



**MAFT**  
UNIVERSITY  
OF  
MEDIA AND ARTS

# SCHOOL OF MANAGEMENT

**BBA**

Bachelor of Business  
Administration

**MBA**

Master of Business  
Administration

EXECUTIVE  
**MBA**

Master of Business  
Administration

**PGDM**

Post Graduate diploma in  
Digital Marketing



# BOARD OF DIRECTORS



**SANDEEP MARWAH**  
President, Marwah Studios



**MOHIT MARWAH**  
Managing Director,  
Marwah Studios



**ANIL KAPOOR**  
Cine Artist



**AKSHAY MARWAH**  
CEO, Marwah Studios



**BONEY KAPOOR**  
Film Producer

## PATRONS

**LT. GEN. K. M. SETH (RETD.)**

Hon'ble Former Governor of  
Chhattisgarh

**DR. BHISHMA NARAIN SINGH**

Hon'ble Former Governor & Union  
Minister

**DR. R. L. BHATIA**

Hon'ble Former Governor of Kerala

**SHRI VED MARWAH**

Hon'ble Former Governor of  
Jharkhand

**IEUAN WYN JONES**

Former Deputy First Minister of Wales

**SHATRUGHAN SINHA**

Former Union Minister

**PROF. KARL BARDOSH**

Tisch School of the Arts, New York University, USA

**TERI C MCLUHAN**

Visiting Professor of Film, New York University, USA

**DR. PADMESH GUPTA**

Oxford Business College, Oxford, UK

**JOHN SHAW**

University of Central Lancashire, UK

**ALAN EVANS**

Cardiff University, UK

**ROBERT STEWARD**

Northern Melbourne Institute of TAFE, Australia

**PROF. CHRISTOPHER TURNER**

The University of Winchester, UK

**PROF. DEWANAND MAHADEW**

Spinoza University, The Netherlands

**DR. JAVED LEHGIRI**

Former Vice Chancellor, Shaheed Zulfikar Ali Bhutto Institute of Science & Technology, Karachi, Pakistan

**SANTOSH BHARTIYA**

Former member Parliament, Editor - Chuathli Duniya

**MS. MALI SAHAI**

Former Director, Directorate of Film Festivals, Govt. of India, New Delhi

**DR. M. MUSHARRAF HUSSAIN**

Management Expert, Bangladesh

**SAEED MIRZA**

Filmmaker, Mumbai

**P. MURARI**

Former Chairman, Indian Institute of Mass Comm., New Delhi

**PRAYAG RAJ**

Film Writer & Director

**MR. PAHLAJ NIHALANI**

Film & Television Producer

**A.S. BEDI**

Producer / Director

**SOORAJ BARJATYA**

Renowned Director

# ACADEMIC COUNCIL

# ADVISORY COUNCIL

**JAVED AKTHAR**

Renowned Film Writer

**SATISH KAUSHIK**

Renowned Director & Actor

**MADHUR BHANDARKAR**

Renowned Director

**MUKHTAR ABBAS NAQVI**

Former Minister of State for Information and Broadcasting in Govt. of India

**GIRJA VYAS**

Former Minister of State for Information and Broadcasting in Govt. of India

**SALMAAN KHURSHID**

Former Minister of Water Resources Member of Lok Sabha

**SHAH NAWAZ HUSSAIN**

Former Indian federal minister & a politician of BJP  
Dr. Lalit Bhasin

Senior Lawyer, Supreme Court

**BHASKAR GHOSH**

Former Director General of Doordarshan

**AZIZ BURNEY**

Former Editor, Sahara Urdu

**BRIJENDRA SAHAI**

Former Chief Secretary, Govt. of U.P.

**RAHUL DEV**

Editor, Aaj Samaj

**ROB LYNES**

Director, British Council, India



# ABOUT AAFT UNIVERSITY

AAFT University is established in 2018 under the aegis of Marwah Studios and managed to become known as a leading provider of entertainment and media conglomerate. AAFT group of institution was established in 1993 at the prominent location of Film City, Noida as the education and training arm of Marwah Studios. With 25 years of proficiency and expertise in the field of film technology, it has imparted revolutionary media education to more than 17000 students and has achieved great compliments and honor over the course of time... Establishment of new university in the state of Chhattisgarh is meant for building equity across media education in the field of Film Making, Journalism, Performing Arts, Advertising, Acting, Interior Design, Dance, Digital Marketing, Animation and Fashion Design. Our vision is to light





the fire of learning and foster technical advancements, creative ideas & inspiration to create impact on Media and Arts community as a whole.

We strive to cherish the inherent potential and talent of each student and create enduring leaders with a robust sense of morals and values. An array of undergraduate and post graduate degrees that address the rapidly changing entertainment business are offered here. We intend to offer professional education not only through proficient faculty but also through various hands-on sessions by experts from both Bollywood and Hollywood, thus promoting real-time learning and exposure.





# Chancellor AAFT University

DR. SANDEEP MARWAH

Every immense journey starts with a single step and advances by winning different hurdles with self-confidence. AAFT have faith in setting the bar high with luminous system of holistic education. We work to build strong minds blended with passion and global notice for brilliance, thereby, turning challenges into opportunities. With students hailing from more than 120+ countries across the world, AAFT is a leader when it comes to coaching students for media education.

