

“RISING ABOVE
EXCELLENCE”

Prospectus

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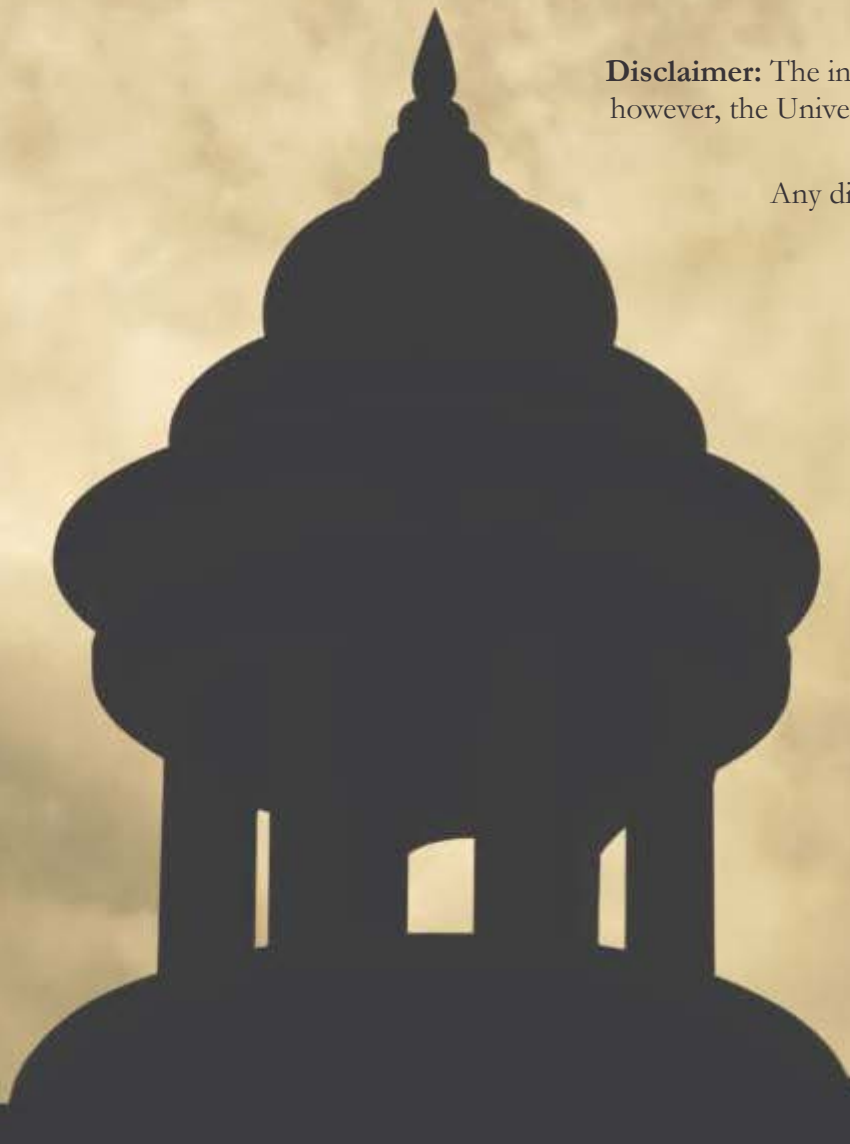
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Any dispute that may arise is subject to the jurisdiction of the Courts of Bengaluru.



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Alliance University

Alliance University is a Private University established in Karnataka State by Act No.34 of 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 was named the Best Private University of the Year 2014 by the Associated Chambers of Commerce and Industry (ASSOCHAM) of India, 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.

Its oldest professional school—Alliance School of Business—is consistently ranked among the top ten private business schools in India by various ranking agencies. The University has already established Alliance College of Engineering and Design, Alliance School of Law, Alliance Ascent College, Department of Continuing Education, and Department of Performing Arts,

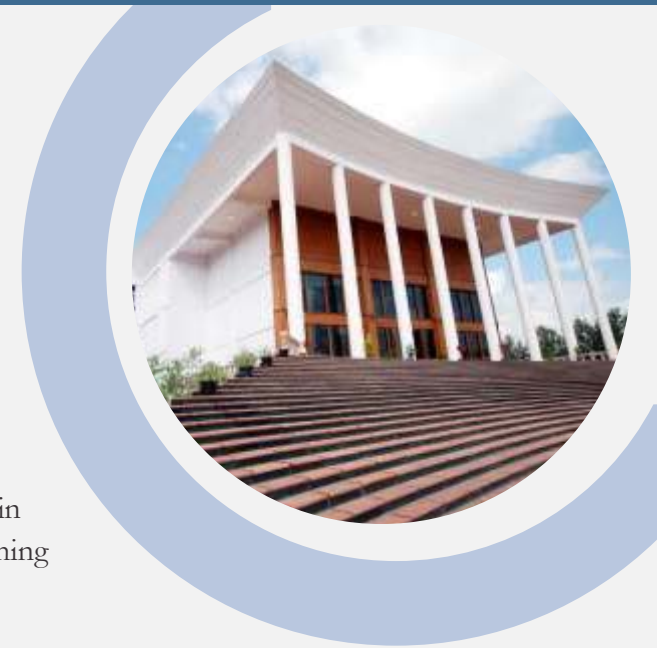


and is in the process of establishing many other prominent academic units, viz., Alliance College of Arts and Humanities; Alliance College of Science, Alliance College of Medicine and Dentistry; Alliance College of Education and Human Services; Alliance School of Health Sciences; and Alliance College of Media and Communications.

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 counseling and placement facilitation—all these combine to provide a rare synergy that transcends artificial barriers and enables students to follow their hearts with passion and confidence.



Vision & Mission



Vision

To be a world-class University that nurtures talent and radically 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.
- Promote and preserve academic freedom, diversity, equality, harmony and justice.

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**
- **Pro Vice-Chancellors**
- **Deans of Faculties**
- **The Registrar**
- **The Finance Officer**





Message from the Chancellor

Dear Student:

Greetings from Alliance University!

Not long ago, education merely meant the transfer of knowledge from the teacher to the taught. Today, education is much more than that and it ought to aim at achieving the active use of knowledge and skill in ways that are decidedly enlightened, noble and legacy creating. After all, if it is mere information that one seeks, then a vast and growing repository of digitized content is readily available to be easily accessed.

