



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

**NAAC
GRADE A+**
ACCREDITED UNIVERSITY



**I LEAD,
THEREFORE I AM**



MBA

LEGACY OF OVER 27 YEARS

www.alliance.edu.in

ALLIANCE UNIVERSITY

Alliance University is the first Private University in South India, established in Karnataka by Act No. 34 of 2010, and is recognised by the University Grants Commission (UGC), New Delhi. The University is accredited with an A+ grade by the National Assessment and Accreditation Council (NAAC) in 2024.

The University considers research the essence of all teaching and learning practices. A unity between research and teaching is promoted to extend the frontiers of knowledge to solve real-world problems on a local, national, and global scale.

For this purpose, the University seeks to be the nerve centre of interaction between the industry, the government, the civil society, and the community at large.

In times when technological and social change is transforming the very idea of employability, the University embraces the increasing diversity of specializations while retaining the impulse to unify all knowledge.

60+ Acres of green campus
with world-class amenities

65+ International linkages with
reputed institutions and universities

250+ Top industry leaders
as corporate mentors

415+ Highly
accomplished faculty

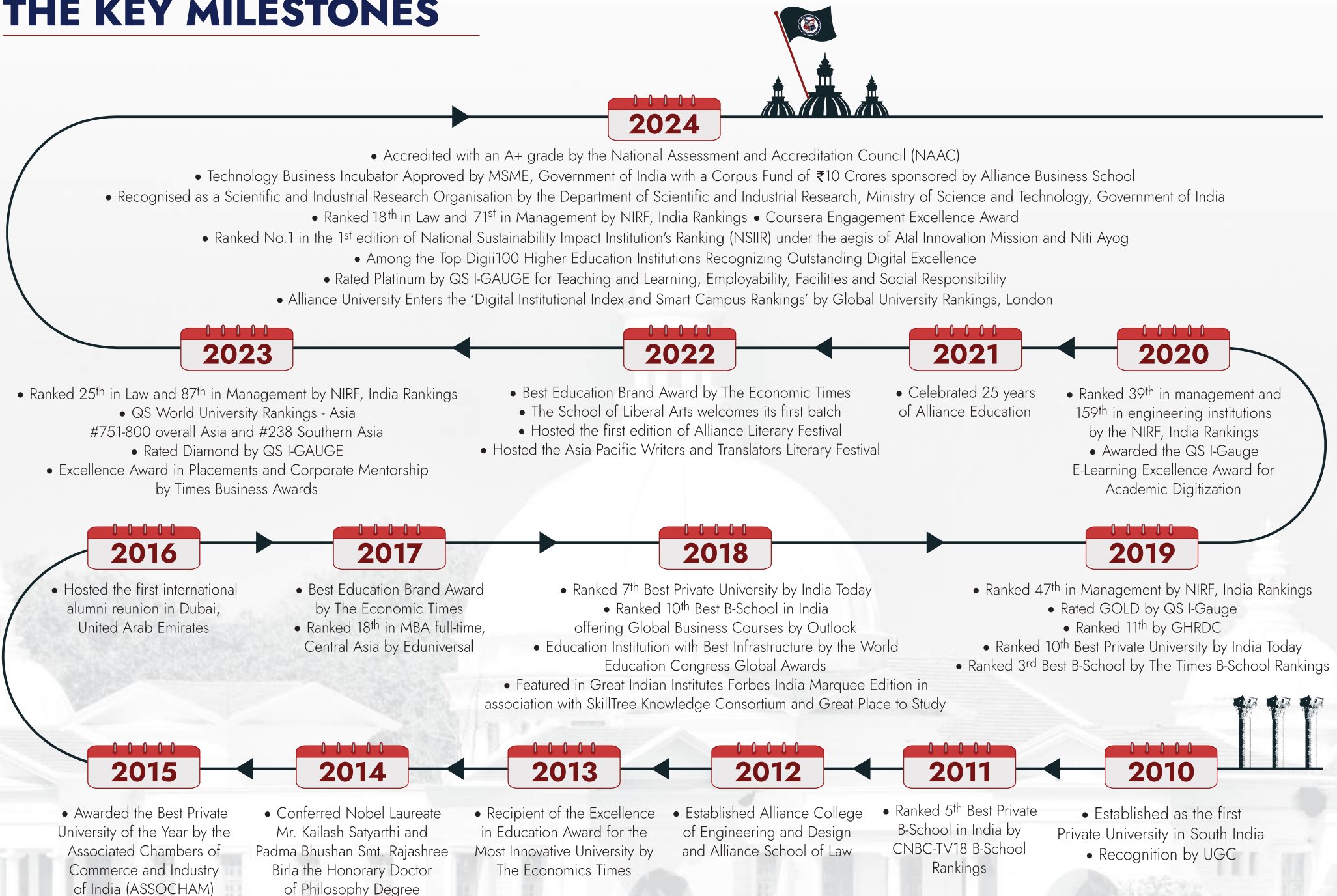
1000+ Companies as
recruiting partners

32,000+ Alumni spread
across the globe






















THE KEY MILESTONES



AWARDS, ACCOLADES AND ACCREDITATIONS

	  <p>RANKED 20th IN LAW RANKED 71st IN MANAGEMENT (151-200 RANK-BAND UNIVERSITY)</p>	 <p>Recognised by University Grants Commission, India</p> <p>ज्ञान-विज्ञान विमुक्तये</p>	 <p>Recognised as a Scientific and Industrial Research Organisation by the Department of Scientific and Industrial Research, Ministry of Science and Technology, Government of India</p>		
 <p>Technology Business Incubator, Approved by MSME, Government of India with a Corpus Fund of ₹ 10 Crores sponsored by Alliance Business School</p>	 <p>RANKED #751-800 OVERALL ASIA RANKED #238 SOUTHERN ASIA</p> <p>Ranked Among the Top 1% of Universities in South Asia 2024</p>	    <p>Ranked No.1. in the National Sustainability Impact Institution's Ranking (NSIIR) by AIC-RAISE of the Atal Innovation Mission officially supported by Niti Aayog, Government of India</p>		 <p>Approved by All India Council for Technical Education</p>	 <p>Alliance School of Law is approved by Bar Council of India, New Delhi</p>
