



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 mission of the School is 'to advance the understanding of the practice of Management through interdisciplinary enquiry, and building ideas from there to prepare responsible leaders who understand the context, are innovative, and believe in a sustainable world'. The School offers wide-ranging, multi-faceted programmes, from Undergraduate, Graduate, and Doctoral degrees, and short-term certificate programmes for working professionals and other practitioners.

The Campus is in the heart of Ahmedabad, one of India's most vibrant and historic centres of commerce. Its mercantile and industrial history underscore its present-day reputation as a hub of enterprise and new business ideas. In addition to its bustling streets, markets, and sophisticated cultural life, the city is also home to many of India's most reputed educational institutions, making it uniquely liveable for students and academics.

The School works closely with industry partners to provide a balance between rigorous practice and strong conceptual education. Moreover, it strives to bring interdisciplinary inputs and liberal perspectives to management students to develop solutions to contemporary problems. The School continuously fosters entrepreneurial thinking that might transform tomorrow's business and society.

**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

- The Association to Advance Collegiate Schools of Business (AACSB International), the world's largest business education alliance, has awarded Ahmedabad University's Amrut Mody School of Management with the Innovations That Inspire award for 2023.
- Ahmedabad University received a high commendation from Times Higher Education Awards Asia 2023 for Teaching and Learning Strategy of the year.

## 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.

# Experimental 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.

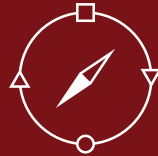
# Learning Objective of the Route Camp



Connect Theory  
and Practice



Problem  
Identification



Navigation through  
Uncertainty and Change



Learn to  
Manage Teams



BIG IDEA  
INCUBATION

DEVELOP

SHARPEN

OPERATIONALIZE

PROTOTYPE  
TESTING

FRUITION/  
RECALIBRATION

MENTORED BY  
WORLD CLASS  
FACULTY AND  
TOP BUSINESS  
LEADERS

# 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 2024, and the result of the said examination must be declared by 31 December 2024, 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/3UBH4YI>

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
- **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
- **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
- **Ravi Miglani**  
Professor of Practice of Management  
PGPM (IIM Ahmedabad)  
**Expertise:** Marketing Research, Consumer Behaviour, Consumer Insights, Neuromarketing
- **Jeemol Unni**  
Professor  
PhD (Gujarat University)  
**Expertise:** Labour Economics, Development Studies, Issues in Urban Economics and Informal Economy, Economics of Education, Genders studies
- **Vinodh Madhavan**  
Associate Professor  
PhD (Golden Gate University, San Francisco)  
**Expertise:** Nonlinear Time Series Analysis, Long Memory, Adaptive Market Hypothesis
- **Pallavi Vyas**  
Associate Professor  
PhD (University of Chicago)  
**Expertise:** Labor Economics, Human Capital Theory, Public Health, Gender and Discrimination
- **Mahendra Singh Rao**  
Associate Professor  
PhD (XLRI Jamshedpur)  
**Expertise:** Consumer Psychology, Numerical Cognition, Psychological Distance, Regulatory Focus
- **Minal Pathak**  
Associate Professor  
PhD (Gujarat University & Indian Council of Medical Research), Visiting Researcher Imperial College London  
**Expertise:** Climate Change Mitigation, Energy Policy, Sustainable Development, Cities
- **Rahul Singh**  
Assistant Professor  
PhD (IIM Bangalore)  
**Expertise:** International Trade, Industrial Organisation and Development Economics

- **Sudhir Pandey**  
Senior Lecturer  
PhD (University of Lucknow)  
**Expertise:** Workplace Communication, CSR Communication, Problem Solving For Social Change
- **Kunal Mankodi**  
Senior Lecturer  
PhD (Ganpat University)  
**Expertise:** Business Clusters and SMEs Competitiveness, Business Models and Multi-sided Platforms
- **Amrita Bihani**  
Assistant Professor  
PhD (CEPT University)  
**Expertise:** Organization Behavior & Human Resources Management, Talent Management, Employee Engagement
- **Rahul Rao**  
Assistant Professor  
PhD (IIM Bangalore)  
**Expertise:** Macroeconomics, Monetary Economics, Financial Economics, Spatial Economics
- **Narendra Kushwaha**  
Assistant Professor  
PhD (IIM Tiruchirappalli)  
**Expertise:** Corporate Governance, Auditing, and Related Party Transactions
- **Tanya Jain**  
Assistant Professor  
PhD (Indian Institute of Management Bangalore)  
**Expertise:** Financial Economics, Innovation, Economic Growth
- **Vedant Dev**  
Assistant Professor  
PhD (IIM Ahmedabad)  
**Expertise:** Employee Compensation, Organisational Justice, Boredom at Workplace and Quantitative Research Methods.
- **Mayank Aggarwal**  
Assistant Professor  
PhD (IIM Ahmedabad)  
**Expertise:** Ecosystems, Inter-Organizational Networks, Pharmaceutical Ecosystem, Physician Prescribing Behaviour
- **Samvet Kuril**  
Assistant Professor  
PhD (IIM Ahmedabad)  
**Expertise:** Management and Organisations
- **Prithwiraj Mukherjee**  
Associate Professor  
PhD (ESSEC, France)  
**Expertise:** Digital Marketing, Agent-based Modeling, Behavioral Decision Making
- **Aranya Chakraborty**  
Assistant Professor  
PhD (McGill University)  
**Expertise:** Development Economics, Information Economics, Applied Microeconomics
- **Bijal Mehta**  
Associate Professor  
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



The complete list of Faculty at Amrita 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

Applications Open

September 2023

Application Fees

INR 1200


Personal Interactions of the shortlisted candidates will be scheduled within 10 days from the last date of Applications.



**APPLY NOW**

For queries, contact: Office of Graduate Admissions  
**+91 9979842878 | mba\_admissions@ahduni.edu.in**

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

Ahmedabad\_University 

AhmedabadUniversity 