At Alliance University, we strive to reach out, educate, mentor, guide and champion all those who choose to be part of this great University. The key differentiator at Alliance University has its genesis in its ethos. Its ethos of student centeredness, which guides every action at Alliance and is central to its founding philosophy of creating and sustaining a community of lifelong learners, in an environment of literacy and critical thinking who can contribute significantly as value creators to the greater social wellbeing. Guiding this core value system at the University is a leadership that believes in the universalization of education for humanity.

Alliance University stands for excellence. The pursuit of excellence in all its myriad dimensions is a continuous and relentless endeavor at the University, and it follows an eclectic and inclusive approach that is committed to take the benefits of education and learning to the society at large. This is amply demonstrated in its magnificent infrastructure—comparable to the best in the world that facilitates learning for life.

The courses and programs offered at Alliance University have been crafted with care and devotion, reflecting not just the realities of the marketplace but the very future that it is helping to define. The rigorous, research-oriented faculty community excels in inspiring learning in the classroom. The staff is truly committed, warm and friendly. With a deep focus on its key constituents, the community of scholars at the University strives to push the frontiers of education and set higher standards. Together, these are a remarkable combination that can shape your careers and transform you into the extraordinary.

I invite you to be a part of this exciting learning experience.

Madhukar Angur, B. Tech. (NIT); PGDM (IIM-A); Ph. D. (Texas)

Chancellor

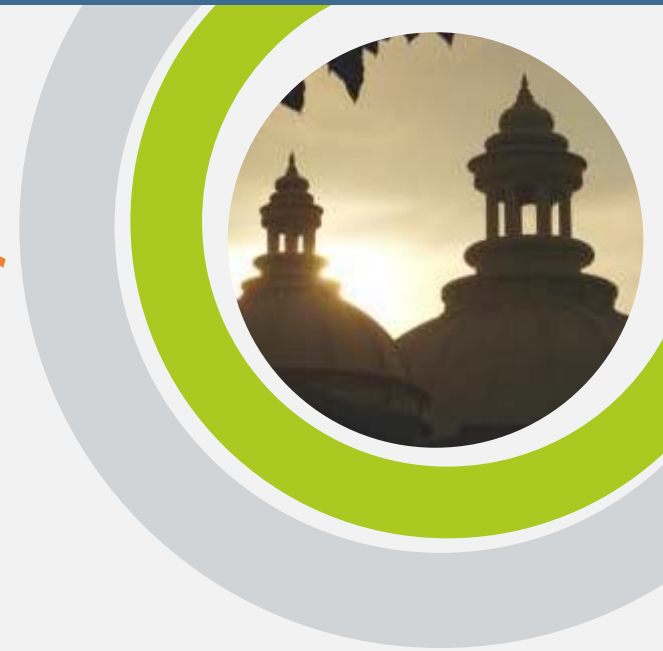
Alliance University







Message from the Program Director



Dear Student:

Alliance Ascent College is a premier institution of higher learning that imparts world-class education in business and management, and prepares its graduates with the knowledge and skill sets to become successful business leaders as well as responsible and compassionate social citizens. The Master of Business Administration course offered by the College prides itself on a curriculum that is progressive and where rigor and relevance are appropriately balanced resulting in learning that strongly develops market readiness in its graduates. The highly accomplished faculty at the College are exceptional, and strive selflessly to mentor them to success.

Alliance Ascent College offers you unparalleled opportunities to prepare yourself for leadership by building in you the skill sets of critical thinking,

analysis and judgment that lead to sound and ethical decision making even while you learn to communicate, motivate, persuade, inspire—and lead with integrity, respect and empathy.

Our graduates are lifelong learners who have the character and the right attitude to succeed with an unwavering commitment to excellence.

As you enter the portals of Alliance Ascent College, you will embark on a journey that is truly exhilarating and transformative.

Welcome to the future of education. Welcome to Alliance Ascent College.

Prof. Jacob Alexander

Program Director



Alliance Ascent College

Alliance Ascent College offers intellectual depth, abundant resources and individualized attention to its graduates. The objective is to develop them with the knowledge and skills to be successful business leaders as well as responsible social stewards. Alliance Ascent College also prides itself on its rigorous and relevant curriculum designed to train young professionals to be responsible and responsive to the demands of society in a dynamic milieu.

The Master of Business Administration (MBA) course at Alliance Ascent College equips its graduates with a repertoire of analytical, decision-making, technical, interpersonal and technological skills to prepare them to work in a challenging environment. Through their involvement in the Mentorship Program, Business Plan Competitions, Field Based Projects and Ascent Executive Speaker Series, students learn from the knowledge and guidance of experienced business leaders.


The College is located in a vibrant city and global business hub—Bengaluru, which offers an unparalleled quality of life, and a friendly, cosmopolitan environment to live, study, and work.

Intellectual Capital

Alliance Ascent College has some of the finest faculty—each one a specialist in a chosen field. Besides developing an emphasis on critical thinking and leadership, the faculty strive to bring innovations in the learning process through the use of global and Indian cases, experiential learning projects, role-plays, and many other such value-added pedagogical tools that enhance the rigor and relevance of the curriculum.

The intellectual capital at Alliance Ascent College also draws upon the depth of practitioner experience and insights by ensuring that industry experts participate in the design of a contemporary and forward looking curriculum. Above all, the faculty stretch beyond prescribed roles to ensure that the graduates are made market ready, and mentored to success.





Master of Business Administration (MBA)

Master of Business Administration (MBA)



The two-year, full-time Master of Business Administration (MBA) degree course follows a rigorous, relevant, contemporary and progressive curriculum. It is designed, developed and delivered to ensure high-quality education to graduates and is taught by accomplished full-time and visiting faculty. The course consists of core subjects followed by elective subjects that reflect the student's chosen area of specialization—Marketing; Finance; Organizational Leadership and Strategy (OB & HR); and Operations. Students are encouraged to choose an area of specialization that suitably matches their interests and skill sets. The specialization subjects include a field-based Industry Internship Program at the end of second semester and a Dissertation, at the end of the course. On successful completion of the 24-months course, a student is awarded the Master of Business Administration degree by Alliance University, Bengaluru.