 <p>Platinum for Teaching and Learning, Employability, Facilities and Social Responsibility</p>	 <p>Among the Top Digi100 Higher Education Institutions Recognizing Outstanding Digital Excellence</p>	 <p>A member of The Association to Advance Collegiate School of Business (AACSB), USA</p>	 <p>Ranked in the Digital Institutional Index and Smart Campus Rankings by Global University Rankings, London</p>	 <p>Accreditation for Business Programmes through the International Accreditation Council for Business Education (IACBE), USA</p>	
	<p>RANKED 2nd Among Top 36 Private Universities India</p>	<p>RANKED 3rd Among Top 20 South B-Schools India</p>	<p>RANKED 5th Among Top 50 Institutions: Placements India</p>	<p>RANKED 10th Among the Top 100 B-Schools</p>	



DR. RAY TITUS

Pro Vice-Chancellor (Incubation and Innovation)
Professor and Dean, Alliance School of Business

FROM THE DEAN'S DESK

Welcome to Alliance School of Business!



A convergence of innovation and excellence. As the Dean of this prestigious institution, I commend your decision to embark on a journey of knowledge and transformation. Education, the beacon of boundless potential, is our shared pursuit. Our commitment is to provide an empowering environment that fosters holistic growth, equipping you for success in the ever-evolving field of business.

Guided by an advanced curriculum, distinguished faculty, and exceptional infrastructure, we enable you to thrive amidst constant change.

As you progress through your academic endeavours within these walls, I encourage you to seize every opportunity that comes your way. Challenge conventions, dare to dream, and let your achievements stand as a testament to the transformative power of education and unwavering determination.

Together, let us strengthen this closely-knit community where diverse cultures, perspectives, and intellectual pursuits converge seamlessly, facilitating a free exchange of ideas. Here, the principles of scientific reasoning, critical thinking, social responsibility, and global impact come together in perfect harmony.

With open arms, I welcome you to the Alliance School of Business, where the pursuit of excellence intertwines with a world that needs curious thinkers and leaders to create solutions and drive meaningful change.



