
business is life



MAKING A DIFFERENCE

The Asian School of Business (ASB), driven by the vision of creating competent and caring management professionals with the passion to lead, has been promoted by patrons with the commitment to providing superior quality business education.

ASB's academic programmes started with a full-time, two-year Post Graduate Programme in Management (PGPM) in 2005.

ASB currently operates from its exclusive premises at the Technopark Campus, Trivandrum. The international ambience of Technopark enhances the state-of-the-art teaching and learning facilities provided for the students.

ASB will be moving into a purpose-built, sprawling campus of its own, designed by a celebrated architectural firm from Singapore, by 2008 end.

The students are chosen on the basis of a rigorous selection process. The first batch of 29 students graduated in April-2007.

ASB is all about making a difference. Its mission is to create informed and inspired professionals with the highest level of commitment towards making a difference in the world of business.



The Key Differentiators

ENTIRELY FACULTY DRIVEN

The 100% autonomy of ASB empowers it to be truly innovative as far as academic focus is concerned. The faculty has complete freedom to pick and choose, mix and match the best for the high-achievers of the school.

The goal is simple - opt for the most appropriate curriculum content, hand-pick the best faculty and create the best of environments to produce professionals who will be thoroughly at home in the Indian and international business milieu.

ASB has a robust mix of academics, resident and visiting faculty, and practising professionals, together providing a unique combination of academic and practical learning.

In addition to a small group of core-faculty, ASB attracts visiting faculty for each key subject or topic. The practising professionals share their experiences and leading-edge knowledge.

This portfolio faculty models help the rapid incorporation of the latest thinking and techniques, thereby keeping the teaching on the cutting-edge.

A carefully-structured series of seminars given by outside speakers from the business world provides contemporary 'real world' perspective on the existing and emerging business environment.

PARTICIPATORY LEARNING

The assortment of curriculum delivery methods include case studies, computer simulations, role-plays, group projects and presentation by students. The emphasis is on participatory learning by doing.

Technology is a close ally in this process. The technological backbone supporting the pedagogy is a data communication network with 24-hour, dedicated wireless connectivity within the campus. The students, using their exclusive laptops, can access the course-ware and the Internet even as they attend the classes. We have access to online databases and technology platforms like Ten Acado for evolving ourselves into a learning organization.



The Key Differentiators

FACULTY

RESIDENT FACULTY

K. Ramakrishnan, Director, ASB
Former Director, School of Management, School of Distance Education, Bharathiar University; over 40 years of professional experience spanning industry, teaching, research and consulting in Public Systems (TN State, GoI) and not-for-profit sectors. Management education at IIM-A and at US universities as an exchange scholar of East-West Centre, Hawaii.

S. Chidambara Iyer (Rtd. w.e.f. June 2007)
Over 35 years of experience spanning Kerala State Electricity Board, Institute of Management in Government, Management Consulting and teaching at business schools. B.Sc (Engg); Diploma in Public Services Training, UK; LLB; Fellow IIM-B.

K.G. Satheesh Kumar
With 23 years of professional experience; former CEO, Technopark; Director, Asia Pacific Region, International Association of Science Parks; Member, Advisory Council on Management Studies, College of Engineering, Trivandrum. B.Sc (Engg), MBA.

Mercy Mathew
Over 4 years experience with ICFAI Business School B.Sc; MBA.

Rakesh Nair
Over 2 years of experience as a freelance researcher with Deveraux and Deloitte, London; MA (Economics), University of Bombay; M.Sc (International Business Economics), Westminster Business School, London.

Thomasan Rajan
MBA with 5 years of experience in marketing communications, brand management, research and teaching. Awaiting the award of Ph.D in Marketing from the University of Kerala.

V. Harihara Subramanian
Over 34 years of professional experience within and outside the country; B.Tech; Post Graduation, IIM-A.

Rakhee Sudhir
Over 9 years professional experience spanning counseling, training and teaching. MA (Psychology); M.Phil (Psychology); Ph.D Scholar in OB.

ADJUNCT FACULTY

K.M. Abraham
CFA, Licensed International Financial Analyst (LIFA); Adjunct Faculty at IIT-Kanpur. M.Tech from IIT - Kanpur; Ph.D from University of Michigan, USA.

S. Balachandran
Over 30 years of experience in Marketing & Growth Strategy, Strategic Planning and Consulting. Post Graduation IIM-A; B.Tech IIT-Madras.

A.G. Balasubramanian
Over 30 years of teaching experience within and outside the country including at Aveiro University, Portugal; IIM - Indore; and Great Lakes Institute of Management, Chennai.