Our university aims excellent academic distinction through a team of dedicated faculty, motivated to keep up with global atmosphere in all spheres of influence. We put together to grab the future potential with pioneering ideas and activity based education. To congregate the high standards of film technology globally and shape the students into truly global citizens with human

values, we adopt contemporary advancements in academics and technology. It prepares students under different controls like Camera and Lighting, Direction, Editing, Acting, Still Photography, Sound Recording, Art Direction, Script Writing and Script Development. The objective is to craft a learning hub that would be like no other, motivating and guiding thousands of aspirants. Our genuine endeavor, officious and skillful execution helped us to set a yardstick for technical and holistic media and arts education in India. Our core motto is to focus on the pursuit of knowledge and accepting challenges, however difficult. Our commencement is to be the leading provider of education globally with international accredited qualifications and help students realize their dreams. We welcome all with folded hands. Best of luck.

## AWARDS & ACCOLADES

### **Edushine Excellence Awards 2019**

Most Preferred Media & Art Institute by Assocham

### **The Edutainment Award**

**2015**

For Best Media School

### **Delhi Gaurav Award 2015**

National Award at Vigyan Bhawan

### **Pride of India Award 2015**

#### **Chairman**

**Indo-Czech Republic Film & Cultural Forum**

#### **Chairman**

**Indo-Romania Republic Film & Cultural Forum**

#### **Chairman**

**Indo-Cyprus Republic Film & Cultural Forum**

#### **Chairman**

**Indo-Slovenian Republic Film & Cultural Forum**

### **Param Shree Award 2014**

Media Excellence Award by All Journalist Association

### **Icon of Noida 2014**

By Times of India

### **ISRMAS Asia 2014**

International Award

### **Entrepreneur of the Year Award**

By Centre for Education Growth & Research (CEGR)

### **National Media Excellence Award**

By Media Federation of India (MFI)

### **Honored by Prime Minister of Tibet H.E. Dr. Lobsang Sangay**

For Contribution to the World Peace, Universal Brotherhood and Media World

### **Honored by Prime Minister of Nepal Shri Khadga Prasad Sharma Oli**

As Chairperson for IndoNepal Film and Cultural Forum

### **Honored by International Roma Cultural University, Serbia**

### **Honored by Education Council of India**

### **Honored at NGY Infra Conclave, Noida**

### **Honored at Sri Sri Ravishankar Vidya Mandir For Promotion of Arts**



# MESSAGE FROM CEO

MR. AKSHAY MARWAH



AAFT University is dedicated to its responsibility of creating a global knowledge disseminating hub, transgressing National and International borders and territories thereby transforming every student into excellent future managers and highly intellectual IT professionals. At AAFT University we have a unique team of Eminent Academicians, Senior Executives, Industrialists and Corporate professionals who are continually engaged in disseminating knowledge and providing learning edge to our students. The 'core value' of this institution is to inculcate human values and professional ethics in the students so that they can become independent decision makers. The path, our leaders will create or have already created, has been taken by others as well and proven to be good for the society, nation and country as a whole.

*We continuously strive for excellence in education through collaborative research*

AAFT University has been providing educational programs from last several years at the professional, graduate and post graduate levels. The programs at AAFT University have been designed such that students are able to foresee the changing business and technological environment. They make plans, strategies and policies accordingly and manage risk in business operations well in time.

AAFT University offers every aspiring and budding manager and IT expert with a very dynamic, innovative and holistic education system. We leave no stone unturned to help our students to identify their passion and live for it. Our Skill development centre's initiative "Crafting Prodigy" is another successful step towards the overall development of our students.

I welcome you all on a platform where your dreams will take a real shape. All the Best!!



# VISIT OF HON'BLE SHRI PRANAB MUKHERJEE

*Former President of India at AEG on  
Tuesday, 28th August 2018*



It was an honour for Asian Education Group to host Hon'ble Shri. Pranab Mukherjee, Former President of India within the campus premises on 28th August 2018 for having an interaction session with the students to guide them to be the torch bearers for future.

The program started with the national anthem followed by traditional lamp lighting that was subsequently followed by Prof. Sandeep Marwah, President – Asian Education Group warmly welcoming Shri. Pranab Mukherjee by presenting him with Scroll of Honour and Memento. This was followed by welcome address by Dr. Lalitya

Vir Srivastava, Director – Asian Education Group. To begin with his address, Shri. Pranab Mukherjee congratulated Asian Education Group for successfully completing 25 years of imparting education to the youth of country so much so that presently it is one of the best education groups in the country.

During his address, Shri. Pranab Mukherjee emphasized that it is the students community who have to be the torch bearers of society and they are the ones who need to bring about a positive change by pursuing higher education so that we can have a better and vibrant India.





He highlighted the importance of research and development in the growth of any country and as per him; it is the student community who have to take a lead in this regard.

He called upon the student community to make India self reliant in every field by better use of technology so that we would potentially be a super power in the coming days. But at the same time, we also need to make sure that we do not lose track of our traditional values while moving ahead.

This was certainly a great experience for students of Asian Education Group to listen to the person

who held the highest office of the nation. To culminate the program, Prof. Sandeep Marwah, President – Asian Education Group thanked Shri. Pranab Mukherjee for taking time out of his busy schedule to have a nice and interactive session with the students of Asian Education Group. At the same time, Prof. Marwah pressed upon the students to have a good Attitude, self Belief, Conviction, work for Development of the society, have Enthusiasm, be Focused and have a clear Goal so as to make India a force to reckon with in the time to come.

## MESSAGE FROM DIRECTORS



DR. LALITYA  
VIR SRIVASTAVA

We are fully aware that access to high quality education is absolutely crucial for the future progress and stability of the business and IT world, especially in a knowledge-driven, open and technologically competitive world. At AAFTH University, we believe in shaping dreams. We are focused towards creating the right mindset and developing such a skill set which not only will help the students to grab opportunities but will also sensitize them with the important issues of global research.