STELLAR FACULTY



Dr. Abdul Hameed A
Ph.D. in Management
Bharathidasan University
Tamil Nadu



Dr. Pratima Verma
Post Doc in Business Ethics
Stockholm University
Sweden



Dr. Shamim S. Mondal
**Ph.D. in Macroeconomics and
Labour Economics**
University of Rochester, USA



Dr. Vivekanand
Ph.D. in Management
IIT, Bombay



Dr. George Easaw
Ph.D. in Management
IIT, Bombay



Dr. Supriyo Ghose
Fellow (Ph.D.) in Management
Indian Institute of Management
Kolkata



Dr. Danny Abramovich
**Professor of Practice &
Corporate Trainer**
Western Europe and Israel



Dr. Sally Rumbles
**Doctor of Business
Administration in
Human Resource Management**
University of Portsmouth, UK



Dr. Ramanna Shetty
Ph.D. in Management
National Institute of Technology
Surathkal, Karnataka



Dr. Mrinmoy Bhattacharjee
Ph.D. in Commerce
Assam University
Assam



Dr. Sajan Mathew
Ph.D. in Management
Vinayaka Mission University
Tamil Nadu



Dr. Ajeet Sharma
Ph.D. in Management
Guru Gobind Singh Indraprastha
University, New Delhi



ABOUT THE MBA PROGRAMME

TWO YEARS | FULL-TIME PROGRAMME

Bridging the gap between a volatile industry and the demand for exemplary business leaders, the globally recognised and flagship MBA programme at the Alliance School of Business develops professionals who redefine the business landscape through innovative, ethical, and growth-oriented leadership.

The programme seamlessly blends theoretical knowledge, practical experiences, corporate mentorship, and placement training, serving as the launchpad for the next generation of impactful business visionaries.

KEY HIGHLIGHTS

- World-class and internationally accredited master's degree.
- Inter-disciplinary curriculum tailored to your interests and goals.
- Diverse cohort of young and experienced learners and highly qualified faculty.
- Real-world learning with industry assignments, internships and projects.
- Entrepreneurial workshops and funding support through incubation center.
- Intensive mentorship and training by corporate leaders.
- Placement opportunities with Fortune 500 companies.

ELIGIBILITY

Applicants must possess a bachelor's degree with a minimum of 50% marks (45% for SC / ST candidates) in aggregate and must have qualified in any of the national-level management aptitude tests or Alliance Management Aptitude Test (AMAT).

CURRICULUM DESIGNED FOR THE INDUSTRY

MAJORS / SPECIALISATIONS

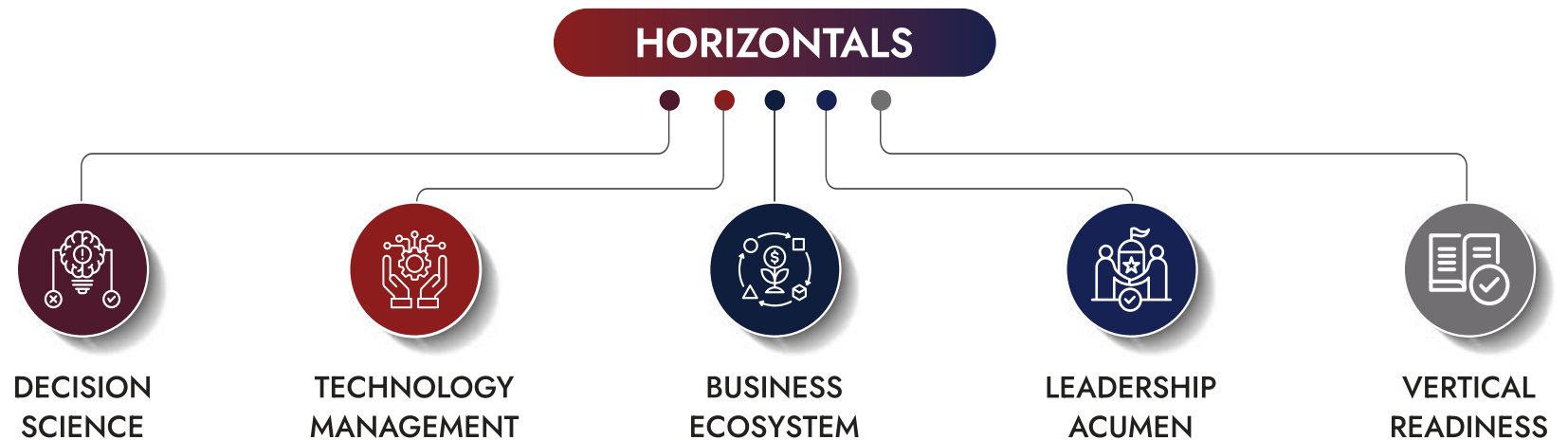
- BUSINESS ANALYTICS
- MARKETING
- FINANCE
- HUMAN RESOURCE
- OPERATIONS
- DIGITAL TRANSFORMATION

*Any major can be coupled with any minor.