MBA (CUSAT); Fellow IIM-A.
Suresh Balraj
Freelance consultant on environment and ecology; M.Phil-Human Ecology and Natural History, MG University; PG Certificate (by research) in 'Technology and Sustainable Development', Federal Institute of Technology, Lausanne, Switzerland.

K.L. Bhaskaran
Over 36 years of experience in the manufacturing industry, of which 19 years with a multinational company; a Certified in Production and Inventory Management (CPIM) and a Certified Supply Chain Professional (CSCP) of APICS, USA; visiting faculty with Jammalal Bajaj Institute of Management Studies (JBIMS) and Narsee Monjee Institute of Management Studies (NMIMS). BE; Post Graduation IIM-C.

S. Jagadish
Former professor and Chairperson in Quantitative Methods and Information System at IIM-B; has been actively driving several major consulting assignments. Graduate from Institute of Electronics Radio Engg, London; Post Graduation from IIM-A.

Linda J. Kerr
More than 30 years of experience in the field of education and industry in UK, Netherlands, Canada, Turkey and India; Doctoral research on "Global Employment: What makes an effective international manager"; a Chartered Psychologist and Associate Fellow of the British Psychological Society.

Koshy Matthew
Formerly Head of Department of Economics, University of Kerala with more than 25 years of teaching experience in the MBA programme of Institute of Management, Kerala; has been a member of several Working Groups of the State Planning Board. M.Phil (Applied Economics), Cochin University.

Prem C. Nair
An English language specialist with over 30 years of experience. MA; M.Ed.

C. Padmakumar
Executive Director, Terumo Penpol; over 15 years marketing experience in various medical device manufacturing companies, with international marketing exposure. MBA from Cochin University of Science and Technology.

P.P. Pillai
Over 35 years of academic and research experience in Econometrics and Planning; Post-Doctoral research in the City University of New York under Fulbright Scholarship; Ph.D in Economics; M.Sc (Statistics); MA (Economics).

Premchander
About 20 years of professional experience spanning teaching and consulting at institutions like IIM-B, IL & FS. Post Graduate (Chemistry); Fellow IIM-A.

Prof. Rajeev Srinivasan
Close to 25 years professional experience in high-technology with Bell Labs, Siemens, Booz Allen Hamilton, Sun Microsystems, and several startups in the Silicon Valley and India; Member, Investment Committee, Canbank Venture Capital Fund and Kerala Venture Capital Fund; teaches courses in the Management of Innovation and Sales Force Management at IIM-B; B.Tech IIT-Madras; MBA (Stanford); MS (Syracuse).

C. Venugopal
Currently, Joint MD of a Management Consultancy Firm; over 25 years of experience in general management, strategic planning and supply chain management and teaching. B.Tech (Hons.) - IIT-Kharagpur; MMS from Jammalal Bajaj Institute of Management Studies.

VISITING FACULTY

Salem Ganapathi
Founder & CEO of Logistics Plus – a 3PL/4PL enterprise with US collaboration serving large multinational companies including GE Motors India Ltd. and Tata Motors Ltd., Post Graduation, IIM-A.

Manoj Krishna
About 15 years of teaching experience in Law Colleges ; extensive publications in national and international journals. LLB (2nd rank) & LLM (Gold Medalist) from Kerala University.

K. Kumar Pillai
Over 25 years of experience in the Banking Industry; was the Chief General Manager of State Bank of Travancore driving the Training Division. M.Com, M.Phil, LLB.

THE GOVERNING BOARD

ASB enjoys the benefit of guidance of a Board of Governors comprising professionals and academics of impeccable credentials drawn from within and outside the country.

Dr. S. Ramadorai Chairman, Board of Governors, ASB
CEO & Managing Director, Tata Consultancy Services Limited; a Graduate Engineer from IISc-Bangalore; Masters Degree from University of California; an alumnus of Sloan School of Management; one of the most reputed IT professionals in the country.

Mr. George M. Thomas Patron, ASB
Managing Director of Kenton Group of Companies, India; Managing Director and Chief Executive Officer, Saif Al Harassi Group and Burj Oman LLC, Sultanate of Oman; over the last 25 years his companies have been associated with several prestigious projects in Oman; is also the Founder President, Trivandrum International School.

Prof. Prakash G. Apte Director, IIM-B
Post Graduation from IIM-C; Ph.D from Columbia University, USA; has several years of teaching experience at IIM-B with specialization in Economics.

Mr. S. Gopalakrishnan (Kris) Co-Founder, President & COO, Infosys Technologies Limited
M.Sc (Phycis) and M.Tech (Computer Science), both from IIT-Madras; played a key role in building Infosys into one of the most reputed IT companies globally.

