

Ahmedabad
University

Ahmedabad

MBA

Master of Business Administration



Building Transformational
Careers in Management



Ahmedabad University

About Us

- Established in 2009
- Leading private, non-profit research university
- Liberal education focused on interdisciplinary learning, practice orientation, and research thinking
- Prepares critical thinkers who are analytically equipped, practically oriented, and contextually aware global citizens
- Six schools and nine centres bringing liberal arts, sciences, and the professions to engage together in knowledge creation for addressing complex challenges of the society.
- Curriculum offering majors that merge the boundaries of disciplines to prepare students for the new economy.



Amrut Mody School of Management of Management

The Amrut Mody School of Management at Ahmedabad University offers wide-ranging, multi-faceted management education through undergraduate, graduate, doctoral, and certificate programmes. Designed closely with industry partners, the programmes balance rigorous practice and strong conceptual education. The programmes advance the understanding of management practice through interdisciplinary inquiry and prepare responsible leaders with a contextual understanding who can develop impactful, innovative solutions for complex societal challenges.

Amrut Mody School of Management ■ School of Arts and Sciences ■ School of Engineering and Applied Science
Bagchi School of Public Health ■ Undergraduate College ■ The Graduate School

Ahmedabad Design Lab ■ Centre for Heritage Management ■ Centre for Inter-Asian Research
Centre for Learning Futures ■ Global Centre for Environment and Energy ■ Sahyog: Centre for Promoting Health
International Centre for Space and Cosmology ■ The Climate Institute ■ VentureStudio

Message from the Dean

Welcome to the MBA programme at Amrut Mody School of Management, Ahmedabad University. The MBA is our flagship programme. Our graduates achieve deep understanding of all the core functions of a business from Accounting to Technology and Operations Management, from Data Analytics to Sustainability. Students are trained to be industry-ready – from extended work with industry during the year-long Route Camp project, required summer internship at companies, interactions with company executives, and talks by industry leaders.

AMSOM faculty, who have studied in well-known universities in India and abroad, bring valuable industry and academic experience to the classroom. In highly interactive sessions, current business issues are examined, and frameworks applied, to diagnose business problems and propose feasible, sustainable solutions. Instructors use effective teaching tools, including Harvard Business Cases and Simulations, for engaged learning, while students undertake projects based on current business data, including from Bloomberg, to study markets and companies. MBA at AMSOM prepares responsible business leaders who contribute to a sustainable world.

Professor Shobha Das

Dean

Amrut Mody School of Management

PhD (University of Minnesota)



Why Study


Master of Business Administration at Ahmedabad University?

- Designed for fresh graduates as well as junior and mid-level working professionals and entrepreneurs.
- Built on the pillars of Learning, Doing, and Becoming.
- Provides an opportunity to create a specialisation portfolio across courses offered by the Amrut Mody School of Management and other Schools and Centres of Ahmedabad University.
- Offers a unique Route Camp programme: Translate theory into practice through this experiential learning project, which involves solving a real business issue at an organisation.
- Nurtures leaders who are aware of world issues and possess a sense of responsibility towards all stakeholders, not just towards driving shareholder value.



Master of --- Business Administration

The Master of Business Administration (MBA) programme, offered by the Amrut Mody School of Management at Ahmedabad University, is an interdisciplinary programme that combines liberal education and analytical rigour. Our MBA graduates are academically sound, gain real-world experiential learning, and develop a contextual understanding, including the social, cultural, and ethical framework within which a business operates. The programme prepares students to become better managers and leaders of outstanding character who build cutting-edge organisations, thereby creating a better world.



Programme Highlights

- Built on the pillars of Learning, Doing, and Becoming:
- Learning: Besides traditional management subjects, students are encouraged to take courses from other Schools and Centres at Ahmedabad University, which are crucial towards making them well-rounded leaders who are aware of world issues and have a sense of responsibility towards all stakeholders.
- Doing: Students work with organisations on real-life projects as part of experiential learning modules where they put their learning to practical use in real-life settings.
- Becoming: Graduates are trained to develop a moral compass for doing business ethically that benefits the organisation, the community, and the world.
- Interdisciplinary and industry-relevant curriculum: Tailored to meet aspirations and industry demands.
- Experienced faculty with industry and research background.
- Mandatory internships.
- Optional global immersion.