*All horizontals are core courses that cut across all specialisations.

MINORS / CHOICE-BASED ELECTIVES

- ENTREPRENEURSHIP
- FINTECH
- BUSINESS CONSULTING
- RETAIL MANAGEMENT AND E-COMMERCE
- WEALTHTECH
- DIGITAL PRODUCT MANAGEMENT
- MEDIA AND COMMUNICATION
- WORKPLACE GAMIFICATION
- DIGITAL BUSINESS





SPACE FOR INNOVATION AND ENTERPRISE

ALLIANCE TECHNOLOGY BUSINESS INCUBATOR

Approved by the **MSME, Government of India**, the Alliance Technology Business Incubator serves as a strategic resource for student entrepreneurs with a corpus fund of **₹ 10 crores** sponsored by Alliance Business School.

INCUBATION FACILITIES AND SUPPORT

PRE-INCUBATION

- Idea validation and feedback from domain experts.
- Access to the University's state-of-the-art labs, maker spaces and prototyping facilities.
- Mentorship on product design, business modeling and pitching skills.
- Assistance in intellectual property protection and commercialization roadmap.

INCUBATION

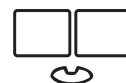
- Dedicated co-working spaces with high-speed internet, utilities and amenities.
- Faculty, alumni and industry mentors to guide technology and business aspects.
- Seed funding assistance through university grants, angel investors, and VCs.
- Legal, accounting and regulatory compliance guidance.
- Corporate networking events and pitching opportunities.
- Support for product testing, trials, and go-to-market strategies.

FOCUS AREAS

Information and Communication Technology, Internet of Things, Electronics System Design and Manufacturing, Artificial Intelligence and Machine Learning, Robotics and Unmanned Systems.

BLOOMBERG TERMINAL SERVICES

Alliance University offers its learners the Bloomberg Terminal services that is revolutionising the financial industry by bringing transparency to financial markets. More than four decades on, it remains at the cutting-edge of innovation and information delivery — with fast access to news, data, unique insights and trading tools helping leading decision makers turn knowledge into action.



UNPARALLELED COVERAGE

The Terminal provides coverage of markets, industries, companies and securities across all asset classes.



POWERFUL DATA AND ANALYTICS

Tap into data, proprietary and third-party research and analytics.



INDUSTRY-LEADING COLLABORATION TOOLS

Collaborate across your firm and with a global network of more than 3,50,000 influential decision makers.



MULTI-ASSET EXECUTION CAPABILITIES

Create more efficient workflows with integrated execution and order management solutions and sophisticated pre- and post-trade analytics.



ALUMNI IMPACT

MARKETPLACE PROBLEM-SOLVING INNOVATION

PROBLEM

Commuters need help finding affordable and efficient transport options.

SOLUTION

India's first multi-modal public transportation app, Tummoc, integrates various modes of transport, streamlining the commuting experience. Users can locate reasonably priced rides with just a few taps, making their daily travel more manageable.

IMPACT ON SOCIETY

Tummoc not only offers convenience but also encourages environmentally friendly practices.



vulog | Insights 2024

**Most
Influential
Women
in Mobility**

tummoc

Alliance was a turning point for me. I remember sitting in a group project with classmates, grappling with a problem that seemed insurmountable at first. We were tasked with creating a business plan, and I felt out of my depth. But as we shared ideas and brainstormed, I started to see the value of collaboration. That experience taught me how to think on my feet and adapt to challenges. My professors encouraged me to ask tough questions, to dig deeper into the 'why' behind issues. They created an environment where failure was just a stepping stone to success. Those discussions and late-night brainstorming sessions shaped my vision for Tummoc. They ignited a fire in me to take risks and to not shy away from pursuing something meaningful.