Prof. S. Jagadish
Former Professor and Chairperson in Quantitative Methods and Information Systems at IIM-B; Post Graduation from IIM-A; Graduate from the Institute of Electronics and Radio Engineering, London; recipient of the Ford Foundation and the UNDP Fellowships; has been actively driving several major consulting assignments.

Mr. Arun M. Kumar
Partner, KPMG LLP, California; as a leader in their advisory service practice; a recognized thought leader in the areas of finance and performance management; promoter of a venture

capital fund; advisor to several technology entrepreneurial ventures in the US and India.

Mr. Raj Nair
Chairman, Avalon Consulting and Promoter, Chairman-Ugam Solutions Ltd., with offices in Mumbai and San Francisco. IIT-Mumbai, IIM-A alumnus with over 30 years of professional experience, most of it in strategic consulting for Indian and international clients.

Prof. K. Ramakrishnan
Director, ASB; Former Director, School of Management, School of Distance Education, Bharathiar University. Over 40 years of professional experience spanning industry, teaching, research and consulting in public systems (TN State, GOI) and not-for-profit sectors. Management education at IIM-A and at US universities as an exchange scholar of East-West Centre, Hawaii.

Prof. M.R. Rao
Dean, Indian School of Business (Hyderabad); Ph.D in Industrial Administration, Carnegie-Mellon University, USA; MS in Industrial Administration, Carnegie-Mellon University; Master of Engineering (Industrial), Cornell University, USA; former Director and Professor Emeritus at IIM-B.

Prof. Samuel Paul
Founder-Chairman, Public Affairs Centre (Bangalore); former Professor & Director IIM-A; former Advisor to the World Bank on Public Sector reform and to the UN Commission on Transnational Corporations.

Mr. G. Vijaya Raghavan
President, VMA Consultants Pvt. Ltd.; Founder-CEO, Technopark, Trivandrum; former Member Kerala State Planning Board; Member Kerala State Council of Science Technology and Environment; former President International Association of Science Parks (Asia Pacific); Hon. Director Trivandrum International School.



PGPM: ASB'S FLAGSHIP PROGRAMME

The full-time, two-year PGPM, inclusive of industry internship, is ASB's flagship programme. It represents a fusion of academic rigour, individual interest and teamwork. This course has been designed by a team of experts. The depth and breadth of coverage of the curriculum of PGPM, providing a firm general management foundation, is as good as the best management education in this part of the world.

The programme is based on a core framework involving the management of people, finance, information, operations and change. It focuses on enhancing such business and management skills as analysis, problem-solving, decision-making, effective communication and leadership.

All the students are required to complete an organizational internships during the summer break. The batch of students whom you will be considering for placement has had their internships in the sample list of companies given elsewhere in this brochure.

During the second year, the students, depending on individual interest and career plans, choose electives from a wide range of options including contemporary courses such as Supply Chain Management and Enterprise Business Solutions as well as conventional courses such as Advertising & Sales Promotion or Systems Analysis & Design.

The students are also allowed to take live projects with or without credit to give them a flavour of real-life business issues.

INTERACTIVE SESSIONS WITH PROFESSIONALS

Series of sessions with accomplished professionals exploring, discussing and even challenging current perspectives in the field of management and related issues represent an integral part of the learning process at ASB. Set out below is a select list of professionals who interacted with our students along with their discussion topics.

Dr. A. Abraham

MD, Certified and Master Practitioner, NLP
Magic of the "Better You"

Dr. C. Anandan

Director, SVP Institute of Textile Management, Coimbatore
Emerging Issues in Retail Management

C. Balagopal

MD, Terumo Penpol
How to be an Entrepreneur Manager?

Arun Balakrishnan

Director (Personal), HPCL
Future of Oil and Gas Marketing Companies

Amiya K. Chakravarthy

Philip R. McDonal Professor (Operations & Technology Management)
Northeastern University, Boston, USA
Flexible Manufacturing Systems

Karthik Kumar

Head Sourcing, Saint Gobain, India
Managing the Global Supply Chain

Poornima Kumar

Director, INC Research, N.Carolina, USA
Genetic the Sunrise Industry

V. Senthil Kumar

CEO, i-flex Solutions, the Netherlands
Marketing Packaged Software

Arun M. Kumar

Partner KPMG, California
Strategic Role of a Financial Consultant

Narayan Ramachandran

MD & Global C-Head, Emerging Markets, Morgan Stanley, Singapore
Investment Banking and Career Options

Arun Subramony

VP (Strategic Solutions), US Technology Resources, USA
Emotional Intelligence and Crisis Management

Dr. Venkatesh B. Athreya

Director, Food Security, MSS Foundation, Chennai
Advisor to Kerala State Planning Board
Views on Development & Globalization

Daniel N.G.