At AAFTH University we target building highly competitive, highly skilled youth who are tech savvy and unique. We ensure that our students are completely equipped with technology, as technocrat entrepreneurs and modern managers becoming agents of change.

We at AAFTH University have a picturesque campus with disciplined environment, well equipped library, labs and lecture halls which provide a wonderful learning ambiance. Our corporate driven course curriculum is well supported with co-curricular and extra-curricular activities for the holistic development of our students.

Our competent Corporate Resource Cell is already associated with leading business enterprises across the globe. It gives our students an enriching platform to engage in Pre-employment Trainings, Institute-Industry linkage and improve their placeability scores by aligning their Knowledge, Skill and Attitude with the key requirements of the job market.

I welcome you all in the family where you will get an opportunity to overcome all your fears and embark on a journey towards becoming a strong leader.



MR. SAURABH  
SHARMA

We at AAFTH University believe in giving the power of knowledge to all our students. Our vision is to create future leaders who can manage and create powerful organizations in the emerging corporate landscape. It is a quest, by way of excellence that I seek to achieve for my students in the field of education.

AAFT University has created a benchmark in the field of global

education through its contribution in various educational and management sectors. It is one of the endeavours of Asian Education Group, which has travelled a long way to achieve its goal of being one of the top professional institutions.

We live in a knowledge-based society where technology acts as an enabler and as a tool for empowerment. Courses at AAFTH University will teach you how to think more methodically and how to solve problems more effectively and empower you with tools and ideas that can be applied to practically any domain of interest to you, both in college and beyond.

AAFT University provides a fertile ground for the blossoming of young potential aspirants. Our team is highly dedicated towards its objective of making AAFTH University a better place for learning for national and international students. It is our constant endeavour to develop and enhance business leadership through innovative world-class programmes in IT and Management.

In today's transcending world, the function of education has changed from teaching to learning, which casts a mutual responsibility upon the institution and students to make education a cannon loaded with power and progress.

I wish AAFTH University and its prospective students all the best to deliver results with academic excellence.



*Dedicate your attention to discipline for  
value addition in every aspect of life*



**MR. GURDEEP  
SINGH RAINA**

Business & IT graduates will always have a demand in the market and through these courses students can gain knowledge of business practices and processes, understand the role of changing information technology in the world marketplace and acquire the awareness of global business issues.

At AFT University, it is our aim to groom future managers and technocrats. These business leaders and independent thinkers are the ones who constantly and fervently try to make a difference in the lives of their fellow human beings.

The faculty members at AFT University have a rich blend of academic and corporate experience with unique teaching pedagogy which helps students visualize the theoretical concepts, to be successfully applied to the corporate world. The 'Crafting Prodigy program' adopted by the faculty enables the students to recognize their strengths and weaknesses and become acquainted with their area of interest. In our country, we have immense talent among the youth and what is required is the proper guidance and effective mentoring so that we can take best out of them. The paramount thrust is to create an international academic bridge by blending the advanced knowledge with modern teaching tools of the west and rich traditional values, culture and heritage of the east.

The aim can only be achieved with the support and guidance of all those who have been and will continue to be the strong pillars of AFT University. I welcome all the aspirants who will be sharing the feeling of satisfaction and success having chosen AFT University.





# VISION

GROWTH WITH  
EDUCATION





# MISSION

*The Mission of AFT University is to establish well researched and pragmatic business and technical practices to enable the students to meet the challenges of a fast changing business environment in the new world economic order. AFT University aims at developing conceptual and practical skills to convert abilities of students into managerial and technical competence, required in today's competitive environment. We at AFT University strongly believe that a blend of relevant knowledge, skill and right attitude is essential for the overall development of students which determines their growth & success in the corporate world.*





# AAFT University

AAFT University was set up with a vision to promote excellence in the field of education and to accomplish the ever increasing demand of quality professionals for the growing business world. At present, AAFT University offers BBA & MBA. AAFT University offers BBA & MBA International Programmes providing international exposure to students of BBA and MBA International programme in association with School of Cinematic Arts, University of Southern California, USA. Courses under AAFT University are tailored to ensure that the students graduate with an industry-relevant degree. Students are encouraged to attend and participate in leadership training workshops, National/International Seminars & conferences, public speaking forums etc.

AAFT University follows an approach wherein the learning experience in education is not only enlightening but also enriching and inspiring. It is committed to explore multidisciplinary approaches through its unique curriculum and believes in revolutionizing management education through modern pedagogies thereby adapting the changing world in which management professionals operate. AAFT University aims at developing knowledge, skills and values amongst the students and they are nourished by the critical learning pedagogy and are mentored and supported by faculty and staff so that they have the best experience possible to be successful in life.





The intellectual capital at AIFT University is enriched with diverse experience in industry and academia to disseminate the knowledge to the budding aspirants. We attract students from diverse cultural backgrounds and perspectives which creates a vibrant multicultural classroom environment thereby enabling the student to think and solve the problems effectively in all dimensions and beyond the geographical and cultural boundaries.

AIFT University has an unmatched array of courses and academic offerings. Students have an opportunity to pursue a broad curriculum using rich educational resources in a dynamic

and creative learning environment. Curriculum is constantly updated according to changing industrial developments. All our initiatives are a living proof of our commitment to ensure the success of each and every student. Our programs are formulated and focused on the development of communication, quantitative techniques, reasoning ability and business analytics skills. The academic environment generated by the interaction between professionals of various disciplines has a stimulating influence, especially in the formative years of young students and help them to develop an integrated personality and a greater competitive spirit.