Ms. Monalisha Thakur

MBA, Batch of 2009 - 2011

Co-Founder and CMO, TUMMOC - India's First Patented Multi-modal Public Transport App

Finalist - IIMC Smart 50

Top 3 - National Startup Award 2020

Winner - Elevate 2018, Startup Karnataka

STUDENT SUCCESS STORIES



“ This journey has been nothing short of transformative. Alliance University has helped me grow more confident, resilient, and ready to take on the challenges of the corporate world. From self-doubt to self-belief — this is more than a job offer. It’s a reflection of growth, grit, and gratitude. ”

RUPSHA DUTTA

MBA 2023-2025

PLACED WITH



Microsoft



“ My MBA journey at Alliance University has been profoundly enriching, marked by growth, challenges, and lasting insights. The comprehensive placement support—resume workshops, mock interviews, and mentorship—bolstered my confidence. As I enter my corporate career, I carry not only a degree but hard-earned lessons, lasting friendships, and deep gratitude. To future MBAs: stay curious, seek challenges, and keep learning—this journey rewards every step. ”

PRARTHNA SAXENA

MBA 2023-2025

PLACED WITH



ORACLE

ALLIANCE ALUMNI COMMUNITY

ALUMNI ENTREPRENEURS



VINEET PATIL

Co-Founder & Business Owner
VOIZ



NIRANJAN SUBBARAO

Co-Founder & CEO
CYCLOPS MEDTECH



NANDINI B

Director
TESCOM PVT. LIMITED



AJAY Y J

Co-Founder
MOONWALKR CRICKET



ANMOL BOHRE

CEO & Co-Founder
ENIGMA AUTOMOBILES



SRIJAN SHANDILYA

Leading Business-Founding
TEAM RIGI



SRISTHY JAIN

Founder & CEO
COLLEARN



DEEPAK SAKHUJA

Co-Founder
RIPPLE LINKS



SAURABH ARORA

Founder
I CAP FINANCIAL SERVICES



ASHITH B

Co-Founder & CEO
BIZOTIC TALENT SOLUTIONS

ALUMNI INDUSTRY LEADERS



RAHUL GOSAIN

Managing Director
Disputes & Investigations,
& Lead-Business Intelligence
ALVAREZ & MARSAL



**MADHUSUDHAN
CHAKRAVARTHI**

Managing Director
ACCENTURE



AAKASH KHANNA

Senior Director
Sales Regional Head
GARTNER INDIA



SONAL SHAH

Director
Human Capital Advisory Solutions
KPMG INDIA



AMIT SHETTY

Chief Executive Officer
EMBASSY REIT



CHARU SINGH

Director, HR
SYNECHRON



DEBOTTAM BANERJEE

Director, Startup Coverage
STANDARD CHARTERED, INDIA



BASAVESH CHICKMATH

Vice President
JPMORGAN CHASE & CO.



YASH AGRAWAL

Founder & CEO
GIMBOOKS



KUSHALAPPA K P

Lead - Client Engagement & Strategy
Senior Director, Consulting
Work Dynamics, West Asia
JONES LANG LASALLE

INTERNATIONAL PARTNERSHIPS FOR STUDY ABROAD

Alliance University ensures that learning transcends borders, propelling students towards international excellence through a rich tapestry of articulation agreements with leading universities and institutions worldwide. The range of international exchange programmes provides invaluable opportunities to broaden horizons, develop cross-cultural awareness and leadership skills, and unlock pathways to personal growth.

- ▶ SEMESTER EXCHANGE PROGRAMME
- ▶ INTERNSHIP PROGRAMME
- ▶ DUAL-DEGREE PROGRAMME
- ▶ PATHWAY PROGRAMME

**GIVE YOUR CAREER A GLOBAL EDGE
WITH 65+ INTERNATIONAL LINKAGES**





*representative list



CAREER ADVANCEMENT AND NETWORKING

LEARNER'S VALUE PROPOSITION PROGRAMME



Alumni and industry experts engage and interact with students on new-age topics.

CORPORATE MENTORSHIP PROGRAM



Intensive training session and mentoring for a smooth transition of students from campus to corporate.

ALUMNI CONNECT



Networking with distinguished alumni across the globe.

PLACEMENT PREPAREDNESS



Mock GDPI sessions, resume building, and professional development sessions.

INTERNSHIP AND PLACEMENT FACILITATION



Top companies participate in campus recruitment drives year after year.

TOP RECRUITERS*

*representative units

6000+ CAREER OPPORTUNITIES

800+ RECRUITING PARTNERS INCLUDING FORTUNE 500 COMPANIES

415+ CORPORATE MENTORS

CORPORATE MENTORSHIP PROGRAM

The Corporate Mentorship Program is the fabric where stories of growth and empowerment are woven, allowing students to uncover their untapped potential. The program is designed to equip students with unique skills carefully chosen in line with industry trends and employer demands.