Consultant, Singapore
Business Process Reengineering

P.D. Jose

Professor, Strategy, IIM-B
Strategic Management

T.S. Muralidharan

HR Manager, ALsec
Innovative Practices in HRM in the Context of IT Industry

Prof. Shyamal Roy

Ph.D (Agricultural Economics), University of Missouri, USA.
Macro Economic Environment of India

Dr. K. Venugopal

Turbocharge Your Confidence

C.K. Kurian

Pantaloons
Retail Segment – India

Vishnu Prasad Nagadevara

IIM-B
Data Mining

N. Ram

CATISA, Geneva
Investment Banking & Contemporary Issues

Prof. Divakaran Liginlal

School of Business, University of Wisconsin, USA
Information Security & Digital Identity

Dr. Gopal Ganesh

University of North Texas
Consumer Behaviour in eCommerce



NETWORKING WITH THE WORLD

Seminar: "Managing in the Networked Economy"

ASB, in association with Amiya K. Chakravarty (Professor, Northeastern University, Boston), Nikhilesh Dholakia (Professor, Marketing, University of Rhode Island, USA), Ruby Roy Dholakia (Professor, Marketing, University of Rhode Island, USA) and leading professionals from within India conducted a two-day seminar on January 10th & 11th, 2007 designed to capture the state-of-the-art theory and practice in Supply Chain Management, eCommerce and Customer Relationship Management.

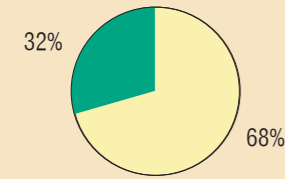
ASB – Stanford International Conference

Continuing the partnership with Stanford Centre for International Development (SCID), California, Kerala Global Support Network (KGSN), USA and Tie Kerala, ASB hosted the Second International Conference on 'Kerala in the Global Economy - Opportunities and Challenges'. The speakers included Dr. T.M. Thomas Isaac (Minister for Finance, Govt. of Kerala), Prof. T.N. Srinivasan (Yale University), Anjini Kochar (Stanford), Arun M. Kumar (Partner, KPMG, California), Narayan Ramachandran (MD & Global Co-head, Emerging Markets, Morgan Stanley, Singapore) and Sunil Mani (Centre for Development Studies - Trivandrum).



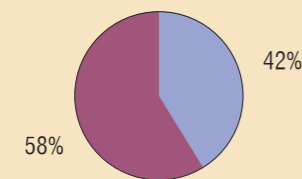
PROFILE OF THE BATCH

Work Experience



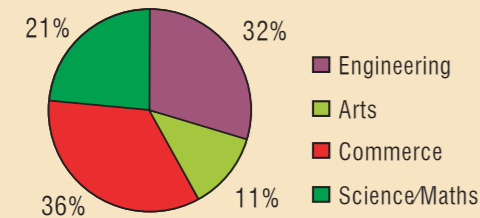
□ Freshers ■ Experience

Gender Proportion



□ Male ■ Female

Academics



■ Engineering
■ Arts
■ Commerce
■ Science/Maths

FIRST ANNUAL CONVOCATION:

The Annual Convocation of the first graduating batch of PGPM students was held on 26 April, 2007. The Chief Guest, Kris Gopalakrishnan, CEO and Managing Director of Infosys Technologies, delivered the Convocation Address and gave away the Diplomas.



RECRUITERS

FINAL RECRUITERS For the 2005-07 batch:

Blue Star / Edelweiss / Ernst & Young Middle East / Forbes Marshall / HDFC / HP Global / ICICI Bank / Idea / Logistics Plus / Precision Technet / Stark Communications / SunTec / Toonz Animation / Wealth Solutions

SUMMER RECRUITERS For the 2006-08 batch:

Contract Advertising Pvt. Ltd. / EDS Technologies / ENAM Securities Pvt. Ltd. / Green Peace Environment Trust / Hindustan Petroleum Corporation Ltd. / i-Flex solutions Ltd / Kotak Mahindra Bank Ltd. / Lehman Brothers (P) Ltd. / MatexNet Pvt. Ltd. / Quality Engineering and Software Technologies Pvt. Ltd. / Tata Consultancy Services / Wealth Solutions (P) Ltd. / Kerala Institute of Medical Sciences / VMA Consultants Pvt. Ltd.

Artist's impression of the 20-acre ASB Campus coming up on a hilltop on the outskirts of Trivandrum city.