Additionally, the Center for Foreign Languages at the Alliance Ascent College offers intensive language proficiency training in widely-spoken foreign languages, which enables its graduates to acquire the skills to understand global business practices and styles in management.

Key features

- A two year, full-time course comprised of four semesters
- Contemporary, relevant and progressive curriculum
- Delivered by highly accomplished faculty and embellished by renowned industry practitioners
- Project-based training throughout the course, which includes an Industry Internship Program and a Dissertation
- Electives which begin in the first year of the course
- Continuous evaluation method using an honor point system in the calculation of Grade Point Averages (GPA)
- Placement facilitation in reputed companies and across key industry sectors

The learning methodology is primarily experiential in nature with a focus on the application of concepts. The methodology includes the following, based on the requirements of specific subjects:

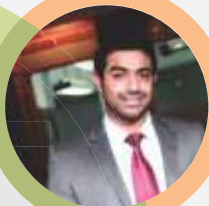
- Interactive lectures
- Case study analysis
- Classroom projects and exercises
- Simulations, role plays and business games
- Group presentations
- Study of contemporary articles from journals
- Field projects and company visits
- Video presentations
- Expert guest lectures
- Activity labs

Marketing

Marketing as a discipline views the entire business process as consisting of a tightly-integrated effort to discover, create, arouse and satisfy customer needs. That the discipline of Marketing evolves over time was a critical consideration when we designed the marketing curriculum at Alliance Ascent College. The nature of consumers and solutions crafted in response by business firms, change both incrementally and radically over time. A comprehensive analysis of this ever-evolving marketing world and its incorporation into marketing learning is what ensures the up-to-date curriculum of the specialization.

A curriculum in effect is limited until delivery. What truly enhances marketing learning at the Alliance Ascent College is a faculty that consists of top-notch academics and practitioners. A fine blend of experts drawn from every area of the marketing value chain ensures that the marketing subjects taught across semesters lead from one to another, seamlessly. The tools they use ensure conceptual and application-oriented learning. The result is a collaborative environment that fosters the building of marketing expertise. This in turn facilitates market readiness among students.

I have immensely benefitted from the rich learning experience at Alliance Ascent College. Its progressive curriculum that is delivered by faculty who are truly world-class imparts exceptional subject-matter expertise in management, and prepares me to excel as a value creator in the organization which I would seek to pursue a career.



Praveen Dhakshin
MBA 2013-15

Core/Electives

	Semester I	Semester II
Year 1	<ul style="list-style-type: none"> Principles of Management Economic Analysis for Business Decisions Business Statistics Management Science Managerial Communication Marketing Management Financial Reporting and Cost Control Corporate Finance Leadership and Organizational Behavior Human Capital Management and Audit 	<ul style="list-style-type: none"> Macroeconomic Environment and Policy Research Methodology Operations Management Managing Innovation and Technology Marketing of Services Marketing Research and Decision Models Industry Internship Program
	Semester III	Semester IV
Year 2	<ul style="list-style-type: none"> International Business Entrepreneurship and New Venture Creation Business Ethics and Corporate Social Responsibility Integrated Marketing Communication Product and Brand Management Consumer Behavior and Social Media Usage Retail Management Sales and Channel Management 	<ul style="list-style-type: none"> Business Law Strategic Management Business Marketing Global Marketing Dissertation



Finance

The Finance specialization at Alliance Ascent College, Alliance University is unique. It keeps pace with the evolving world of finance and brings into its curriculum the current developments and innovations while keeping the subjects contemporary and up-to-date. The faculty is a good mix of core academicians and industry experts who have come together to design and deliver knowledge that gives Finance graduates a distinct advantage of being market ready. This is accomplished through a periodical curriculum review based on the input of all stakeholders, including industry experts, recruiters and students. After completing the specialization, graduates explore several options such as equity research, credit analysis, wealth management, investment banking and treasury management as career paths. The academic exercise revolves around the commitment of the specialization to stimulate intellectual curiosity and provide an assurance of learning. Graduates not only enjoy the experience but also appreciate the rigor that chisels their skill sets and prepares them to become global business leaders.

Core/Electives

	Semester I	Semester II
Year 1	<ul style="list-style-type: none"> ■ Principles of Management ■ Economic Analysis for Business Decisions ■ Business Statistics ■ Management Science ■ Managerial Communication ■ Marketing Management ■ Financial Reporting and Cost Control ■ Corporate Finance ■ Leadership and Organizational Behavior ■ Human Capital Management and Audit 	<ul style="list-style-type: none"> ■ Macroeconomic Environment & Policy ■ Research Methodology ■ Operations Management ■ Managing Innovation and Technology ■ Financial Statement Analysis and Performance Measurement ■ International Financial Management ■ Industry Internship Program
	Semester III	Semester IV
Year 2	<ul style="list-style-type: none"> ■ International Business ■ Entrepreneurship and New Venture Creation ■ Business Ethics and Corporate Social Responsibility ■ Modern Investments - Security Analysis and Portfolio Management ■ Financial Modeling and Econometrics ■ Financial Derivatives and Risk Management 	<ul style="list-style-type: none"> ■ Business Law ■ Strategic Management ■ International Financial Reporting standards ■ Credit Lending & Appraisal Decisions ■ Dissertation
Electives	<ul style="list-style-type: none"> ■ Commercial Banking ■ Forex, Treasury and Risk Management 	

Organizational Leadership and Strategy (OB & HR)

The Organizational Leadership and Strategy (OB & HR) specialization is one of the most sought after specializations at Alliance Ascent College. The specialization offers a wide range of subjects, designed by a team of faculty experts that emphasize applied behavioral sciences and develop leadership competencies among graduates in the areas of organizational strategy, human resource management and organizational development. Graduates of this specialization emerge as highly competent and ethical specialists, confident in their abilities to assume leadership positions effectively and successfully in the fields of organizational development, human resource management and employee engagement.