# INFRASTRUCTURE



## THE CAMPUS

We have a lush green campus situated in Raipur. The campus is equipped with all amenities and technology provides a rich learning environment with Wi-Fi enabled building and technological support to facilitate teaching, learning and personality development. With superior infrastructure, industry benchmarked curriculum, and a dedicated centre for corporate relations for exposure into the intricacies of the corporate world, the institute has all the requisite facilities that form an integral part of any top professional.

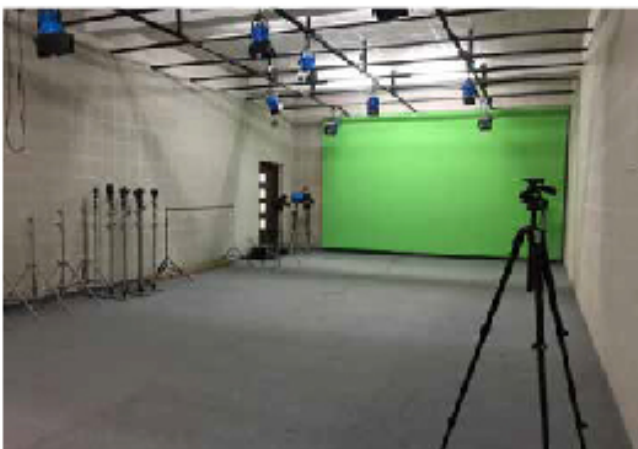






## LECTURE HALLS

The classrooms provide the most conducive atmosphere for dynamic and focused discussion. The classrooms are designed as auditoriums with step-up seating to facilitate discussions and to promote maximum interface between the faculty members and the students. They are equipped with state-of-the-art facilities like projectors and audio-visual systems. The air-conditioning in the classrooms creates the right atmosphere for long hours of study.



## THEATRE HALL

The academic life at AAFTH University goes beyond the curriculum. For cultural and social functions, the theatre hall with a large capacity at the campus provides an ideal platform for students to express themselves in public for speech, theatre, plays and general entertainment. Weekly debates / quizzes / guest lectures are organized to enable them to be better professionals.

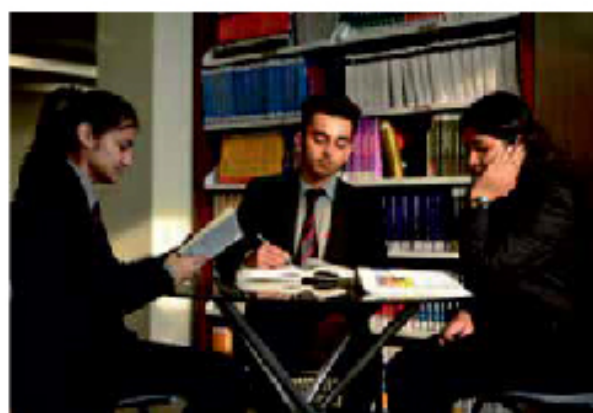






## AUDITORIUM

Auditorium at AAFT University is equipped with the most modern and audio visual facilities and can accommodate more than 250 people. It is well furnished with acoustics and hosts various events including annual day award functions and various Inter College Competitions. It is fitted with projector, effective and modern lighting and sound system and is centrally air conditioned. All the major functions like conferences, seminars, workshops and other academic and literary activities are held in this auditorium.



## KNOWLEDGE RESOURCE CENTRE

The fully equipped library runs on automated software with the latest multimedia facilities. It has a modern collection of books and periodicals primarily related to management subjects. It is a hub for all academic activities and the students can also use it as a place for quiet self-study. The internet ready computerized digital library and the exclusive reading room facilities, truly ensure that this is the most preferred destinations for students to enhance the learning process beyond the classroom.



## CENTRE FOR INFORMATION TECHNOLOGY

The computer centre has advanced computing facilities to provide unbridled free 24x7 internet access to all the students round the year. The computers are of advanced configuration and latest software are available to provide holistic IT training facilities. The entire campus is interconnected with internet & intranet with broadband connection. The multimedia ready computers, operating in Wi-Fi campus, provide a wonderful back and support to the students and teachers in extending the best quality learning and teaching environment.



## SPORTS FACILITY

The healthy body acts as a catalyst in the process of gaining knowledge. The sports facilities facilitate the students in strengthening their physical energy level as well as in fostering team spirit. The typical day in the life of an Asianites starts with yoga / light exercise or other sports activity. We believe "A healthy body is a must for a healthy mind". The indoor and outdoor facilities are available and the sports kit is readily available for the students for games like Basketball, Table Tennis, Snooker, Chess, Badminton etc.



## CAFETERIA

The cafeteria is an ideal place to chill out after the hectic class schedule and when the studies get too intense. It also provides the students the much needed platform to relax and recharge for the next session. The cafeteria at the Campus, has exclusive variety of Indian and Chinese Cuisine.

## RECREATION CENTRE

A happening place for student activities is the student lounge with facilities for television and various indoor games are provided inside the campus premises

## MEDICAL FACILITY

First aid medical facilities are provided inside the campus in case of emergency





## ACADEMIC PEDAGOGY

AAFT University provides opportunities for students to develop interpersonal intellectual and practical skills to inculcate unique leadership styles by providing a regular interface with faculty and practitioners. The objective of the program is to stimulate mental ability of the student in such a way that promotes approaching each problem by viewing merits and demerits of the situation afresh. The overall focus is to improve the students' Employability Skills. This course has been designed for students willing to work in a learning environment leading to developing their leadership skills, out of box thinking and matured decision making. In order to achieve this, we expect the students to be open minded, ready for learning, motivated and willing to adapt to the changing world of corporate with a fresh approach.







