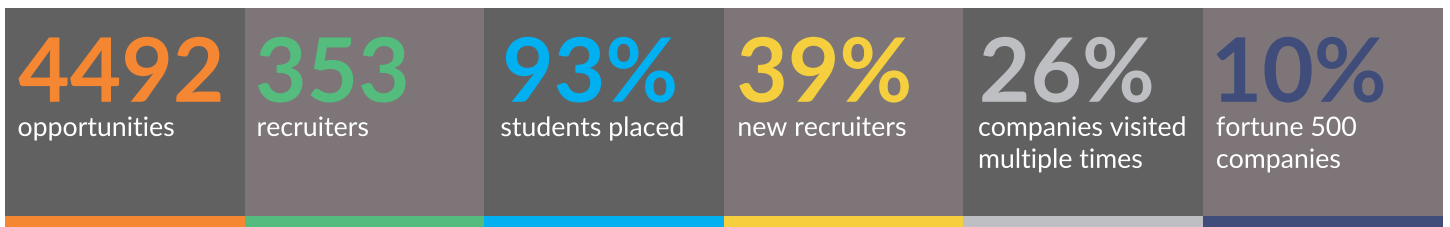
ORCA is inspired by the characteristics of one of the most social and highly intelligent species on earth; the largest member of the dolphin family, commonly known as the Killer Whale. Borrowing the characteristics of this highly sophisticated species, ORCA would focus on communication, networking, thoughtful strategies and implement the same effectively. It is mandated with the responsibility of providing quality campus recruitment, career guidance and counselling to the students carefully chosen, to pursue various programs of the University.

Students' experience, while at the University, is one of the key factors determining the level of satisfaction which in turn contributes to the desired outcome. Alliance University, in its continued efforts to provide students with the unparalleled experience, ensures that students get connected with admissions, academics and placements.





## Placement Activities at a Glance 2018



Apart from internships and placements, the University also facilitates the following activities for the university graduates:

- Guest Lectures
- Seminars
- Workshops
- In-plant training
- Corporate Events
- Industry Exposure Visits
- Certificate programs
- Live projects

“Aalasyam Amrutham Visham” the Sanskrit proverb that means “**Best Chances will become Odds if you don't react in time**” has been held true for organizations, particularly in the recent years of economic turmoil and uncertainty. The organizations that quickly reacted to the slowdown and took decisions in favor of their employees have emerged strong and successful in the dawn after the financial crisis.

The Alliance University was also quick to react; we did grow substantially and made more and more focused efforts in building relationships with our recruiting partners. We set on to preparing our students with newly risen challenges that the global economy witnessed. We invested more time in talking to our recruiting partners and taking their inputs in building and revising our curriculum and course structure.

Our efforts have been fruitful; few of our recruiters who did freeze their hiring, visited us this year and have recruited talented graduates from the Alliance University. Nearly 30% of our recruiting partners this year visited the Alliance University for the first time. About 6% of recruiters did visit us more than once this year as they greatly appreciated our talent pool and had also enhanced their intake. All our existing recruiting partners came back with a greater number of requirements across various functional areas. We have added to our list of recruiters some of the best and biggest global organizations. There was a significant increment in the number of organizations from across the FMCG, Pharmaceuticals, Consulting, Manufacturing and Banking sectors.

Alliance Education equips you for the career you have always dreamt of and propels you to explore careers in multiple industry sectors using talent, training and technology thus creating a better world.



20000+ Alumni



Across 50+ countries

*ASB is an excellent university enriching its student with more practical insights relative to the theoretical knowledge they provide. All the faculty and management have been very supportive nourishing their students with industrial knowledge and also to get them placed. The major facilities with all the latest acoustics, the atmosphere, the amphitheater classes, library, hostels, fitness center etc. are far excellent & worth eye catching and grabbing as many opportunities as possible.*

**Ambati Nikhila**  
HCL Technologies

*They say that when we can touch the horizon, we are at our journey's end. But the journey at Alliance was actually so special and fantabulous that I never actually wanted it to end. The promise made by Alliance has been fulfilled. Moreover, the cherry on the cake was getting the profile I dreamt of. The academic structure bundled with one of the best placement team has made this institute a wonderful place to be in. Thank you 'Alliance University'.*

**Mohammed Sait AK**  
Blue Dart

*A beautiful and green campus setting, classmates from many different cultures and backgrounds, lecturers with interesting insights into current best industry practice and academic thinking, an intimate class-tutor environment, a focus on individual personal development, a team-based approach to assignments so essential in business today, and multiple company projects offering the immediate opportunity to apply academic learning; all of these made the Alliance MBA program a truly stimulating experience, and a very worthwhile investment in terms of both personal and professional development.*

