



Ahmedabad  
University



Master of

# BUSINESS ADMINISTRATION



Ahmedabad  
MBA



# About Ahmedabad University

Ahmedabad University is a private, non-profit research university that offers students a liberal education focused on interdisciplinary learning and research thinking. We mould independent thinkers and compassionate leaders who go on to engage innovatively with the complex challenges of our societies. As a research university, we are committed to the discovery of new ideas, and to the belief that good theory results in good practice. Our academic environment offers students, researchers, and faculty the opportunity to participate in a unique learning process, mediated by fieldwork and projects that enable deep creative insight, rigorous analytical experimentation, and fulfilling careers.

Ahmedabad University was established in 2009 by the Ahmedabad Education Society to offer a world-class academic experience in one of India's most vibrant cities. With a centrally located campus and internationally renowned faculty, it offers one of the most stimulating academic environments in the country. Ahmedabad University offers undergraduate, graduate and doctoral studies in areas such as engineering, humanities, management, natural sciences, and social sciences.



# Overview

## Amrut Mody School of Management

The Amrut Mody School of Management offers wide-ranging, multi-faceted management education through undergraduate, graduate, and doctoral programmes. The School works in close collaboration with industry to provide robust balance between practical orientation and conceptual education. It enables learning through project-based pedagogy, case-based teaching, and international collaboration offering access to courses from other schools and partner universities.

The school offers opportunities to engage with resources and initiatives at the:

- School of Arts and Sciences
- School of Engineering and Applied Science
- Centre for Heritage Management
- Global Centre for Environment and Energy
- VentureStudio

**NAAC-“A”**  
Accredited University

Recognised as

**CENTRE OF  
EXCELLENCE**

by Education Department,  
Government of Gujarat



Gujarat State Institutional Rating Framework

by Education Department,  
Government of Gujarat



## Ahmedabad MBA

The Ahmedabad MBA is an interdisciplinary programme that combines liberal education and analytical rigour. Our MBA graduates are not only academically sound; they gain real-world experiential learning, and an appreciation of social, cultural, and ethical contexts within which a business operates. Our MBA programme prepares students to be not merely better managers, but better leaders, better citizens, and better human beings.

The combination of interdisciplinary learning, analytical mindset, and liberal education breadth of vision ensures that we prepare leaders of outstanding character who do not just build cutting-edge organisations, but strive to create a better world.

# Experiential Learning through Route Camp

**The distinguishing element of the Master of Business Administration programme is the Route Camp.**

The Ahmedabad MBA programme stands out for its unique combination of liberal management education and real-world experience. The Route Camp is an academic project that spans the 2-year MBA programme. The sponsoring organisation selects a real business issue that needs solving. The organisation and the university together develop the project objectives, expected outcomes, and deliverables.

A group of MBA students, guided by a faculty mentor, then work on the project and develop solutions to address the business issue. Students work towards a solution that is interdisciplinary, innovative, impactful, and implementable. At the end of the project, the students present their analysis, outcome, and recommendations to the company.

# Three Pillars of our Ahmedabad MBA

## Learning

Interdisciplinary learning is a key pillar of our MBA programme. Students of course learn traditional management subjects; but they also have the option to take courses as diverse as climate change, environment, ethics, psychology, philosophy, heritage, and computer science. This makes them well-rounded leaders, aware of world issues, with a sense of responsibility to all stakeholders, not just driving shareholder value.

## Doing

The MBA programme is built on the principle of doing, beyond learning. Experiential learning is at the heart of the curriculum. Our students work with real companies – through our unique Route Camp projects – for the entire duration of their MBA, with the opportunity to put their learning to practical use in real-life settings.

## Becoming

The Ahmedabad MBA programme transcends Learning and Doing, to focus on Becoming – our graduates are trained to develop a moral compass, a focus on not simply doing things right, but doing the right things. They become aware of the world issues and develop a moral compass for doing business in an ethical manner, that does not just benefit the organisation but the community, and the world.