Programme Overview

Components

Following are the key components of the Ahmedabad MBA programme:

- Term Zero: A non-credit preparatory course in Communication, Mathematics, and Excel to induct and prepare the candidates for the programme's rigour.
- Core Courses: Facilitates impactful learning of basic knowledge of all management disciplines. These courses are the sine qua non of management education.
- Elective Courses: These electives, which ensure disciplinary depth and breadth of understanding.
- Industry Electives: Include courses designed to give students a perspective about the structure and operations of a specific industry.
- Lab Courses: Aimed at providing knowledge and hands-on practice of specific tools and techniques in an area.
- Route Camp Project: An academic project spanning the entire MBA programme where students work on a real business issue with a sponsoring organisation.
- Summer Internship: A learning-oriented work experience with a company to be completed between the first and second years of the MBA programme

Credits

Programme Core	34.5
Programme Electives	28
Lab Courses	2.5
Route Camp Project	12
Summer Internship	3
TOTAL	80

Programme Core

Products, Brands and Markets

Corporate Investments and Value Creation

Economics for Managers

Operations Management

Organisational Behaviour

People Practices and Decision-making

Problem-solving for Social Change

Business Models

Strategic Management

Business Ethics and Corporate Governance

Legal Aspects of Business

Financial Accounting

Management Accounting

Probability and Statistics

Decision Science

Supply Chain Management

Managerial Communication

Analytical Writing for Management Students

Digital Thinking

Elective Courses

Renewable Energy Technology	Talent Management	Project Management
Sustainability, Business and Society	Future of Work	Culture and Communication
Ethics and Epics	People Analytics	Design Thinking
Experimental and Behavioural Economics	Idea to Business Plan	Heritage and Business: Designing Heritage Experiences
Sustainable Development Goals	Intermediate Macroeconomics	Intellectual Property Management
Interdisciplinary Approach to Consumer Understanding	Urban Informal Economy	Retail Management
Business Valuation	Development Economics	Selection and Testing
Marketing Analytics	Intermediate Microeconomics	Advanced Business Strategy
Digital Marketing	Microeconomics: Imperfect Markets	Strategies for Firms in Emerging Markets
Consumer Insights and Marketing	Game Theory and Political Economics	Intellectual Property Rights
Environmental and Resource Economics	International Economics	Family Business Management and Policies
Derivatives and Risk Management	Strategic Corporate Finance	Succession Planning and Professionalisation
Corporate Restructuring	Financial Markets and Institutions	Management Information Systems
Mergers and Acquisitions	Strategic Human Resource Management	Corporate Strategy: Formulation and Implementation
Security Analysis and Portfolio Management	Leadership	Corporate Governance
International Finance	Organisational Development	Services Operation Management
Bank Management	Industrial Relations and Labour Laws	Advanced Analytics
Financial Modelling	Business Strategy	Perspectives on Market Research Sector
Financial Econometrics	Simulation Modelling	Perspectives on Real Estate Sector
Marketing Research	Decision Science	Perspectives on Banking
Services Marketing	Production and Operations Management	Perspectives on Retail Sector
Sales and Distribution Management	Introduction to AI	Perspectives on Energy Sector
Integrated Marketing Communications	AI in Business	
Brand Management (ENABLE)	Mathematical Methods for Economics	
Compensation Management	Learning and Development	
	Business Environment	

Lab Courses

Analytics Lab

Communications Lab

Behavioural Lab

Industry Integrated Live Route Camp Projects

Ahmedabad University's MBA programme delivers industry expertise through its unique learning approach called the Route Camp. A key component of the MBA programme, Route Camp is an academic project spanning the programme duration (usually 12-15 months). The sponsoring organisation selects a real business issue that needs to be resolved. The organisation and the University together develop the project objectives, expected outcomes, and deliverables.

The idea behind Route Camp is to provide consulting support to companies while imparting hands-on skills to management students and enhancing their ability to apply their learning and employability. Route Camp is guided by faculty from Ahmedabad University with many years of experience in industry, consulting, and academia.