**Jyothi Gupta**  
Goldman Sachs

*Alliance is a complete package of knowledge, virtues and creativity. It gave me an opportunity to mingle with international students, acquire industry experience and get a global outlook. It was amazing to be surrounded by a wonderful network of people and working with them.*

**Harjot Kaur**  
Taj Hotel Resorts and Places

*Pursuing an MBA was something I always dreamt of and a conscious decision to choose the right medium to reach my destination was inevitable. I found that MBA Program at Alliance to be a milestone in my professional and personal life. The professors here possess a great blend of academic and real-world experiences and are always accessible. My 2 years at Alliance have given me a plethora of opportunities for an all-round development of myself and become industry-ready. Thank you Alliance University for taking me through this incredible journey!*

**Deepa Deskmukh**  
TESCO



# Corporate Speak

**FORTUNE  
500**

50 fortune 500 companies visit AU



350+ recruiters



39% new recruiters

“

“Our relationship with Alliance has become stronger over the years. We appreciate the institute’s efforts in having a robust educational and training system for creating managers and leaders for tomorrow. Our experience has been very satisfying with the kind of talent we have hired from Alliance”.



**Rohit Panda**  
HR Specialist - Global Talent Acquisition  
Human Resource

”

“

“Thank you very much for the kind hospitality extended to me during the session today. I am very impressed with the ambience and the alignment of your team in going in the right direction to bridge the gap between the industry and academia. Congratulations to you and team. I am convinced you are molding a very valuable set of students”.



**Thomas Nicholas**  
Global Product Line Manager

”

“

“It was a wonderful opportunity to visit and interact with your engineering students. Thank you for your hospitality and intellectual discussions. Hoping to continue associating with your college for creating meaningful opportunities for the students”.



**Karthik Panchapakesan**  
Senior Manager - HRD



”

“

“Highly appreciate the course curriculum followed at Alliance University, have been hiring fresh graduates from past 3 years, all the hires have turned out to be good in mathematical aptitude, exhibited tremendous commitment to work and have excelled in our organization, they have been able to meet the assigned targets and we look to hire more of these go-getters in the coming years too”.



**Sudeep Kumar Sen**  
Assistant Vice-President

”

“

“Great initiative by the college to constantly connect the Industry personnel to the students and staff. The technology space is fast moving and ever changing industry, it’s very important for colleges to highlight application and end products so that the students understand the importance of the fundamentals they study in their undergraduate programs and how it gets applied in real world problems and product design. Alliance is doing a great job in this...Kudos! and keep up the good work”.



**Shivananda R. Koteswar**  
Director

”

# Admissions

## UNDERGRADUATE PROGRAMS

### Eligibility:

**BBA / B. Com. (Hons.)** - Pre University / Higher Secondary / 10+2 Examination or equivalent from any recognized Board or Council in any discipline

**B. Tech. (Regular):** Passed 10+2 examination with Physics and Mathematics as compulsory subjects along with one of the Chemistry/Biotechnology/Biology/Technical Vocational subject, Obtained at least 45% marks (40% in case of candidate belonging to reserved category) in the above subjects taken together

**B. Tech. (Lateral):** Diploma or an equivalent qualification from a recognized university or institution; obtained 45% marks (40% in case of the candidate belonging to reserved category) in the final year examination (fifth and sixth semesters) and in an appropriate branch of engineering.

**B.A. LL.B. (Hons.) / B.B.A. LL.B. (Hons.):** Bar Council of India may from time to time, stipulate the minimum percentage of marks not below 45% of the total marks in case of general category applicants, 42% for OBC category and 40% of the total marks in case of SC and ST applicants, to be obtained for the qualifying examination, such as +2 Examination in case of Integrated five years course

### Admission Selection Process:

- High scores in the entrance examinations for each program, as listed below:
  - B.Com.(Hons.) /B.B.A – Alliance Undergraduate Management Aptitude Test (AUMAT)
  - B.Tech – Alliance University Engineering Entrance Test (AUEET) / JEE (Main) / JEE (Advanced) / Karnataka CET / COMEDK
  - B.A. LL.B. (Hons.) / B.B.A. LL.B. (Hons.) – CLAT / LSAT / Alliance Common Law Admission Test (ACLAT)
- Personal Interview

### Application Procedure:

Apply online by visiting the website – [www.alliance.edu.in](http://www.alliance.edu.in) / Obtain the Application Form from the Office of Recruitment, Careers and Admissions

## POSTGRADUATE PROGRAMS

### Eligibility:

Bachelor's Degree with a minimum of 50% marks (45% marks for SC/ST candidates) in aggregate from a recognized University