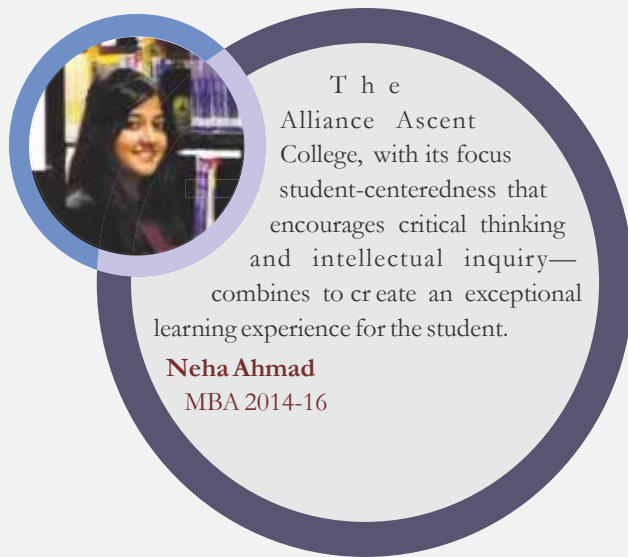
The Master of Business Administration course offered by the Alliance Ascent College has imparted strong subject-matter expertise and enabled me to aspire for a rewarding career in management. I have been particularly benefitted by my faculty-mentors, who are highly student-centric and motivate students to become active learners by combining strong academic rigor—with the best practices in management.

Lipok Mongla Jamir
MBA 2013-15



Core/Electives

	Semester I	Semester II
Year 1	<ul style="list-style-type: none"> Principles of Management Economic Analysis for Business Decisions Business Statistics Management Science Managerial Communication Marketing Management Financial Reporting and Cost Control Corporate Finance Leadership and Organizational Behavior Human Capital Management and Audit 	<ul style="list-style-type: none"> Macroeconomic Environment & Policy Research Methodology Operations Management Managing Innovation and Technology Workforce Planning, Hiring and Psychometric Application Training and Development Industry Internship Program
	Semester III	Semester IV
Year 2	<ul style="list-style-type: none"> International Business Entrepreneurship & New Venture Creation Business Ethics and Corporate Social Responsibility Leading and Managing Talent Performance Measurement and Competency Management Industrial Relations Compensation and Benefits Management 	<ul style="list-style-type: none"> Business Law Strategic Management International Human Resource and Cross Cultural Management Organizational Leadership Development and Change Management Dissertation



Core/Electives

	Semester I	Semester II
Year 1	<ul style="list-style-type: none"> ■ Principles of Management ■ Economic Analysis for Business Decisions ■ Business Statistics ■ Management Science ■ Managerial Communication ■ Marketing Management ■ Financial Reporting and Cost Control ■ Corporate Finance ■ Leadership and Organizational Behavior ■ Human Capital Management and Audit 	<ul style="list-style-type: none"> ■ Macroeconomic Environment & Policy ■ Research Methodology ■ Operations Management ■ Managing Innovation & Technology ■ Logistics & Supply Chain Management ■ Lean Operations Management ■ Industry Internship Program
	Semester III	Semester IV
Year 2	<ul style="list-style-type: none"> ■ International Business ■ Entrepreneurship & New Venture Creation ■ Business Ethics & Corporate Social Responsibility ■ Project Management ■ Business Process Engineering ■ Total Quality Management ■ Business Intelligence 	<ul style="list-style-type: none"> ■ Business Law ■ Strategic Management ■ Operations Strategy ■ Business Analytics ■ Software Engineering & Project Management ■ Dissertation

Note:

- The subject titles and contents are subject to change based on the University directives
- Specialization areas are offered subject to having a minimum enrollment

Operations

Today, businesses demand cost-competitive products and services along with high-quality performance. While demand is induced by the Marketing function, capital managed by Finance and human capital nurtured by the Organizational Leadership and Strategy function—the production and delivery of goods and services are engineered by the Operations function. Business graduates need to understand the interrelated processes of a firm, which connect operations with the other functional areas of an organization. The Operations Management specialization at Alliance Ascent College, Alliance University emphasizes issues related to strategic decision making, design, planning and operational control to achieve competitiveness. The specialization helps graduates to create a competitive advantage for their careers by developing a set of skills and attributes relevant to the market place. Further, the Operations Management specialization strengthens subject-matter expertise among the graduates by offering subjects in advanced lean operations and business analytics areas, which have gained a special emphasis in global corporations today.

Industry Internship Program and Dissertation



Industry Internship Program

Students enrolled in the MBA degree course intern at reputed companies and across key industry sectors to gain direct experience through a field-based assignment. The Industry Internship Program offers academic and professional value addition to a student's learning experience. These include:

- The application of classroom learning to a company-based study/observational, field-based or as per the requirements of the business organization
- The development and enhancement of professional skills and personal traits
- An increased self-awareness of career options and an identification of the areas of professional specialization in industry
- A structured experience of the complexities of the marketplace and an appreciation of professionalism and work-related responsibilities—particularly for student-interns with no prior work experience in a related field
- An early exposure to job roles and functional divisions within a business

Dissertation

Dissertation is an important value addition to the MBA course. The writing of the dissertation simultaneously checks the ability of students to prepare a comprehensive and in-depth report. The dissertation is a research-based capstone subject, which is intended to further stimulate intellectual curiosity and hone the analytical skills of students as well as inculcate in them the rigor and discipline required to tackle and solve complex problems in industry. It is deliberately timed towards the end of the MBA course as the student is meant to draw on input received in all disciplines while writing the dissertation.

Office of Career Advancement and Networking

The Career Advancement and Networking office of Alliance University works year-round in building relationships and networking with industry professionals from across multiple sectors. The office is dedicated to advising students on career options and providing them with the latest information on industry internship and final placement opportunities. Apart from the facilitation services, CAN also arranges for training and industry interaction sessions. The Career Advancement and Networking cell of Alliance University provides 100% assistance for Industry Internships and final placements.

The Career Advancement and Networking office at Alliance University is an interface between industry practitioners and the student-body of Alliance University, facilitating both entities to make strategic hiring and career decisions. The office has contacts and databases of thousands of sectors, companies and personnel working in various positions, with whom the office shares a wonderful mutual relationship. Many organizations recruit students from Alliance University and visit the institute year-after-year seeking well prepared, highly motivated, professional and dynamic young individuals to join them in varied roles and responsibilities in the context of a challenging environment.

