



ALLIANCE UNIVERSITY

*Private University established in Karnataka State by Act No.34 of year 2010
Recognized by the University Grants Commission (UGC), New Delhi*

BENGALURU



Be a part of the
#alliancegeneration



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 Accreditation Council for Business Education (IACBE), USA. The Alliance School of Business enjoys a high-level of recruiter satisfaction from its recruiting partners. Top companies and brands consistently recruit from its B-school and visit it more than once in a year in search of exceptional talent from among its graduates.

ALLIANCE UNIVERSITY

Alliance University is a Private University established in Karnataka State by Act No.34 of year 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 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.

While 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 having already established Alliance College of Engineering and Design, Alliance School of Law and Alliance Ascent College. The University is in the process of establishing many other prominent academic units, viz., Alliance College of Arts, Science and Humanities, 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.



75+
ACRES OF LUSH GREEN CAMPUS



80+
MULTIMEDIA CLASSROOMS



15000+
FLOWERING PLANTS



1 MILLION
SQFT OF BUILT-UP AREA

Alliance University, Central Campus, Bengaluru

AWARDS, ACCOLADES AND ACCREDITATIONS



#7 Best Private University
India Today, 2018



#10 Best B-School in India offering
Global Business Courses, 2018



#42 Among Management
Institutes (including IIMs)



#18 Best MBA Program
full-time, Central Asia



#3 Best B-School under
Private University



Alliance University is a member of
The Association to Advance Collegiate
Schools of Business (AACSB), USA



Alliance School of Business is accredited
by International Accreditation Council for
Business Education (IACBE), USA



Alliance University was appraised with
Diamond Rating for Teaching, Employability
and Facilities in the QS I-GAUGE rating system.



Best University in Building
Industry Academia Interface at
National Education Awards, 2018



"Alliance University has featured in
"Great Indian Institutes" Forbes India
Marquee 2018 - a special Marquee Edition in
association with SkillTree Knowledge Consortium
and Great Place To Study".



Best University for
Promoting Industry -
Academia Interface, February 2018

COURSES OFFERED

MBA

Master of Business Administration
- Full time; Two years

Specializations:

- Marketing
- Finance
- Organizational Leadership and Strategy (OB & HR)
- Operations
- Retail
- Hospitality
- Entrepreneurship and Family Business
- International Business
- Communications
- Banking and Financial Services



These courses equip MBA graduates for the dynamic workplace and exponentially increase their employability.

STUDY ABROAD & INTERNATIONAL LINKAGES

Alliance University has a host of articulation agreements with accredited universities across the world. Through collaborative arrangements with international universities, Alliance University offers International Programs and facilitates educational experiences for students in several countries such as **Belgium, People's Republic of China, France, Germany, Russia, Switzerland, The Netherlands, UK and USA**. Apart from providing an opportunity to understand different cultures in a globalized economy, students who participate in these programs get to gain a first hand international experience and develop as global citizens.



Antwerp Management School, Belgium
Duisenberg School of Finance,
The Netherlands
Edinburgh Napier University, UK
Federation of Schools, Switzerland
ICHEC Brussels Management School,
Belgium
INSEEC, France
Institut Mines-Telecom Business School,
France
IPAC School of Management, France
ISEP, France
Kingston University, UK
Kristianstad University, Sweden
London School of Economics, UK
Maastricht School of Management,
The Netherlands
Paris School of Business, France

Telecom Sud Paris, France
The American Business School of Paris,
France
Toulouse Business School, France
University of Applied Sciences, Germany
University of Bedfordshire, UK
University of Burgundy, France
University of Chester, UK
University of Dundee, UK
University of Hull, UK
University of Milano Bicocca, Italy
University of Portsmouth, UK
University of Salford Manchester, UK
University of Strathclyde, UK
University of Ulster, UK
University of Wales Trinity Saint David, UK



Fairleigh Dickinson University, USA
Georgia State University, USA
Kennesaw State University, USA
Lincoln University, California, USA
Livingstone College, USA
Oakland University, USA
Royal Roads University, Canada
San Jose State University, USA
The University of Memphis, USA
The University of The Fraser Valley, Canada
University of California Riverside, USA
University of Scranton, USA
Webber International University, USA



Beijing Institute of Technology, China
Fujian Provincial Department of Education, China
Nanhua University, Taiwan
Nanjing University of Aeronautics and Astronautics, China
National Tsing Hua University, Taiwan
Russian Presidential Academy of National Economy and Public Administration, Russia
Samara State University of Economics, Russia
Shantou University, China
The Sino-British College, China
Togliatti Academy of Management, Russia
Ural Federal State University, Russia

and many more...

INTELLECTUAL CAPITAL

- Core Faculty Strength: 216
- International Adjunct Faculty – who teach at ALLIANCE exclusively – all with Doctoral Degrees and extensive global experience
- Adjunct Faculty with 20+ years' experience in some of the best organizations in the country: Infosys, TCS, Wipro, Tata Motors, TVS, Titan, HAL, IOC, SBI, HDFC, ICICI, Essar, Vedanta, Robert Bosch, GE, HP, IBM, and Toyota

FULL-TIME FACULTY FROM

INTERNATIONAL



Harvard University
USA



Stanford University
USA



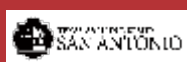
Massachusetts Institute of Technology, USA



London School of Economics and Political Science, UK



Cornell University
USA



Texas A&M University
USA



University of Adelaide
Australia



Pompeu Fabra University
Spain



University of Essex
UK

and many more...