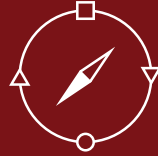
# Learning Objective of the Route Camp



Connect Theory  
and Practice



Problem  
Identification



Navigation through  
Uncertainty and Change



Learn to  
Manage Teams



BIG IDEA  
INCUBATION

FRUITION/  
RECALIBRATION

DEVELOP

MENTORED BY  
WORLD CLASS  
FACULTY AND  
TOP BUSINESS  
LEADERS

PROTOTYPE  
TESTING

SHARPEN

OPERATIONALIZE

# Desired Outcome of the Route Camp

- ▮ **A Business Plan and a Launch Plan**

This experiential learning module ensures our MBA graduates are industry-ready. Building on this foundation, our Career Development Centre (CDC) is able to forge active connections between industry and our MBA students. The CDC assesses industry needs, and works with our students to ensure they hone their skills to match the requirements.

- ▮ **A minimum viable product/prototype that has been market tested**

- ▮ **A New Product or New Service; a New Management Tool or New Business Solution**

This leads to enriching internships and rewarding final placements for graduates. Some of the organisations that have recruited our students include: Adani Group, Reliance Group, Torrent Group, Arvind Group, KPMG, PWC, HDFC, Federal Bank, ICICI Bank, Khimji Ramdas, Berger Paints, MRF, ITC, Nestle, Radio Mirchi, JSW Paints, Bharti Airtel, NielsenIQ, S&P Global, Motilal Oswal, PNB Gilts, DTDC, and many more.



## Salient Features of the Programme

- A graduate programme that allows students to build curricular learning around their personal capabilities, passion, and interest.
- Strong Interdisciplinary structure that allows participants to create their specialisation portfolio not only across courses offered by the Amrut Mody School of Management, but also across other Schools and Centres of Ahmedabad University.
- Award of “Master of Business Administration” degree by Ahmedabad University
- Programme designed for fresh graduates as well as junior and mid-level working professionals and entrepreneurs.
- Rigorous individualised mentorship by seasoned academics and experts from the world of practice.
- A uniquely crafted personalised Route Camp that provides a platform to translate theory into practice.





## Eligibility

- Fresh graduates, working professionals and entrepreneurs holding a Bachelor's Degree with at least 50 percent marks (45 percent marks for SC/ST Candidates) in aggregate or equivalent CGPA are welcome to apply.
- Candidates with Valid Scores in CAT / CMAT / NMAT / MAT / SNAP / XAT / GRE / GMAT can apply for the programme.
- A candidate who is yet to appear for the final year examination of the Bachelor's Degree or equivalent is also eligible to apply. However, for such candidates (if selected), the final year/ semester examination should have been completed by 15 July 2023, and the result of the said examination must be declared by 31 Dec 2023, following which they need to submit a photocopy of their mark sheet and degree certificate to the Graduate Admissions Office.

## Admissions

For admission, eligible candidates need to apply through the online application portal at: <https://bit.ly/3Airdpw> with the non-refundable application fees of INR 1200/- inclusive of GST. Candidates upon successful registration will receive an ID & Password in their registered email address which should be used for subsequent admission process correspondence.

Selection of the incoming MBA cohort for the MBA Programme is based on a holistic evaluation of shortlisted applicants.

For Details on Eligibility Criteria and Selection Procedure, please visit:

<https://bit.ly/3UBH4YL>

Final selections are based on personalised online/offline interactions.