The activities of the office include:

- Organizing internship and industry guest speaker series
- Career advisory and counseling services
- Debate forum
- Placement facilitation
- Conferences, workshops and seminars
- Industry visits and interactions

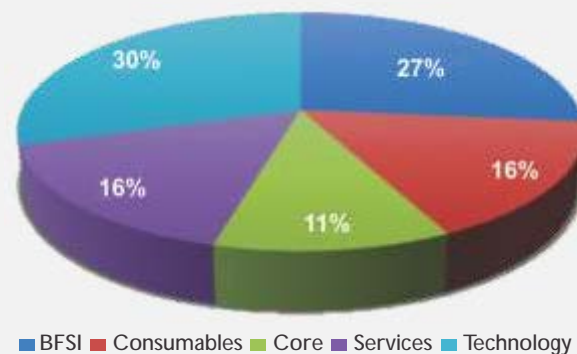
Industry Linkages

The Center for Industry Interaction (CII) provides an interface between the academic and the corporate world through interactive sessions organized at Alliance University. Leading practitioners from diverse industry backgrounds share their insights and management lessons at interactive sessions with students. As a facilitator between academics and the corporates, the Center for Industry Interaction creates distinct spill-over benefits for Alliance Ascent College in areas such as, curriculum review, alignment with 'recruiter expectations,' and as reinforcement for wider internship and campus placements opportunities for students.

Specialization wise offer (%)



Industry Sector wise bifurcation



Recruiting Partners at Alliance Ascent College (Partial List)

- 99acres.com
- Aayuja
- Acer India
- Aditya Birla Minacs
- Aditya Birla Money
- Aditya Birla Retail
- AK Capital
- Akamai
- Altisource
- Amazon.com
- Amba Research
- American Express
- Analytics Quotient
- Anand Rath
- Aon Specialist Services
- Artha
- Aryaka Networks, Inc.
- Asian Paints
- Attra Infotech
- Axis Bank
- Bajaj Allianz Life Insurance
- Bajaj Finserv Lending
- Beatinfo Consulting Inc.
- Berger Paints India
- Beroe Consulting (I)
- Bharti Airtel

- Blue Dart
- Bosch
- Capital First
- CBRE
- CereBrahm
- Citibank
- Clarks Exotica Resort & Spa
- Cognizant Technology Solutions
- Colgate Palmolive India
- Contineo (e-Sutra Chronicles)
- CoreEL Technologies
- Craft Silicon
- Credence Analytics
- Croma (Infiniti Retail) A Tata Enterprise
- Cryptograph Technologies
- Crystal Crop Protection
- Cushman & Wakefield India
- Development Credit Bank Limited (DCB Bank)
- Daiei Paper India
- Decathlon Sports India
- Deccan Charters
- Deloitte
- DHL Logistics
- Dish TV
- Eclipse InfoTech Services India
- Edelweiss Investment Adviser

- eDreams Edusoft
- Elham tech Solutions and Services
- Endeavour – The Mobility Company
- Ernst & Young
- Facebook
- FedEx
- Feedback Management Services
- FICO
- Firstsource
- FLIP
- Fortuna Constructions
- Four Clover Realty
- Futures First
- Gati-Kintetsu Express
- GETIT Infoservices
- Godrej Appliances
- Golden Gate Properties
- Grant Thornton
- HCL Infosystems
- HCL Technologies
- HealthAsyst
- Hindustan Coca Cola Beverages
- Hindustan Times
- Hindustan Unilever Limited (HUL)
- Honeywell Technology Solutions Lab
- HSBC Global Service Delivery

- HSBC HDPI
- ICICI Prudential Asset Management Company
- ICICI Securities
- iCMG
- Idea Cellular
- Indegene Life Systems
- Indusind Bank
- Infiniti Research Marketing Solutions India
- Info Edge (India) Limited - Shiksha.com
- ING Vysya Bank
- Insight Alpha
- International Data Group (IDG)
- ITC Hotels
- ITC Infotech
- Jaro Education
- Juego Studio
- Kenscio Digital Marketing
- Khazana Jewellery
- Kotak Mahindra Bank
- Kotak Securities
- KPMG
- L&T Finance
- Liberty Videocon
- LifeRhythm Consulting
- Locon Solutions (Housing)
- Madura Fashion & Lifestyle (The Collective)
- Magnasoft Consulting India
- Mahindra & Mahindra
- Mahindra Comviva
- MakeMyTrip.com
- Markets & Markets
- Maveric Systems

- MedPlus
- Medreich
- MetricStream solutions
- Milward Brown
- MTR Foods
- Myntra.com
- Nalli Silks
- Naukri.com
- New Wave Computing
- Oberoi Hotels & Resorts
- Odessa Technologies, Inc.
- Oracle
- Orient Cements
- PA Consulting
- Pantaloons Fashion & Retail
- PepsiCo India Holdings
- PNB Housing Finance
- PNB Metlife
- Practo Technologies
- Prashaste
- Progressive Media
- Quadwave Consulting
- Quikjet Cargo Airlines
- Radical Now
- Rane Holding
- Real Bridge
- Reddy Structures
- Reliance Capital
- Reliance Communications
- Reliance General Insurance
- Reliance Money
- Reliance Retail

- Religare Financial Services
- Religare Health Insurance Company
- RMZ Corporation
- RupeeZone
- SCIO Health Analytics
- Societe Generale
- South Indian Bank
- SPEEDO
- STCI Primary Dealer
- Sundaram Mutual Fund
- SureWaves Media Tech
- Taj Hotels Resorts and Palaces
- Tally
- TAS Analytic Services
- Tata Consultancy Services
- Tata DOCOMO
- TE Connectivity
- TEAM LEASE
- Tech Mahindra
- Tesco HSC
- The Hackett Group
- Think & Learn
- Toyota Financial Services India
- Trident Group
- TW Metals
- Unitrans InfoTech Services
- Videocon Industries
- Wipro Infotech
- XL Dynamics
- Yodlee Infotech
- Zinnov
- Zomato



Jayendra Katti

Advisor Marketing - **Four Clover Realty**

Alliance Ascent College, Alliance University not only prepared me academically for a rewarding career in management but also developed in me a holistic personality. Today, as a proud alumna of this great University, and a successful marketing professional working for a leading advisory brand, I reflect with gratitude on the strong future that my University has helped to establish for me. I wish to, through this testimonial, look back to where I started my journey and to thank all those who made it possible-faculty, parents, peers and Alliance University.