Impact created by Route Camp

- Students are better prepared to secure jobs and excel in their roles.
- Companies have noted that students quickly become productive due to their strong understanding of organisational functions.
- It leads to increased institutional recognition of the student as a leader, helping in developing highly employable, industry-ready graduates through its comprehensive experiential learning approach.
- The outcomes include enriching internships and rewarding final placements for graduates in reputed organisations, including HDFC, Flipkart, Vodafone, Havells, Torrent, MRF, ITC, IndusInd Bank, Radio Mirchi, Reliance Money, and many more.



Notable Projects from Route Camp

ORGANISATION	PROJECTS
Ahmedabad Racquet Academy	<p>Project 1: Create an SOP for streamlining operations, clarifying professional roles, and expansion strategies</p> <p>Project 2: Develop and implement marketing strategies to increase visibility and outreach for a leading sports club and academy</p>
Recycle Green	<p>Project 1: Develop and implement VC/Angel funding strategy for a GreenTech startup</p> <p>Project 2: Create and implement low or no-cost marketing strategies for organic growth in visibility and sales for a GreenTech startup</p>
MyByk	<p>Project 1: Develop niche marketing strategies for increasing the users of a Public Bike Sharing (PBS) company</p> <p>Project 2: Build an inventory management model and SOP to maintain operational efficiency and legal compliance for a Public Bike Sharing (PBS) company</p>
Accomack Wellness	Market research and market intelligence for a new business in 3 ply and N95 masks
HeartyMart	<p>Project 1: Build and implement strategy to increase client engagement for a hospitality servicing company</p> <p>Project 2: Develop and implement a plan for expanding product line-up and client acquisition for a hospitality servicing company</p>
Self Employed Women's Association (SEWA)	<p>Project 1: Build and implement strategy to increase client engagement for a hospitality servicing company</p> <p>Project 2: Developing digital directory for SEWA bazaar</p>
Accumax	Project 1: Project for new market segments and geographies for the core business
Khimji Ramdas	Project to drive additional performance improvement in sales and distribution
Johnsons Control Hitachi	<p>Project 1: Derive insights related to marketing, product and channel strategy, and price positioning of key competitors by leveraging proprietary data as well as open-source resources.</p> <p>Project 2: Undertake competitor benchmarking and study marketing strategies of competitors compiled analysis for decision-making related to marketing campaigns.</p>
On2cook	Create a marketing plan for QSRs, cloud kitchens, hotels, and caterers to hit a 20% market share in year one. Partner with 10+ key distributors, validate pricing via feedback and competition, and boost On2cook's brand recognition in the commercial cooking sector.
Zyapaar	Elevating awareness and understanding of the Open Network for Digital Commerce (ONDC) in Gujarat and nearby regions is crucial. The focus is on highlighting ONDC's benefits such as transparency, competition, and consumer choice in e-commerce. Additionally, it's important to support and generate demand for businesses and platforms adopting ONDC, showcasing its role in shaping the future of e-commerce and endorsing innovative market players like Zyapaar.

Voices from the Organisation

We appreciate the unique concept of Route Camp, wherein students get the rare opportunity to learn how a company functions.

- Accumax Lab Devices Pvt Ltd.

The Route Camp model ensures hands-on working experience and prepares the students for the industry.

- Khimji Ramdas

The Route Camp students bring fresh ideas. We see a partnership between urban, educated, young minds and the rural, informal sector workers. Such collaboration has contributed to the evolution of the strategy to build and strengthen women's enterprises, bringing dignity and self-respect.

- Reema Navaty

Head of Self Employed Women's Association

We benefited immensely from the project contribution in terms of increased team happiness among employees, improved gender diversity, the launch of an application, and more competitive product pricing.

- Decathlon Ahmedabad

We are delighted to see the collaboration between management students and real estate professionals.

- Real Estate Connect

The Route Camp team developed cross-department SOPs and defined an organisational chart that improved the efficiency and effectiveness of Beardo, which was facing certain structural deficiencies, including a lack of well-defined processes and support systems.

- Beardo, Marico Limited

We saw tremendous benefits from the students of the Route Camp project. Specifically, they helped us identify ways to increase footfall at their turfs, generate more revenue from players, and monetise spectator footfall.