## BLENDED LEARNING METHODOLOGY

### CLASSROOM METHODOLOGIES

Multi-disciplinary programs and projects, student centered pedagogy. Use of multimedia (power point presentation, audio, visuals)  
Case Studies, Games, Simulations, Group Activities  
Role Play  
Guest Lectures  
Scenario Analysis, Group Discussions, Quiz, One-on-One Discussion  
Z to A approach, mentorin

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### EXPOSURE BEYOND CLASSROOM

Industry Visits  
Conferences  
Live Projects  
Seminars / Summits  
Internships  
Development Programs  
Special Workshops  
Learning Exchange Programs  
Research Based

# BACHELOR OF BUSINESS ADMINISTRATION

## BBA - General

Semester I	Semester II
Business Organisation	Business Statistics
Business Mathematics	Indian Economy
Principles of Economics	Business Environment
Book Keeping and Basic Accounting	Principles of Accounting
Business Law	Business Communication
Fundamentals of Management	Organization Behaviour
Business Ethics	
Environmental Studies	
Semester III	Semester IV
Advertising Management	Sales Management
Indian Banking System	Financial Management
Human Resource Management	Production Management
Marketing Management	Consumer Behaviour
Company Accounts	Research Methodology
Company Law	Operations Research
	Digital Marketing
Semester V	Semester VI
Managerial Economics	International Trade
Entrepreneurship	Strategic Management & Business Policy
Income Tax	Auditing
Cost and Management accounting	GST
Industrial law	Fundamentals of E Commerce
Fundamentals of computer	Management Information System

## BBA – Digital Marketing

Semester I	Semester II
1.1 Principles of Management	2.1 Information Technology in Business Management
1.2 Business Communication	2.2 Organizational Behavior
1.3 Computer Application and Networking	2.3 Managerial and Business Economics
1.4 Introduction to Marketing	2.4 Introduction to Digital Marketing
1.5 Business Law and Industrial Laws	2.5 Content Strategy







1.6 Financial Accounting	2.6 Business Statics and Statistical Analysis
<b>Semester III</b>	<b>Semester IV</b>
3.1 Strategic Management	4.1 Business Planning and Entrepreneurial Management
3.2 Business Mathematics	4.2 Accounting for Managerial Decisions
3.3 Product and Total Quality Management	4.3 Business Research Method
3.4 Website Planning and Creation	4.4 Search Engine Optimization
3.5 Social Media Marketing - I	4.5 Social Media Marketing - II
3.6 Social Media Advertising (Paid)	4.6 Display Advertising
<b>Semester V</b>	<b>Semester VI</b>
5.1 Lead Generation	Internship
5.2 Email Marketing	
5.3 Measure and Optimize with Google Analytics	
5.4 Search Engine Marketing with AdWords	



BBA - Media Management	
<b>Semester I</b>	<b>Semester II</b>
Introduction to Management & Leadership (Online)	Business Economics II
Business Economics I	Business Statistics
Business Mathematics	Financial Management
Business Accounting	Business Communication II
Business Computing	Marketing Management
Business Communication I	Media and Culture
Community Service 1	Community Service 2
<b>Semester III</b>	<b>Semester IV</b>
Brand Management	Human Resource Management
Organizational Behavior	Advertising & Sales Promotion
Evolution of Media	Research Methodology & Report Writing
Communication Theories	Industry Visit
Event Management	Digital Communication and New Media
	Public Relation and Mass Communication
<b>Semester V</b>	<b>Semester VI</b>
Customer Relationship Management	Businss Information System
Business Policy & Strategy	Entrepreneurship & Venture Management
Summer Internship	Dissertation II
Dissertation I	Programme Elective 3
Publishing books, magazines & websites	
TV Production and Programming	
Programme Elective 2	
*Elective subject is required	



### BBA – International Business

Semester I	Semester II
1.1 Principles of Management	2.1 Information Technology in Business Management
1.2 Business Communication	2.2 Organizational Behavior
1.3 Overview of International Business Environment	2.3 Managerial and Business Economics
1.4 Role of International Organization and Internationalization of Firms	2.4 International Monetary Environment
1.5 Business Law and Industrial Laws	2.5 Global Strategy and Implementation
1.6 Financial Accounting	2.6 Business Statics and Statistical Analysis
Semester III	Semester IV
3.1 Strategic Management	4.1 Business Planning and Entrepreneurial Management
3.2 Business Mathematics	4.2 Accounting for Managerial Decisions
3.3 Product and Total Quality Management	4.3 Business Research Method
3.4 Foreign Trade Policy and Foreign Exchange Regulations	4.4 Export Payment Terms
3.5 International Trade Theories	4.5 EXIM Operations and Documentations
3.6 International Trade Finance and Terms of Trade	4.6 Risk Management: Cargo Risk and Credit Risk
Semester V	Semester VI
5.1 Introduction to International Financial System	6.1 Introduction To International Human Resource Management
5.2 Foreign Exchange Rate Determination	6.2 International Staffing
5.3 Foreign Exchange Risk, Exposure and Management	6.3 International Training and Development and Careers
5.4 Introduction to International Marketing	6.4 Introduction to Global Information System
5.5 International Pricing Decision	6.5 Global Knowledge Management
5.6 International Promotion and Advertising	6.6 Technical Aspects