# Representative List of Faculty at Amrut Mody School of Management

- **Pankaj Chandra**  
Vice Chancellor and Chairman  
Board of Management  
PhD (University of Pennsylvania)  
**Expertise:**  
Manufacturing Management, Supply Coordination, Building Technological Capabilities, Higher Education Policy and Hi-Tech Entrepreneurship
- **Devanath Tirupati**  
Executive Provost  
PhD, Massachusetts Institute of Technology  
**Expertise:**  
Supply Chain Management  
Operations Research
- **Sankarshan Basu**  
Dean,  
Amrut Mody School of Management  
PhD, London School of Economics and Political Science, UK  
**Expertise:**  
Financial Calculus, Option Pricing  
Bond and Portfolio Valuation
- **Chakravarthi Rangarajan**  
Distinguished University Professor and,  
Former Governor of the Reserve bank of India, Former Governor of Andhra Pradesh  
PhD (University of Pennsylvania)  
**Expertise:**  
Economics, Policy Development, and Financial Planning
- **Pankaj Vaish**  
MBA (University of Minnesota)  
**Expertise:**  
Startup Mentor, Focus on Scaling and Transforming Businesses
- **Priyadarshi Shukla**  
Distinguished Professor and Chair  
Global Centre for Environment and Energy  
PhD (Stanford University)  
**Expertise:**  
Energy Efficiency, Energy-Environment Modelling, Renewable Technologies, Decentralized Planning, Integrated Assessment Modelling and Climate Change Policy Analysis
- **Pradyumna Vyas**  
Distinguished Professor  
Master in Industrial Design (IIT, Bombay),  
Honorary Master of Arts (University for the Creative Arts in Farnham, UK)  
**Expertise:**  
Industrial Design, Design Education and Promotion
- **Ramadhar Singh**  
Distinguished University Professor  
PhD (Purdue University)  
**Expertise:**  
Organizational Behavior, Psychology, Public Policy, Research Methods
- **Parag Patel**  
Senior Associate Dean and  
Associate Professor,  
Amrut Mody School of Management  
PhD (Gujarat University)  
**Expertise:**  
Accounting, Financial Services,  
Equity Investment Decisions
- **Kamal Ghosh Ray**  
Professor  
MBA Programme  
PhD (Calcutta University), ACMA  
**Expertise:**  
Mergers and Acquisitions,  
Business Valuations and Corporate Finance

- **Ravi Miglani**  
PGPM (IIM Ahmedabad)  
**Expertise:**  
Marketing Research, Consumer Behaviour, Consumer Insights, Neuromarketing
- **Jeemol Unni**  
PhD (Gujarat University)  
**Expertise:**  
Labour Economics, Development Studies, Issues in Urban Economics and Informal Economy, Economics of Education, Genders studies
- **Vinodh Madhavan**  
Doctor of Business Administration (Golden Gate University, San Francisco)  
**Expertise:**  
Nonlinear Time Series Analysis, Long Memory, Adaptive Market Hypothesis
- **Pallavi Vyas**  
PhD (University of Chicago)  
**Expertise:**  
Labor Economics, Human Capital Theory, Public Health, Gender and Discrimination
- **Mahendra Singh Rao**  
Fellow Programme in Management (XLRI Jamshedpur)  
**Expertise:**  
Consumer Psychology, Numerical Cognition, Psychological Distance, Regulatory Focus
- **Bijal Mehta**  
PhD (Sardar Patel University)  
**Expertise:**  
Relevance of Digital Communication and Marketing for start-ups and service firms, Tourism and the Sharing Economy Practices, Women Empowerment
- **Minal Pathak**  
PhD (Gujarat University & Indian Council of Medical Research), Visiting Researcher Imperial College London  
**Expertise:**  
Climate Change Mitigation, Energy Policy, Sustainable Development, Cities

- **Rahul Singh**  
PhD (IIM Bangalore)  
**Expertise:**  
International Trade, Industrial Organisation and Development Economics
- **Sudhir Pandey**  
PhD (University of Lucknow)  
**Expertise:**  
Workplace Communication, History of Office, Sociology of Work, Urban Sociology, New Servicescapes in Urban India
- **Kunal Mankodi**  
PhD (Ganpat University))  
**Expertise:**  
Business Clusters and SMEs Competitiveness, Business Models and Multi-sided Platforms
- **Amrita Bihani**  
PhD (CEPT University)  
**Expertise:**  
Organization Behavior & Human Resources Management, Talent management, Employee Engagement
- **Siddhartha S Saxena**  
PhD (GLS)  
**Expertise:**  
People Analytics, Counterproductive Workplace Behavior, SNA, Entrepreneurship, Family businesses (Focus on Succession planning)

The complete list of Faculty at Amrut Mody School of Management, Ahmedabad University can be viewed at:

[www.ahduni.edu.in/amsom/faculty](http://www.ahduni.edu.in/amsom/faculty)



# Important Dates

Accepted Valid Scorecards

CAT / CMAT / NMAT / MAT /  
SNAP / XAT / GRE / GMAT

Application start date

October 1, 2022

Application Fees

INR 1200

Application closure date (First Round)

15 March 2023

Personal interviews start from

20 March 2023

The first semester starts from


July / August 2023


For Admissions Inquiry, Contact

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