- Juggernaut



Faculty

Bhargav Adhvaryu

Technology, Operations and
Decisions Sciences
PhD (University of Cambridge)

Mayank Aggarwal

Management and Organisation
PhD (Indian Institute of
Management Ahmedabad)

Md Shahrukh Anjum

Technology, Operations and
Decisions Sciences
PhD (Indian Institute of
Management Bangalore)

Harnain Kaur Arora

Management and Organisation
PhD (Indian Institute of
Management Ahmedabad)

Dinesh Barot

Technology, Operations and
Decisions Sciences
PhD (Gujarat University)

Gaurav Bhattacharya

Economics and Public Policy
PhD (Jawaharlal Nehru
University)

Amrita Bihani

Management and Organisation
PhD (Centre for Environmental
Planning and Technology
University)

Aranya Chakraborty

Economics and Public Policy
PhD (McGill University)

Pankaj Chandra

Technology, Operations and
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PhD (The Wharton School,
University of Pennsylvania)

Neel Kamal Chapagain

Culture and Heritage
PhD (University of Wisconsin -
Milwaukee)

Sugat Chaturvedi

Economics and Public Policy
PhD (Indian Statistical Institute,
Delhi)

Rakesh Chaturvedi

Economics and Public Policy
PhD (Pennsylvania State
University)

Jatin Christie

Management and Organisation
PhD (Dharamsinh Desai
University)

A Damodaran

Economics and Public Policy
PhD (University of Kerala)

Sabyasachi Das

Economics and Public Policy
PhD (Yale University)

Shobha Das

Management and Organisation
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Amit Das

Technology, Operations and
Decisions Sciences
PhD (University of Minnesota)

Supratim Das Gupta

Economics and Public Policy
PhD (University of South
Carolina)

Deepti Sharma

Management and Organisation
PhD (Indian Institute of
Management Bangalore)

Satish Deshpande

Finance, Accounting and Control
Executive Fellow Programme in
Management (Indian School of
Business)

Vedant Dev

Management and Organisation
PhD (Indian Institute of
Management Ahmedabad)

Poonam Dugar

Finance, Accounting and Control
PhD (Gujarat University),
Chartered Accountant

Loyimee Gogoi

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Decisions Sciences
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Tanya Jain

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PhD (Indian Institute of
Management Bangalore)

Hetal Jhaveri

Finance, Accounting and Control
PhD (Sardar Patel University)

Jinraj Joshipura

Family Business and
Entrepreneurship
MS (Massachusetts Institute of
Technology)

Vaibhav Kadia

Finance, Accounting and Control
PhD (Ganpat University)

Amarlal H Kalro

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Decisions Sciences
PhD (University of Minnesota)

Aditya Prakash Kanth

Culture and Heritage
PhD (National Museum Institute,
New Delhi)

Molly Kaushal

Culture and Heritage
PhD (Moscow State University)

Faculty

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Marketing
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Samvet Kuril

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PhD (Indian Institute of Management Ahmedabad)

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PhD (Sardar Patel University)

Ravi Miglani

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PGPM (Indian Institute of Management Ahmedabad)

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PhD (ESSEC, France)

Darshana Padia

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PhD (Saurashtra University)

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PhD (Gujarat University)

Parag Patel

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Minal Pathak

Environment and Sustainability
PhD (Gujarat University)

Ioannis Poullos

Culture and Heritage
PhD (University College London)

Chakravarthi Rangarajan

Economics and Public Policy
PhD (University of Pennsylvania)

Abhitesh Ranjan

Economics and Public Policy
PhD (University of Minnesota)

Mahendra Singh Rao

Marketing
PhD (XLRI Jamshedpur)

Rahul Rao

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Moumita Roy

Economics and Public Policy
PhD (George Mason University)

Subhankar Saha

Technology, Operations and Decisions Sciences
PhD (Indian Institute of Management Bangalore)

Kinshuk Saurabh

Finance, Accounting and Control
Fellow Programme in Management (Indian Institute of Management Ahmedabad)

Siddhartha Saxena

Management and Organisation
PhD (Gujarat Law Society University)

Saumil Shah

Finance, Accounting and Control
MBA (Maharaja Sayajirao University of Baroda)

Zalak Shah

Marketing
PhD (Gujarat University)

Fenil Shah

Family Business and Entrepreneurship
BDes (National Institute of Design)

Samir Shah

Environment and Sustainability
MBA (The Wharton School, University of Pennsylvania)

Ekta Sharma

Management and Organisation
PhD (University of Rajasthan)