DEVELOPMENT OF CRITICAL SKILLS

01

- Leadership Agility
- Digital Literacy



02

- Global Mindset
- Innovation and Creativity



03

- Effective Communication
- Problem-Solving



04

- Conflict Resolution
- Cultural Intelligence



Built upon real-world experiences, equipping students with skills that are highly sought after by employers. This program has a proven track record of success, with our alumni securing positions in leading organisations.

SERENE CAMPUS WITH WORLD-CLASS INFRASTRUCTURE

The campus blends architectural precision with functional design, creating an environment that supports academic pursuits through its thoughtful layout and construction.

The buildings, which incorporate elements of Greco-Roman and classical Indian architecture, reflect a significant cultural and historical legacy while meeting modern educational needs.

The grounds feature expansive green spaces that nurture diverse botanical and wildlife populations, offering both aesthetic value and opportunities for environmental study.

This careful integration of built and natural environments fosters a setting that encourages scholarly activity while cultivating an appreciation for ecological systems, allowing students to pursue their academic goals in a space that exemplifies architectural and environmental excellence.



FACILITIES

- Administrative Block
- Learning Centres
- Technical Block with Advanced Labs
- Well-equipped Library
- Activity Centre Featuring Indoor Games
- Gym and Yoga/Dance Hall
- Sports Grounds and Lounge
- Cafes and Food Court for Socialising and Relaxation
- Student Residences with Departmental Stores and Laundry Service
- Prayer Hall for Reflection
- TBI and Makerspace
- Centres of Excellence
- Media Lab
- Guest House for Visitors



STUDENT LIFE

ENJOY AN INCLUSIVE, SAFE, AND BUSTLING CAMPUS LIFE!

The Department of Student Support Services provides students a platform to develop, nurture and strengthen their talent through numerous opportunities for co-curricular and extracurricular activities. Life at the University promotes fun, teamwork, and leadership through a plethora of activities that uphold creativity and innovation.



DIVERSE LIVING AND LEARNING COMMUNITY

In a community where students from various backgrounds converge, each person contributes a unique narrative, enriching the campus experience. Cultural festivals foster connections and friendships while sustainability initiatives engage students in real-world challenges. This environment emphasizes health and well-being, creating spaces for arts, sports, and entertainment, where everyone can participate and thrive.



The commitment to inclusivity is evident in open dialogues that promote respect and understanding, ensuring that discrimination has no place here. As students engage in these activities, they develop skills and insights that prepare them to make an impact beyond campus. Each moment adds to a shared journey, inspiring a culture of collaboration and innovation that resonates in their future endeavors.

PROGRAMMES OFFERED



FACULTY OF MANAGEMENT STUDIES

ALLIANCE SCHOOL OF BUSINESS

BBA (Hons.) – Finance | Human Resource | International Business | Operations Management | Marketing | Business Analytics | Fintech
B.Com. (Hons.) – Accounting and Taxation | Finance Management | International Business | Marketing Management | Business Analytics | Fintech
MBA – Digital Transformation | Business Analytics | Marketing | Human Resource | Finance | Operations | International Business
Ph.D. in Management – Finance | Marketing | Operations Management | Organizational Behaviour and Human Resource Management

ALLIANCE ASCENT COLLEGE

BBA (Hons.) – Marketing | Finance | Human Resource | Information Systems and Operations Management
MBA – Marketing | Finance | Human Resource | Information Systems and Operations Management | Business Analytics

ALLIANCE GLOBAL BUSINESS SCHOOL

BBA (Hons.) – Business Analytics | FinTech
MBA – Data Science and Gen AI | FinTech | International Marketing and Brand Management | Luxury and Fashion Management | Sports Management

ALLIANCE SCHOOL OF INNOVATION AND ENTREPRENEURSHIP

BBA (Hons.) in E-Commerce and Digital Marketing | **B. Com. (Hons.)** in FinTech with AI



FACULTY OF ENGINEERING AND TECHNOLOGY

ALLIANCE SCHOOL OF APPLIED ENGINEERING

B.Tech. in Aerospace Engineering – Avionics | Unmanned Aerial Vehicles | Propulsion Systems
B.Tech. in Civil Engineering – Smart Cities | Environment and Sustainability | Construction Technology and Management
B.Tech. in Electrical and Electronics Engineering – Renewables and Electric Vehicles
B.Tech. in Electronics and Communication Engineering – Embedded Systems and IoT | Wireless Communications | Semi-conductor Technology | Quantum Technologies | Full Stack Development
B.Tech. in Mechanical Engineering – Smart Manufacturing Technologies | Robotics and Automation
B.Tech. in Biotechnology
B.Tech. in Production Engineering
M.Tech. in VLSI and Embedded Systems
Ph.D. in Engineering and Technology – Aerospace Engineering | Civil Engineering | Electrical and Electronics Engineering | Electronics and Communication Engineering | Mechanical Engineering