Gowravi S. M.

HR. Executive - **Attrra Infotech**

Alliance provides students a mix of both academic theory and practical business experience. Alliance is also one of the best colleges in terms of academics and cross-cultural bonding. Gifted with the best faculty members, each professor's genuine compassion for the student's progression allows one to excel in their career and become a name rather than a number. More than being a faculty, they have extended their hand towards helping connect emotionally with the students by supporting them in their endeavors. I consider joining Alliance to be one of the best decisions I ever made in my life. Am proud to be an Alliance'ite...!!!



Chesang Lama

Tax Consultant - **Deloitte India**

Alliance University has been a great contributor towards the development of my personality over the past few years. Participation in Inter and Intra University activities I have established my leadership, time management and team skills and advanced them to another level. The professors make the university what it is today, ever ready to help; their attitude of not only providing classroom teaching but providing the students with case studies and something to take back as learning, if recognized is a treasure for life!



Naveen Khatana

Business Associate - **Tech Mahindra**

Becoming a professional from a student is tough - the path was made easier to me by "Alliance Ascent College, Alliance University". The college always strives to mould its students to succeed in life with zeal and vigour. We have always been trained to excel at whatever we indulge in. Alliance has really great and experienced faculties. I have always received valuable support from them - be it in my social life, sports, education or professional life. I am really proud to be a product of Alliance University that creates world-class professionals.



Anamika Lourembam

Sales and Marketing Ambassador - **Magnasoft**

I am glad to have been a part of Alliance University and fortunate to have got a chance to be a part of various student bodies here. The fact that one could meet so many people from various fields while being a part of these bodies during the course of my two years here was amazing. The interactions with leading corporates who visit the campus regularly for various guest lectures and seminars provided were inspirational and real-time information. Thank you Alliance.

Ankita Gogoi

Sales Manager - **KPMG**

The classroom learning experience at the Alliance Ascent College, Alliance University has been truly inspirational for me. The profound peer group interactions with my colleagues offered me an opportunity gain cross-industry learning, and even helped me to establish an extensive professional network. A carefully crafted curriculum that included live case studies, business simulations and projects, was delivered by the highly accomplished faculty at the School who propelled me to excel in the study course.



Academic and Support Services



Infrastructure

Alliance Ascent College's infrastructure ensures a healthy and lively life for its key constituents and provides an ideal environment for their intellectual growth. The facilities include a library, conference halls, cafeteria, health clinic and an excellent information technology infrastructure.

Library

Alliance Ascent College reference and lending library is well-stocked with a vast collection of books, reports, journals and periodicals. The library also provides access to the best of business and management-related digital resources through its subscription to various databases consisting of scholarly and industry-relevant content. Students utilize these services for their classroom-related work and for further research into their areas of interest.

Information Technology Infrastructure

Alliance Ascent College has implemented an information technology network with the latest technology. High-speed servers—running on a variety of platforms to suit all kinds of requirements, support the entire network. The computer labs with broadband connectivity enable students to seamlessly complete their academic work as well as pursue research. Students can make the most of the Wi-Fi connectivity, which facilitates easy access to the Internet anywhere on the campus.

Classrooms

Spacious and air-conditioned lecture classrooms and conference halls are equipped with the latest audio-visual facilities for an enhanced learning experience. Conference halls that accommodate large groups at a time are used often for seminars and group meetings.



Cafeteria

The cafeteria is a pleasant getaway from the hectic classroom sessions.

Hostel Facilities

Alliance Ascent College provides separate hostel facilities for men and women, which are adjacent to the educational campus. The hostels are managed by the College administration. These hostels offer modern amenities and are neat and well-maintained.

Healthcare

Alliance Ascent College has an in-house health clinic exclusively for its students, staff and the faculty, and it remains open throughout the week. The College also has tie-ups with the top hospitals in Bengaluru—ensuring proper medical care and attention to all members of the College.





Student Community

Student Community

When you surround yourself with a talented group of diverse peers, you will be amazed by what you can accomplish. Alliance Ascent College's community is distinctively collaborative, engaged and connected while its cohort system, learning teams and student activities help you create your own close networks and friendships within the larger group of peers. At Alliance Ascent College, you will find students who share your interests and those who introduce you to new ones. Follow your passion, extend your experience and transform yourself in the process.

Campus Experience

Although the pace of the MBA course is hectic and students have a schedule that is filled with classes, group work and personal study time, life does not come to a halt when study is done for the day. Alliance Ascent College follows a 'work hard, play hard' ethic and students engage in a wide variety of extra-curricular and social activities.

Life on campus is rich and varied. You could join one of the several career-oriented clubs and network in a sector or industry in which you plan to pursue your career. If you have a talent for sports, you can represent Alliance Ascent College in inter-collegiate matches. If you like events, then organizing of meets could be your forte, or perhaps you could exhibit your stage talents at annual festivals.

Students also pursue social and leisure activities off-campus. Student groups organize get-togethers and group outings in addition to industrial visits. At Alliance Ascent College you will not only live the life of a student but also explore your hidden gift.

However you may decide to spend your time, you will most likely look back at your stint at Alliance Ascent College as the best time of your life!

Athletics and Fitness

Alliance Ascent College believes in the overall development of students and pays equal importance to physical fitness, as it does to intellectual growth. Students are actively encouraged to compete in annual sports events and competitions.

Arts and Culture

Alliance Ascent College has a rich tradition of fostering creativity and the arts. Various clubs enable you to combine fun with innovation. The cultural activities not only help you imbibe leadership skills, but also inculcate a sense of team spirit and organizational abilities. The diverse background of students inspires ingenuity and encourages their association with a variety of cohorts.

Leadership and Teamwork

In today's world, leadership and teamwork are more important than ever. Teamwork is an integral part of the Alliance Ascent College experience. At the College, we are serious about working together to achieve common goals. In fact, our team-based course structure makes it difficult to succeed if you are in it only for yourself.

Managerial activities involving fests and other events beyond the classroom are greatly encouraged at the Alliance Ascent College. Learning about leadership and teamwork is not something that is restricted to the classroom. You might be surprised to find that your greatest lessons are learnt while pitching for an idea in front of investors, battling it out for the best manager award, helping raise funds for a social cause or, alternatively, while at a classtrekking activity.