Priyadarshi Shukla

Environment and Sustainability
PhD (Stanford University)

Ramadhar Singh

Management and Organisation
PhD (Purdue University)

Faculty

Rahul Singh

Economics and Public Policy
PhD (Indian Institute of Management Bangalore)

Amit Singh

Technology, Operations and Decisions Sciences
PhD (Indian Institute of Technology Kharagpur)

Abhinandan Sinha

Technology, Operations and Decisions Sciences
PhD (Indian Statistical Institute, Kolkata)

Mita Suthar

Economics and Public Policy
PhD (Gujarat University)

Nimit Thaker

Finance, Accounting and Control
MCom (Gujarat University)

Sujo Thomas

Marketing
PhD (Gujarat University)

Devanath Tirupati

Technology, Operations and Decisions Sciences
PhD (Massachusetts Institute of Technology)

Vibha Tripathi

Finance, Accounting and Control
PhD (Gujarat University)

Ishita Tripathi

Economics and Public Policy
PhD (Louisiana State University)

Chirag Trivedi

Communication
MPhil (Gujarat University)

Tana Trivedi

Communication
PhD (Christ University, Bangalore)

Bhaktida Trivedi

Technology, Operations and Decisions Sciences
PhD (Gujarat University)

Jeemol Unni

Economics and Public Policy
PhD (Gujarat University)

Sonal Yadav

Economics and Public Policy
PhD (Gujarat University)

Scan the QR Code to learn more about our faculty.



Career Development Centre

Career Development Centre (CDC) at Ahmedabad University forges active connections between industry and our MBA students. CDC prepares students for successful careers by offering access to significant resources enabling them to explore, discover, develop, and pursue personal and professional goals, while facilitating their connection to the corporate world in alignment with those goals. MBA students can tap such active connections to obtain a summer internship at the end of the first year. The CDC also facilitates internships and final placements of students by augmenting their technical and technological skill sets.

The CDC is thus committed to working with students across various levels of career development, ranging from interest to assessments, networking opportunities to job searching strategies, and all other requirements. Its role is discussed in detail below.

Role of the CDC

The objective of the CDC is to:

- Help build a solid and active University-industry interface;
- Enhance students' career readiness through coaching, counselling, instruction, innovative programming, and aligning with prevalent industry trends;
- Organise various forums for students and faculty to engage with the industry, such as guest lectures, career masterclasses, workshops, seminars, conferences, and projects;
- Provide experiential learning opportunities to students through internships;
- Assist students in achieving their career goals by connecting them with recruiters; and
- Promote a sense of responsibility among students for lifelong career development efforts through exploration, education, and experience.

How Can the CDC Help You?

The CDC offers support to students in the following areas:

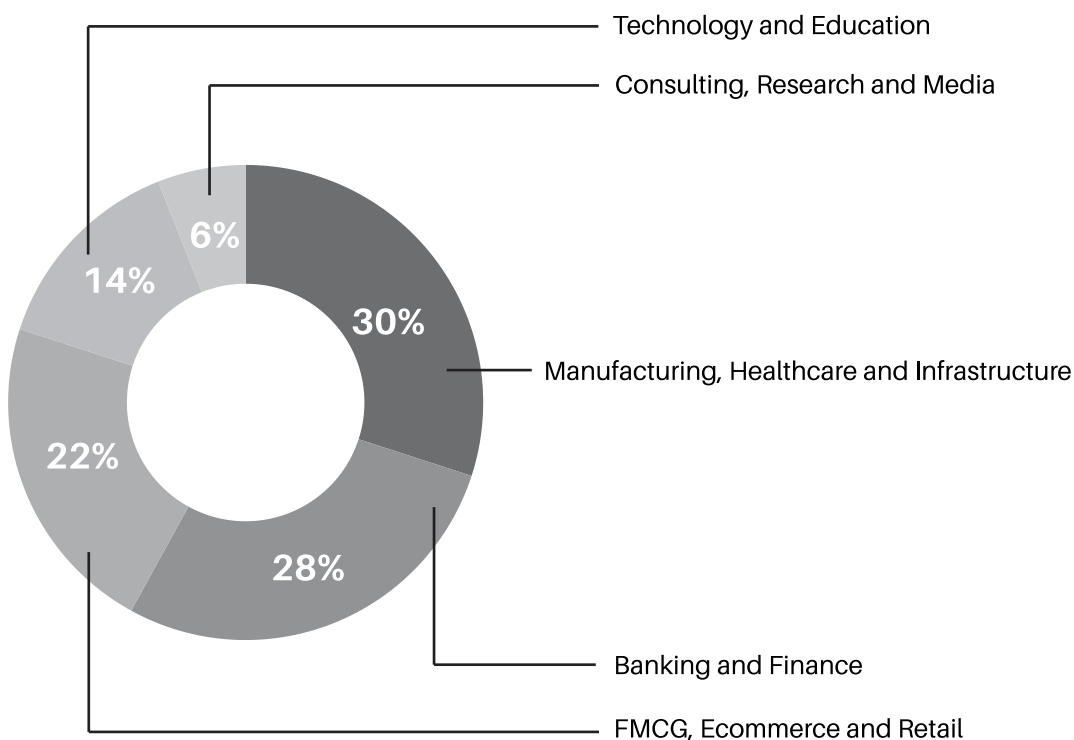
- Career counselling, guidance and planning
- Career assessment and testing
- Career development workshops and interactions with industry leaders
- Industry engagement (guest lectures, seminars, and research projects, among other things)
- Placement and internship assistance
- Campus-to-corporate training, including:
 - o Professional grooming sessions;
 - o Personality development workshops;
 - o Communication proficiency interventions;
 - o Resume writing workshops;
 - o Mock group discussions and personal interviews;
 - o Quantitative, analytical and logical practice tests; and
 - o Aptitude practice tests.



Notable Recruiters

Adani Wilmar	EY India	PwC India
Aditya Birla Fashion & Retail	Federal Bank	Radio Mirchi
Amul India	Forbes Marshall	Reliance Industries
Arvind Limited	Godrej & Boyce	Reliance Retail
Asahi India Glass	HDFC Bank	S&P Global
Asian Paints	ICICI Prudential	Sameeksha Capital
Bandhan AMC	InfoEdge (Naukri.com)	Smytten
Bank of America	ITC Limited	Sony India
Berger Paints	Jio Platforms	Tata AIA Life Insurance
Bharti Airtel	JM Financial	Tata Consultancy Services
Big Basket	Khimji Ramdas (India and Oman)	Torrent Gas
Dabur India	Kotak Mahindra Bank	Torrent Pharmaceutical
DSP Asset Management	KPMG India	Torrent Power
Edelweiss Financial Advisors	Landmark Group	Verity Knowledge Solutions
Elara Capital	MRF Tyres	Zomato
Equirus Capital	National Stock Exchange	

Placement Statistics



Student Testimonials

"My Ahmedabad MBA experience has been fantastic. In a short span of time, it has honed my marketing skills. The programme offers hands-on projects and real-world case studies that helped me understand the latest marketing trends and strategies. The diverse group of students and engaging campus life make learning here truly enjoyable."



Mohit Chandak

Class of 2025
Ahmedabad University



Astha Barchha

Class of 2025
Ahmedabad University

"My MBA journey at Ahmedabad University has been transformative, blending academic excellence with hands-on learning through the 18-month route camp. I chose Ahmedabad University for its state-of-the-art facilities and vibrant cohort, which will broaden my perspective and hone my marketing skills in a dynamic, collaborative environment."

"The interdisciplinary culture at Ahmedabad University has transformed my problem-solving and idea presentation approach. The vibrant community and innovative curriculum have reshaped how I think and engage with challenges, enriching my MBA journey."



**Ritushree
Bhattacharya**

Class of 2025
Ahmedabad University



Raj Shah

Class of 2022
Ahmedabad University

Head of Growth and Strategy
The Address

The Ahmedabad MBA gave me a strong foundation in strategy management, market analysis, and consumer understanding, which has been instrumental in my career growth. Personally, the Route Camp and the industry electives helped me develop analytical and goal-oriented skills, as well as the ability to think critically and creatively.