### Admission Selection Process:

- High scores in the entrance examinations for each program, as listed below:
  - MBA / PGDM - GMAT / CAT / XAT / MAT / ATMA / CMAT / NMAT by GMAC / Alliance Management Aptitude Test (AMAT)
  - M. Tech. - Alliance University Engineering Entrance Test (AUEET)
  - LL.M. - CLAT / Alliance Common Law Admission Test (ACLAT)
- Essay Writing
- Oral Extempore
- Personal Interview

### Application Procedure:

Apply online by visiting the website – [www.alliance.edu.in](http://www.alliance.edu.in) / Obtain the Application Form from the Office of Recruitment, Careers and Admissions

## DOCTORAL PROGRAMS

### Eligibility:

Master's Degree with a minimum of 55% marks (50% marks for SC/ST candidates) in aggregate from a recognized University

### Admission Selection Process:

- High scores in Alliance Research Aptitude Test (ARAT) entrance examinations for all Ph.D. Programs (Ph.D. in Management / Engineering and Sciences / Law
- Personal Interview

### Application Procedure:

Apply online by visiting the website – [www.alliance.edu.in](http://www.alliance.edu.in) / Obtain the Application Form from the Office of Recruitment, Careers and Admissions

# Terms and Conditions

Students are required to abide by the following terms and conditions upon admission to the courses offered by Alliance University.

1. Every effort has been made to ensure the accuracy of the information contained in this prospectus and it is issued on the express condition that all matters in it are subject to change from time to time without notice. While Alliance University will make all reasonable endeavors to deliver the courses of study and other educational services as set out in this prospectus, circumstances may change prompting the University to reserve the right to vary the content and delivery of courses and programs, to either discontinue or combine courses and programs or to discontinue educational services.
2. The subject titles, descriptions and contents are subject to change based on the University guidelines.
3. The fee schedule for the courses offered by Alliance University can be downloaded at [www.alliance.edu.in](http://www.alliance.edu.in). Fees payable for the courses offered by Alliance University are subject to review periodically. Ensuring that fees are paid before the announced due dates is the sole responsibility of the student. Non-payment of the prescribed fees within the due dates will result in the cancellation of the registration to the course or progression to the subsequent semester/year.
4. Students will also be liable for any travel and accommodation costs incurred for placement activities/process. For certain courses, students may incur additional specific charges for such items or activities as sports and games fees, specialized material or field trips. Alliance University reserves the right to make additional charges to students for such activities.
5. Alliance University may withdraw or amend its offer of admission or terminate the registration if it is found that either a false or a misleading statement has been made or that significant information has either been omitted or withheld in a candidate's application form.
6. Alliance University does not accept responsibility and expressly excludes all liability that may result from any loss, damage or injury caused to a student or to the student's property.
7. Students enrolled in the courses offered by Alliance University are required to sign an undertaking at the time of commencement of the academic year consenting to abide by the rules, regulations and the code of conduct of Alliance University.
8. Scholarships are available to support full-time study at Alliance University for resident Indian nationals only. Each year, Alliance University awards several scholarships in the form of fee remission to outstanding candidates. These scholarships vary in value and have different criteria, based on which they are awarded. For further details, please visit [www.alliance.edu.in](http://www.alliance.edu.in)
9. Policy regarding refund of course fee:

Reasons seeking fee refund	Fee Refund
Cancellation of admission due to concealment or falsification of facts, submission of false or fake certificates, providing misleading information by the student or, alternatively, an error or mistake on the part of the student.	NIL
If a student is provisionally admitted to a course, and becomes ineligible for admission on the declaration of the result of the qualifying examination and the student's admission is cancelled.	The amount already deposited by the student, after the deduction of processing fee of INR 1,000/- and the tuition fee is refunded on appropriate basis.

10. Disputes of any kind are subject to the jurisdiction of the Courts in Bengaluru only.

## Ragging

The Alliance University has a zero-tolerance policy on ragging and will strictly enforce it.

1. Ragging in any form inside or outside the campus and hostel premises is strictly prohibited under the UGC Regulations on Ragging.
2. Ragging as defined by the Hon'ble Supreme Court of India:

"Any disorderly conduct whether by words spoken or written, or by an act with the effect of teasing, treating or handling with rudeness any other student; indulging in rowdy or undisciplined activities which causes or is likely to cause annoyance, hardship or psychological or to raise fear or apprehension thereof, in a fresher or a junior student, or asking the students to do any act or perform something which such student will not do in the ordinary course and which has the effect of causing or generating essence of shame or embarrassment so as to adversely affect the physique or psyche of a fresher or a junior student."

## Scholarships

Alliance University offers a host of scholarships to students based on merit and reserved categories across programs, enabling quality education for all.

For details specific to the scholarships awarded for 2019, please refer to the website.

Come experience the



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March 2019

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**ALLIANCE**  
**UNIVERSITY**

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



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