Community Work

Alliance Ascent College supports social responsibility both from the inside and outside of the classroom. Being a part of Alliance Ascent College community means engaging students in more ways than just academics. It is really about going above and beyond, and trying new things. Alliance Ascent College has many unique opportunities for students to participate in community work. Being a part of the College community means taking advantage of that work. The community projects are designed to have a positive social impact. Recent activities undertaken by students include fund-raising for donation to a not-for-profit entity and providing food and clothing to the needy living below the poverty line.



Passions, Environment and Skills

Explore your passions: what really exemplifies Alliance Ascent College is that you will be able to combine all of your interests and passions in one experience. Alliance Ascent College allows you to discover what you are passionate about, work on all of them at once and move ahead with what you want to do with your career and life. Explore your environment, if you just stay in one place and you just do one thing, then you end up living in a bubble. Coming to Alliance Ascent College and meeting peers with different experiences, cultures and background is like bursting that bubble. It opens your eyes to reality. And looking to the future, this is going to be extremely valuable. Explore your skills, business is not just about being a business unit that generates profit. It is away of interacting with all stakeholders. The exposure at Alliance Ascent College will help you groom your skills and take your aspirations to the next level.

Bengaluru-IT Hub and Garden City

Bengaluru, the capital of the state of Karnataka, is situated in the southern part of India and is spread over the Deccan Plateau. Home to well over nine millions inhabitants, and a base for 10,000 industries, Bengaluru is India's fifth largest city. Aircraft manufacturing and biotechnology have taken giant strides here. Given its booming IT industry, it is now known as the 'Silicon Valley' of India. It is also called India's science city. Bengaluru is one of the fastest growing cities in Asia. The city is also called variously as "The Garden City of India", and the "Fashion Capital of India"-attesting to its rich and diverse background. The city is famed for its pleasant climate.

The Change You Want to See

As they say, "the only thing that is constant is change." The rate at which everything around us is changing-be it technology, the way we communicate or the way business is done-makes one think as to how to adapt to this change. The answer is simple-change with the changing times! The atmosphere at Alliance Ascent College is one that constantly challenges you. Students move ahead by tackling these challenges and transforming themselves in the process. They can impact the outside world only by changing themselves for the better. This attitude propels them to become flexible and strong.



Alliance Adventure Club

Adventure sports for students is highly popular with both undergraduate and postgraduate students of the University. This activity is championed by the Alliance Adventure Club where the students take a leadership role, and under the guidance of trained professionals and experts. The emphasis is on physical fitness, games, sports and adventure that aim to increase student productivity levels as well as build team spirit in an environment of friendship and trust. Participation in adventure and related outdoor activities promotes among students leadership, courage, vigor, and a sense of self-growth and comradeship.

Activities

- Air Gun Shooting
- Bamboo Rafting
- Camping
- Certificate course in
- Cardio Pulmonary Resuscitation
- Certified First Aid course
- Microlight Flight
- Paint Ball
- White Water Rafting
- Scuba Diving
- Wave Surfing
- Trekking
- Rappelling
- River Crossing
- High Rope Crossing
- Tunnel Exploring
- Cave Exploring
- Zummaring
- Kayaking
- Chimney Climbing
- Archery
- Rock Climbing
- Para Sailing
- Summer Adventure Camp

Life @ Campus



Academic Units

Our journey, like many of the futuristic institutions in the world, has been an enriching and fulfilling experience, and one that has taught us to rise even in challenges. To us, the future definitely looks bright and our ambitions will take us far. Since the time Alliance became a university, plans have started taking shape in creating an enduring and sustainable educational model for the vast majority of the society through defined and structured courses.



Alliance School of Business

Alliance School of Business, Alliance University, 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. The Alliance School of Business 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 multinational and eclectic experience.

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

Alliance College of Engineering and Design

Alliance College of Engineering and Design, Alliance University offers degree courses that build skills, expertise and knowledge among its graduates in higher technological education, pure sciences and scientific research. Alliance College of Engineering and Design is committed to achieving excellence in technology development, and offers courses under various fields of science, engineering and technology to achieve in its graduates competent and motivated engineers and scientists.

Alliance College of Engineering and Design offers a Bachelor of Technology (B.Tech.) degree in Civil Engineering, Mechanical Engineering, Electrical and Electronics Engineering, Electronics and Communication Engineering, Aerospace Engineering, Computer Science and Engineering and Information Technology.



Alliance School of Law

Alliance School of Law, Alliance University is approved by the Bar Council of India (BCI), New Delhi. The Alliance School of law offers two five-year integrated undergraduate courses in Law, viz., Bachelor of Arts, Bachelor of Law Honors-B.A. LL.B. (Hons.) and Bachelor of Business Administration. Bachelor of Law Honors-B.B.A. LL.B. (Hons.) that have been carefully crafted and design to prepare its graduates for rewarding careers in various roles and responsibilities in legal service organizations.

The School also offer a full-time, one-year Master of Law (LL.M.) degree with specializations in Constitutional and Administrative Law and Corporate and Commercial Law. The thoughtfully developed course curriculum equips 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.