# MASTER OF BUSINESS ADMINISTRATION

## MBA - Media Management

Semester I	Semester II
Management Concepts and Process	Consumer Behaviour
Organizational Behaviour	Human Resource Management
Managerial Communication	Marketing Management
IT	Radio Program Production
Introduction to Media Management	Television Program Production
Accounting for Managers	Business Industrial Laws
	Print Media Reporting and Editing
Summer Internship Project	
Semester III	Semester IV
Event Management	Retail Management
International Business	Television Journalism
Strategic Management	Project Work
Media Research	
Sales & Advertising Management	
Industrial & Service Marketing	
Business Ethics and Management by Indian Values	

## MBA - International Business

Semester I	Semester II
Management Process	International Marketing
Organizational Behaviour	International HRM
Business Communication & Negotiation Skills	International Financial Management
Macro Economics for Business	Research Methods for International Business
Accounting and Finance	Global Production and Operations Mgmt.
Quantitative Techniques for Business Decisions	International Economics
Global Business Environment	International Business Law
Foreign Language	Cross Cultural Management
IT & E-Business Management System	International Banking
Summer Internship Project	
Semester III	Semester IV
International Strategic Management	Global Business ethics & Corporate Governance
Global Logistics & Supply Chain Mgt	Project Work
Overseas Project Management & Entrepreneurship	
Global Insurance and Risk Management	
International trade procedures & documents	





### MBA - Digital Marketing

Semester I	Semester II
E-Customer Relationship Management	Search Engines and Basics
E-Supply Chain Management	On Page Optimization
Internet and Web optimisation	Advanced SEO Course Content
Integrated e-marketing	Off-Page Optimization
Online Market Research	
Summer Internship Project	
Semester III	Semester IV
YouTube and Video Marketing	Affiliate Marketing & Google AdSense
E-mail Marketing for Business	LinkedIn and Twitter Marketing
Lead Generation & Marketing Automation	Case Studies and Practical Assignments
eCommerce and Payment Gateway	
Website Planning and Structure	

### MBA - Finance

Semester I	Semester II
Accounting for Managers	Research Methodology
Marketing Management	Cost and Management Accounting
Leading & Managing Organization	Security Analysis & Portfolio Management
Managerial Economics	Financial and Commodity Derivatives
Enterprise Systems Management	Financial Risk Management
Decision Sciences	Bank Management
Introduction to Operations Management	Corporate Finance
	Financial Products and Services
Summer Internship Project	
Semester III	Semester IV
Strategic Management	Final Project
Business Ethics and Corporate Governance	Alternative Finance
International Financial Management	
Corporate Restructuring and Valuation	
Treasury and Forex Management	
Financial Modelling and Simulations	
Investment Banking	
Corporate Tax Planning	

### MBA - Human Resources

Semester I	Semester II
Introduction to Accounting for Managers	Research Methodology
Marketing Management	Organizational Behaviour
Leading & Managing Organization	Performance Management
Managerial Economics	Industrial Relations
Enterprise Systems Management	Learning and Development
Decision Sciences	Competency Mapping



Human Resource Management	Compensation Management
	HR Planning, Audit, Metrics & HRIS
	Employee Sourcing & Recruitment
<b>Summer Internship Project</b>	
<b>Semester III</b>	<b>Semester IV</b>
Strategic Management	Final Project
Business Ethics and Corporate Governance	Social Media and Digital HRM
Personal Tax Planning	
Employee Relations	
HR Simulation	
Change Management & Organizational Development	
HR Analytics	
Comprehensive Review Module	

<b>MBA - Marketing</b>	
<b>Semester I</b>	<b>Semester II</b>
Accounting for Managers	Market Research
Marketing Management	Digital and Social Media Marketing
Leading & Managing Organization	Integrated Marketing Communications
Managerial Economics	Customer Insights and Relationship Management
Enterprise Systems Management	Product and Brand Management
Decision Sciences	Sales Management
Introduction to Operations Management	Company Analysis
	Advanced Excel
<b>Summer Internship Project</b>	
<b>Semester III</b>	<b>Semester IV</b>
Strategic Management	Final Project
Business Ethics and Corporate Governance	Creativity & Innovation
SCM and Physical Distribution	
Marketing Analytics	
B2B Marketing	



# EXECUTIVE MBA

The “MBA – Executive” program is designed for young working executives providing them an opportunity to further develop and enhance their skills and gain specialization in their area of interest so as to stand out in the global corporate world.

The specialized courses are designed to meet the unique requirements of the constantly changing business industry, thereby, imparting the managers with the necessary skills and understanding to tackle the difficult demands faced by organizations.

Evaluation is done as per the regular full-fledged MBA policies and norms.

## Eligibility:

Working professionals with an industry experience holding any Bachelor Degrees.