Accreditations and Awards

- Recognised by University Grants Commission to award degrees under Section 22 of the UGC Act, 1956, in 2010.
- Recognised by the Government of Gujarat as a Centre of Excellence.
- Accredited with an 'A' grade by the National Assessment and Accreditation Council (NAAC).
- Awarded a 5-star rating, the highest awarded in the Gujarat State Institutional Rating Framework (GSIRF) for 2021-22 by the Knowledge Consortium of Gujarat (KCG), Department of Education, Government of Gujarat.
- Recognised by the UGC under Section 12(B) of the UGC Act, becoming one of the few private research universities to have been awarded this recognition for select research universities.
- Recognised as a Highly Commended University for Teaching and Learning Strategy of the Year in the Times Higher Education (THE) Awards Asia 2023.
- Awarded the Association to Advance Collegiate Schools of Business (AACSB) Innovations That Inspire Award 2023 for its Foundation Programme.
- Awarded Gold Rating by the Indian Green Building Council for achieving the Green Building Standards at our University Centre.
- Awarded the Royal Institute of British Architects (RIBA) International Award for Excellence 2024 for our University Centre.

Campus Infrastructure

AMSOM offers students the chance to engage with experts through international conferences, lectures, and seminar series. These events provide deep insights into business landscapes at the local, national, and global levels. Students also gain practical skills while organising and leading the management student fest, Concourse, which hones their abilities in leadership, organisation, and execution.

The Ahmedabad University campus offers a modern, sustainable, and fully networked environment designed to enrich the learning experience. The state-of-the-art infrastructure at the University includes modern and technically equipped classrooms, laboratories, a central library, and other learning resources. It provides comprehensive facilities for student well-being, including accommodation, sports facilities, cafes, spaces for recreation, and a wellness centre.

The award-winning University Centre is a vibrant hub for exchange of ideas, informal meetings, and social events. The eco-friendly campus, characterised by a rich biodiversity, has implemented sustainability strategies to enhance resilience against extreme heat, reduce water runoff, and augment green spaces for the entire community.

Students interested in entrepreneurial pursuits can avail of facilities at VentureStudio, the University's incubation centre, which equips them with the know-how and tools to set up their own enterprise.

Student Housing

The Ahmedabad University student residencies offer high-quality, comfortable, and secure living accommodations. Committed to fostering a sense of community, the residencies celebrate diversity in ideas, lifestyles, and cultural practices, providing a true home-away-from-home experience.

Located within a one-kilometer radius of Ahmedabad University's Central Campus, the residencies offer air-conditioned accommodations on a sharing basis, subject to availability. Shared dining halls, gymnasiums, and recreational spaces are available for residents' convenience. The University also provides transportation to and from the campus. All residencies are under 24/7 security surveillance, with wardens, security guards, CCTV cameras, and on-call medical services ensuring residents' safety and wellbeing.

Life at Ahmedabad

At Ahmedabad University, learning extends beyond the classroom. Vibrant student clubs, cultural events, and a robust support system create a strong community. On campus, students receive the support and resources they need to succeed.

Located in the heart of Ahmedabad, India's first UNESCO World Heritage City, the University offers a unique blend of academic excellence and cultural experiences. The city's vibrant mix of tradition and modernity provides an inspiring backdrop for holistic education and exploration. The city brims with opportunities for students who can participate in inter-college competitions, music and performance festivals and explore ancient monuments, vibrant markets, and more.

Admissions

Eligibility

- Candidates who have attained a minimum of 55 per cent in their Class 10, Class 12, or equivalent results and an undergraduate degree are eligible to apply. Students graduating in 2025 can also apply.
- Candidates must have appeared for any one of the following entrance exams – CAT 2024, XAT 2025, NMAT 2024, CMAT 2025, GMAT or GRE.

Selection Process

- Eligible candidates can submit an online application form with a payment of INR 1200 as application fees (non-refundable).
- Candidates can submit their application without a score and update the entrance test scores by 15 May 2025.
- Shortlisted candidates will be called for faculty interaction on campus or online.

Merit Scholarships

- Merit scholarships will be offered to deserving students based on overall profile including academics, work experience, entrance test scores and performance in the faculty interaction.

Fee Structure and Financial Aid

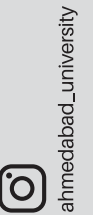
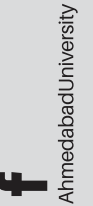


Please scan the QR code to view the fees and the financial aid.





**Ahmedabad
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Start Your Application Today