Alliance Ascent College

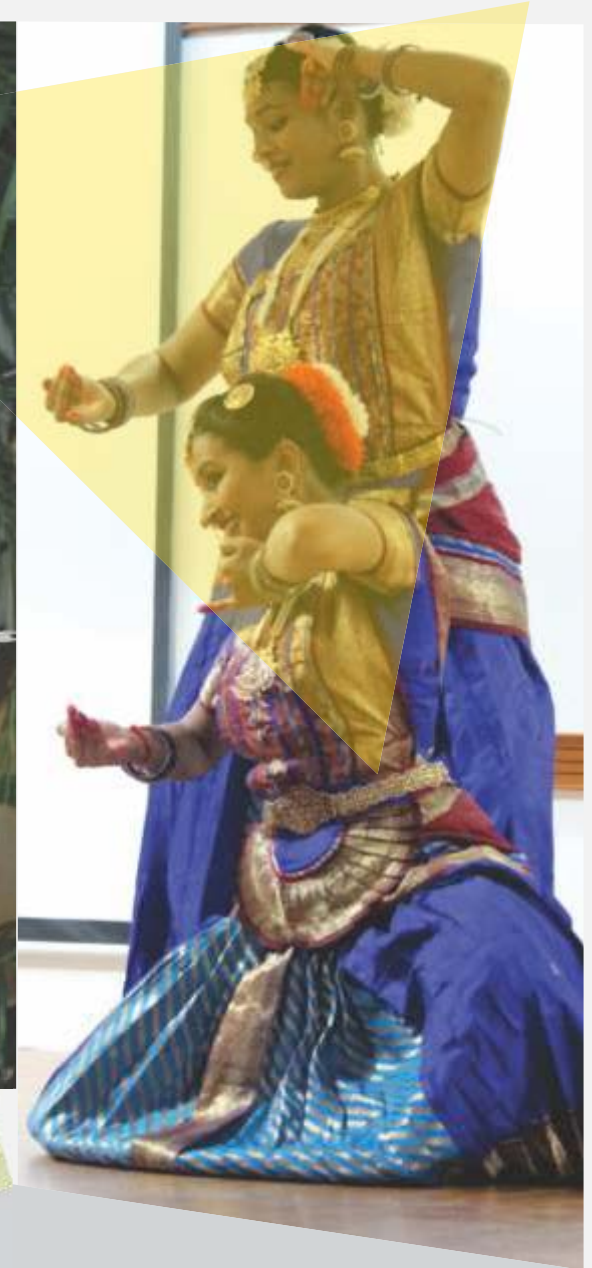
Alliance Ascent College provides a high-quality academic environment with dedicated teaching staff and recognized strength in applied research, underpinned by an outstanding support of the University. Alliance Ascent College is an affordable, premier institution of higher learning with state-of-the-art facilities providing world-class education, training and research in the areas of Business and Management. The objective is to provide graduates with the knowledge and skills to be successful business leaders as well as responsible stewards.

Alliance Ascent College prides itself on a rigorous and relevant curriculum that is designed to train young professionals to be responsible and responsive to the demands of society in a dynamic milieu.

Department of Performing Arts

Alliance University Department of Performing Arts furthers teaching, learning and scholarship in classical art forms. The Department offers programs in dance, music and theater that aim at preparing world-class artists who are passionate about acquiring a strong conceptual foundation in performing arts education as well as classical traditions in art forms.

The Department imparts performing art education by customizing the design of its programs for a range of key constituents - artists, scholars, instructors and full-time students among others who are unable to pursue full-time courses of study, and seek to acquire a sound knowledge and expertise in the performing arts.



Admissions

Master of Business Administration (MBA)

Eligibility

- Bachelor's degree with a minimum of 50% marks (45% marks for SC/ST candidates) in aggregate from a recognized University.
- A high Score in GMA T/CAT/XAT/MAT/ATMA/CMAT/AMAT

Duration

Full time; Two years

Selection Process

- Alliance Management Aptitude Test (AMAT)
- Oral Extempore Presentation
- Personal Interview





How to apply :

Applicants are encourage to apply online at www.aac.alliance.edu.in

Application form and Prospectus for MBA course are also available at the Office of Admissions on Payment of Rs.1000/- (Rs.2000/- for NRI/SAARC applicants and US\$ 50 for other Foreign National applicants) by a demand draft in favour of “Alliance University” payable at Bengaluru.

Note :

Admission to MBA course at Alliance Ascent College, Alliance University is strictly based on merit.

Other Courses offered by Alliance University

Undergraduate

Bachelor of Business Administration (B.B.A.)

Full Time; Three years

Bachelor of Technology (B.Tech.)

Full Time; Four years (Regular) / Three years (Lateral)

Bachelor of Arts, Bachelor of Law Honors (B.A. LL. B. *Hons.*)

Full Time; Five years

Bachelor of Business Administration, Bachelor of Law Honors (B.B.A. LL.B. *Hons.*)

Full Time; Five years

Bachelor of Commerce Honors (B.Com. *Hons.*)

Full Time; Three years

Postgraduate

Master of Commerce (M.Com.)

Full Time; Two years

Master of Law (LL.M.)

Full Time; One year

Executive Masters of Business Administration (*Executive MBA*)

Part Time; Two years

Executive Post Graduate Diploma in Management (*Executive PGDM*)

Part Time; Sixteen months

Doctoral Program in Management (Ph.D.)

Internal / External; Minimum of three years



Terms & Conditions

Students are required to abide by the following terms and conditions upon admission to the course 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 Alliance University to reserve the right to vary the content and delivery of courses and programs, to either discontinue or combine courses and programs or, alternatively, 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 Ascent College can be downloaded at www.aac.alliance.edu.in Fees payable for the courses offered by the 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 to the subsequent semester/year.
4. Students will also be liable for any travel and accommodation costs incurred for placement. 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 the 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 of positive inclusive effort vary in value and have different criteria on which they are awarded. For further details, please visit: www.aac.alliance.edu.in
9. Policy regarding refund of course fee:
 - a. The course fee has two components: Registration Fee and Tuition Fee.
 - b. The Registration Fee will not be refunded by Alliance University under any circumstances. The primary objective of this stipulation is to discourage frivolous applications.

- c. The refund of Tuition Fee paid will be considered subject to the following criteria:
- If a candidate withdraws from the course prior to its commencement, 75 percent of the tuition fee will be refunded.
 - If a candidate withdraws from the course within one week after the commencement of the course, 60 percent of the tuition fee will be refunded.
 - If a candidate withdraws from the course any time after one week from the date of commencement of the course, no refund of tuition fee will be made.
- d. Additional provisions:

Reasons for seeking refund	Fee refund
Cancellation of admission is 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 deduction of the processing fee of INR 1,000/-. The tuition fee is refunded on a pro rata basis.

Note: The University policy regarding procedure for refund of fees is enumerated on the website of the respective courses.

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

Ragging

Alliance Ascent College has zero-tolerance policy on ragging and will strictly enforce it.

- Ragging in any form inside or outside the campus and hostel premises is strictly prohibited under the UGC Regulations on ragging
- 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 harm or to raise fear or apprehension thereof, in a fresher or a junior student, or asking the student 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”.





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For further details visit: aac.alliance.edu.in

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