## Program Benefits:

- Blended learning model suitable for working professionals.
- Professionals can choose specialization as per their field or interest
- Online Counselling sessions – Student can attend classes right from their Learning Centre, home or office.
- Industry-oriented printed study material, video lectures and e-learning content.
- Learn through case studies, group activities and assignments.
- Working on the Live Project under a faculty guide and organizational mentor for Real-Time

## WHAT YOU WILL LEARN?

Management concepts and process	
Planning	Introduction
Organizing	Concept, nature, scope and importance of Management
Staffing	Development of Management Thought

Marketing Management	
Introduction to Marketing	Promotion and Distribution decisions
Market Analysis Research	Marketing Organization and Control
Product Planning and Pricing	

### Accounting for Managers

Financial Accounting	Preparation of Financial statements
Cost Accounting	Costing Methods

### Human Resource Management

Human Resource Management Concepts	Work Stress & Counselling
Human Resource Policy	Human Resources Recruitment and Selection
Employee Welfare	HR Audit
New Approaches in HRM	

### Business Communication

Fundamental of Communication	Ethical & Legal Issues in Business Communication
Communicating in a Multicultural World	Barriers of Communication
Business letter writing and Presentation Tools	Guidelines of Effective Presentation
Departmental Communication	

### Organizational Behavior

Managerial Concept, Nature, Process	Organizational Behavior & Individual Behavior
Managerial levels, skills, Functions and Roles	Group Behavior & Team Development
Management vs. Administration	Conflict Management
Planning, Staffing, Controlling	

### Online Market Research

Marketing Research Dynamics	Sample Design, Techniques
Research Design	Data analysis and Interpretation
Data Collection Sources and Methods	Report Writing

### Digital Marketing

Introduction to Digital Marketing	YouTube and Video Marketing
Search Engines Optimization	LinkedIn and Twitter Marketing
SEO Optimization	Affiliate Marketing
Website Planning and Structure	Creating digital marketing plan
E-mail Marketing for Business	



# SUMMER INTERNSHIP PROJECT

## Process Followed During the Internship Project

### Internal supervisor Assignment

- Every student is assigned an Internal Supervisor by the University at the beginning of the Project to provide the necessary academic guidance and to facilitate evaluation, with the help of company executives.

### Project Goal Setting & Reports

- Giving Clarity on project deliverables and Action Plan.
- Collecting the Project Information Report (PIR) from students.

### Weekly Review

- Progress with respect to the action plan.
- Feedback and inputs on the path to go about.
- Collecting the feedback & performance of the student from the company guide.



### Final Review and Assessment

- Presentation to the panel of the faculty members.
- Rate the project according to the work.
- Feedback by Internal Supervisor.
- Project Report submission.
- Assessment of the Project.



# INTERNATIONAL EXPOSURE





# INTELLECTUAL CAPITAL

## CORE FACULTY

One of the major assets of an institution is the intellectual capital, since it promotes competitive advantages, that become the base of value generation. The faculty, an important constituent group at AAFT University, comes from a diverse background having experience in industry and academia. It is one of the most valuable resources, which, with its expertise, has a major role to continuously generate and grow knowledge and thus, contribute to the competitive advantage of the institution. It is charged with the discovery and dissemination of knowledge and therefore an inimitable presence, lying at the heart of organizational capabilities.







## MR. MAROOF AHMAD MIR

Mr. Maroof Ahmad Mir - Head, AAFT University has submitted his Ph.D. in the area of Finance from Aligarh Muslim University, Aligarh. He has completed his Master of Business Administration in Finance and Accounts from AMU, Aligarh and is UGC-NET qualified in Management. He has an overall experience of around 11 years and his areas of interest include Portfolio Management and Financial Management. Mr. Maroof is the recipient of 'Best Researcher Award' at ABV- Indian Institute of Information Technology and Management, Gwalior in June 2013. He has taken courses on Econometric Modeling in Finance at IIT Kharagpur, IIM Calcutta, IIIT Gwalior, IMT Ghaziabad and National Institute of Securities Markets (NISM), SEBI. He has also attended various conferences and workshops at institutes of repute. His Research work has been accepted for presentation at various reputed organisations like IIM Ahmedabad, IIT Kanpur, IBS Hyderabad etc.



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## DR. ANUBHUTI DWIVEDI

Dr. Anubhuti Dwivedi is Professor at AAFT University. She is a double postgraduate (in Economics and Management) and is UGC-NET qualified in Economics. She has more than 17 years of experience in postgraduate teaching, research and academic administration. She has various international and national publications to her credit including six books apart from research papers. Cases developed by her have been published by the Case Centre, UK and her paper on Peace Economics has been published by IGI Global, USA. She has presented papers at various conferences including those at IIMs and National Stock Exchange. She has successfully completed a research project on Digital Payments Adoption in India funded by NSE and New York University joint initiative on Indian Financial Markets and white paper based on the same has been published by New York University and NSE. Her articles on management education in India have been published in the Higher Education Review. She has been in various administrative positions where she developed the institutional framework and was at the core of various Seminars, Conferences, FDPs and MDPs while leading the team. She is on the editorial board of international journals where she has made a major contribution to management and economics research.



## MR. RAVEE SHARMA

An accomplished professional with over 14 years' experience in corporate resourcing, brand management, worked with leading educational groups of India. Strong background in business development and quality assurance with outstanding history of managing educational projects from conceptualization, to development, to implementation. Especially skilled at planning, controlling and problem resolution. Excellent communication talents with proven ability to build and lead highly efficient teams. Presently at AFT University, he heads the Corporate Resource Cell (CRC) as Asst. Dean, responsible for industry interface, branding building, associations, training and placement of AFT University. An M.Sc. (IT), MBA & UGC NET qualified (2007), is presently pursuing his Ph.D with Manav Rachna International University on "Employability Skill Development for Fresh Management Graduates".