NATIONAL



Indian Institute of Management, Ahmedabad



Indian Institute of Management, Bengaluru



Indian Institute of Management, Lucknow



Indian Institute of Technology, Bombay



Indian Institute of Science, Bengaluru



National Institute of Technology Karnataka, Surathkal

RESEARCH AND PUBLICATIONS

- 782 International Journals
- 697 Indian Journals
- 670 Conference Papers
- 109 Books

The core strength of Alliance University lies in its intellectual capital of highly accomplished faculty. The expert faculty group at the University is one of the best in management, engineering and law education, and is truly an agent, instrument, or means of accomplishment for our graduates. Besides developing a forward-looking and contemporary curriculum, faculty members constantly endeavor to bring innovation in the learning process through the use of global and Indian cases, simulations, role plays, presentations, individual and group assignments, field work and projects.

Faculty members enhance the nature of the teacher-student relationship by actively involving in counselling, mentoring and self-improvement initiatives. A rich intellectual capital resource of full-time faculty at the University is embellished by international adjunct faculty and renowned industry practitioners.

Alliance University further enriches its intellectual capital through consortiums, seminars and conclaves. Our faculty experts also engage in regular research and scholarship work and publications in refereed journals of international repute.

Alliance University publishes its own international refereed journal—Alliance Journal of Business Research, which is listed in the prestigious Cabell's Directory under the categories: Management, Accounting and Finance, and Economics. The journal has the distinction of being among the top 15 percent of journals, based on acceptance rates.



ADMISSION - MBA

INTAKE

Spring Batch
(January)

Fall Batch
(July)

Eligibility and Application

- Bachelor's degree with a minimum of 50% marks (45% for SC/ST) in aggregate from a recognized university
- A high score in GMAT / CAT / XAT / MAT / ATMA / CMAT / NMAT by GMAC / AMAT
- Applicants are encouraged to apply online
- The Application Form and Prospectus can be obtained from the Office of Admissions on payment of INR 1000/- (INR 2000/- for NRI and SAARC national Applicants and USD 50 for the other foreign national applicants) in cash or through Demand Draft drawn in favour of "Alliance University – School of Business" payable at Bengaluru

Process and Selection

- Candidates are required to appear for the Admission Selection Process comprising of:
 - Alliance Management Aptitude Test (AMAT)
 - Essay Writing
 - Group Discussion
 - Personal Interview

The School also uses other parameters such as scholastic and extracurricular records and work experience for admission. The final selection of the candidate will be based on the academic merits and the overall performance in the Admission Selection Process.

Scholarships 2020

Alliance University offers a host of scholarships to students based on merit and reserved categories across programs, enabling quality education for all.

For details specific to the scholarships awarded for 2020, please refer to the website - www.alliance.edu.in



ALLIANCE UNIVERSITY - PLACEMENT STATISTICS 2019

5256

opportunities
created

380+

recruiters

92%

students placed

43%

new recruiters

25%

increase in
highest salary

22.6 LPA

(Salesforce)
highest salary

Top Recruiters

- Aditya Birla
- Bridgestone
- Britannia
- Byju's (Think & Learn)
- Capillary Technologies
- CBRE
- Federal Bank
- HCL Technologies
- Hewlett Packard Enterprise (HP)
- Hindustan Unilever Limited (HUL)
- Honeywell
- KPMG
- Mondelez India Foods Pvt. Ltd. (Formerly Cadbury India Ltd.)
- OCBC Bank
- Oracle
- Prestige Group
- Salesforce
- Tata Consultancy Services
- TeamLease
- Wipro

Gender Ratio



76% - Male

24% - Female

Work Experience

(7%) > 24 months

(6%) 12 to 24 months

(87%) < 12 months



ROLES AND POSITIONS OFFERED



Marketing

Key Account Manager
Key Relationship Officer
Lead - Branding & Social Media
Associate Product Specialist
Digital Marketing Associate
Associate Lead - Branding



Finance

Equity Advisor
Deal Specialist
Sr. Associate - Data Management
Credit Analyst
Financial Analyst
Associate - Taxation



OB & HR

HR Business Partner
Talent Acquisition Specialist
HR Generalist
Assistant Manager - HR
Human Resource Associate
Associate - L&D



Operations

Strategic Growth Analyst
Unit Head - Operations
Channel Team Lead
Process Analyst
Executive Procurement
Executive Trainee - Operations

TOP RECRUITING SECTORS



IT / ITeS
29%



Financial Services
17%



Realty / Infra
16%



Services
10%



Consumer Goods
9%



Education & Training
5%



Retail
4%



Consulting & Analytics
3%



Automobile / Ancillaries
3%



Media & Entertainment
2%



Healthcare
1%





21000+
Alumni in





45+ Countries





OTHER COURSES OFFERED

Postgraduate Courses

- Master of Technology (M. Tech.)
- Master of Law (LL. M.)
- Master of Commerce (M. Com.)
- Executive Post Graduate Diploma in Management (EPGDM)

Doctoral Courses

- Ph.D. in Management
- Ph.D. in Law
- Ph.D. in Engineering and Sciences



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twitter.com/AllianceU
youtube.com/allianceuniverse
instagram.com/allianceuniversitybangalore
linkedin.com/school/alliance-university

For Admissions information please contact:

City Campus: 2nd Cross, 36th Main, Dollars Scheme, BTM 1st Stage, Bengaluru - 560 068. Karnataka, India
Central Campus: Chikkahagade Cross, Chandapura-Anekal Main Road, Anekal, Bengaluru - 562 106. Karnataka, India
Tel.: +91 80 4619 9010 | Mob.: +91 98860 02500 | 99002 29974 | Email: admissions@alliance.edu.in | www.alliance.edu.in