ALLIANCE SCHOOL OF ADVANCED COMPUTING

B.Tech. in Artificial Intelligence and Data Science
B.Tech. in Artificial Intelligence and Machine Learning
B.Tech. in Computer Science and Engineering – Blockchain Technologies | Cloud Computing | Cybersecurity | DevOps | Full Stack Development | IoT | AI and Future Technologies | Software Product Engineering
B.Tech. in Information Technology
B.Tech. in Information Technology – Augmented Reality and Virtual Reality
B.Tech. in Information Technology – Data Analytics
BCA (Hons.) – Data Science | AI/ML | Game Development
MCA – Generative AI | General MCA | Game Design | Data Science
M.Tech. in Artificial Intelligence and Data Science | Computer Science and Engineering
Ph. D. in Computer Science and Engineering – AI/ML | Data Science | Cybersecurity | Cloud Computing | IoT





FACULTY OF LAW AND POLICY STUDIES

ALLIANCE SCHOOL OF LAW

B.A. LL. B. (Hons.) / B.B.A. LL. B. (Hons.) – Intellectual Property Rights Law | Business Law | International Law | Constitutional Law | Criminal Law

Bachelor of Law (LL.B.)

Master of Law (LL.M.) – IT and Data Protection Law | Corporate Law | Law, Climate Change and Sustainability | Trade and Commercial Laws | Crime and Forensics Law | Human Rights Law | Intellectual Property Laws

Ph.D. in Law – Alternative Dispute Resolution (ADR) | Constitutional and Administrative Law | Corporate and Commercial Law | Criminal Law and Security Law | Cyber and Technology Law | Intellectual Property Law | LGBTQ Rights | Climate Change and Sustainability | Sustainable Development Goals | Women and Child Rights

CENTRE OF EXCELLENCE IN PUBLIC POLICY, SUSTAINABILITY, AND ESG RESEARCH

Master of Public Policy | Ph.D. in Public Policy



FACULTY OF LIBERAL ARTS AND SCIENCES

ALLIANCE SCHOOL OF DESIGN

Bachelor of Design – Visual and Communication | User Experience and Interaction | Product | Fashion | Interior | Animation Film

Master of Design in Transdisciplinary Design | Ph.D. in Transdisciplinary Design

ALLIANCE SCHOOL OF ECONOMICS

Ph.D. in Economics

ALLIANCE SCHOOL OF FILM AND MEDIA STUDIES

B.Sc. (Hons.) – Film and Television Production

ALLIANCE SCHOOL OF LIBERAL ARTS AND HUMANITIES

B.A. (Hons.) – Economics | English | Literary and Cultural Studies | Media Studies | Philosophy | Political Science | Sociology

B.Sc. (Hons.) – Applied Mathematics | Computer Science | Data Science | Psychology | Statistics

Bachelor of Fine Arts – Painting and Sculpture | **Bachelor of Visual Arts**

M.A. in English (Creative Writing) | Ph.D. from School of Liberal Arts

ALLIANCE SCHOOL OF SCIENCES

B.Sc. (Hons.) – Applied Mathematics | Chemistry | Physics

M.Sc. in Data Science | Ph.D. in Applied Mathematics | Sciences

ALLIANCE SCHOOL OF PERFORMING, VISUAL, AND CREATIVE ARTS

Master of Performing Arts (MPA) | Diploma in Performing Arts (DPA) | Ph. D. in Performing Arts | Indic Studies



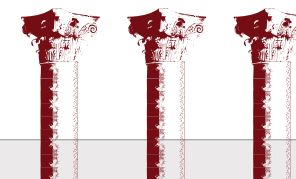
FACULTY OF APPLIED HEALTH SCIENCES

ALLIANCE SCHOOL OF ALLIED HEALTH SCIENCES

B.Sc. (Hons.) – Cardiovascular Technology | Respiratory Therapy | Operation Theatre and Anaesthesia Technology | Medical Laboratory Technology



SCAN TO APPLY





ALLIANCE
UNIVERSITY

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