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## DR. SUNITA VERMA

Dr. Sunita Verma is currently working as Associate Professor and HOD - Student Welfare in AFT University. She has done her doctoral research in the area of Employee Engagement from the School of Business and Management, Jaipur National University, Jaipur. Her research was on Analysing Antecedents and Consequences of Employee Engagement in Organized Retail Segment. She is a Post Graduate in HR and Marketing and UGC- NET qualified in Labour Welfare and Industrial Relations. She is also a degree holder in Commercial Secretarial Practice from Commercial Secretarial Institute, Delhi. Dr. Verma has an experience of more than 12 years in corporate and academics. Before joining AFT University she was associated with B-Schools and management institutes imparting valuable knowledge towards overall growth of the students as well as the organization. On the corporate front, she was associated with MPS, Vodafone, Tata Indicom and Cottage Emporium (a government undertaking). She has undertaken research work on Employee Engagement and Work Design, Change Management, Repatriation Management, Performance Management, Organisation Commitment and many more.



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## DR. SHWETA BATRA

Dr. Shweta Batra is a Doctorate in Management and is currently working as Associate Professor and Controller of Examinations in AFT University. She is a HR professional with rich experience of more than 10 years in corporate and education industry. Prior to joining AFT University, she has worked with various B-schools and reputed companies. She also has a good industry exposure in international business. Dr. Batra has participated in many seminars and conferences which connects her well with area of her specialization. Advance looking combined with academic visualization to foster intellectual development of young scholars in India characterizes her. She works towards providing thorough academic awareness on various subjects in order to impart better quality of education. Her area of research includes quality of work life, change management, repatriation management, performance management and training & development.





## MS. MONIKA DIXIT BAJPAI

Ms. Monika Dixit Bajpai has more than 10 years of experience in hardcore teaching. She is pursuing Phd in Computer science and Engineering. She holds to her credit degrees like M.Phil (CS), M.Tech (IT) and Master of Computer Applications with Hons. from UPTU. Her areas of interest include courses like Software Engineering and Computer Architecture. She has presented various research papers at National and International Conferences. She has also participated in a number of seminars, FDPs and workshops. She has been associated with organizations like CDAC for conducting workshops for International Entrepreneurs. As a faculty, she believes that learning should be based on converting theoretical concepts into practical experiences so that it leaves a deep knowledge based impact on the students' mind.



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## DR. SUPRIYA SRIVASTAVA

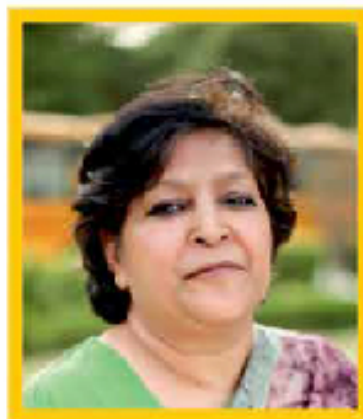
Dr. Supriya Srivastava, Associate Professor and HOD - Centre for Skill Development is a multi-lingual, communications and personality development expert currently employed with AAFT University. With over 10 years of experience spanning a wide range of students from school to college level to professional courses with reputed institutions, she believes that versatility and working upon one's qualifications grooms and enhances one beyond measure. As a tremendous motivator, she inspires and encourages people, making them realize their true potential. She is a doctorate in management. A qualified professional she has masters in Botany and English and is a management graduate from ICFAI and a PGHRM from IMT, Ghaziabad. She has a Diploma in English News reading & Voice-over, from NRAI and is CET (Management) qualified. She is a TESOL Certified, Business English trainer from International TEFL Teacher Training Corporation – Thailand, Bangkok. A German Language expert from Max Mueller Bhavan, She is also on the panel of IP University, Delhi for the German Language.



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## DR. SANDHYA AGGARWAL

Dr. Sandhya Aggarwal, Faculty of HR, She is Ph.D., MBA, M.A (Political Science), Diploma in Entrepreneurship and Business Management, Bachelor of Arts in Political Science – Honors (Graduate Alumni) from University of Delhi. She is a management professional with over 26 years of experience blended with Corporate Sectors and Academics like CMC Ltd., Max New York Insurance Ltd., American Embassy- Delhi (HR), ICFAI University (INC). Her area of specialization is Human Resource Management and General Management. She is also on the panel of various B-Schools/ Universities in Noida and International Academic Professional Body. She has presented numerous papers and articles at National and International Seminars and Conferences. She has also reviewed a book of McGraw Hill Education Publishers on "International Human Resource Management" which adds to her intellectual capital. She is on the editorial board of Management Research Journals.



## DR. ANU NAGPAL CHOPRA

Dr. Anu Chopra is currently associated with AFT University as Faculty of Economics and Marketing. A Quartet Post Graduate i.e. PGDBA, PGDCA, M.Com and M.A (Economics) with Ph.D. (Commerce-Marketing) qualified. She possesses over 11 years of teaching experience. With a couple of graduate Degrees and meritorious performance, she has successfully handled a gamut of diversified functional areas in teaching and research. Her Research and teaching interests include areas of Marketing Research, International Marketing, Consumer Behavior, Managerial Economics, Corporate Social Responsibility and Values and Ethics. She has marked several research papers and articles on emerging issues in Marketing and Economics in various refereed journals, books and Newspapers of repute. She has also presented numerous papers and articles at reputed National and International Seminars and Conferences at institutions including IIT, Delhi and MDI, Gurgaon. She has also edited books which adds to her intellectual capital. Presently she is also a reviewer for few International Journals.



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## MS. VEENU ARORA

Ms. Veenu Arora is a management consultant and having over 11 years of experience in the areas of consultation, personality development and teaching. She is currently working as Faculty of Management. Apart from carrying degrees in Masters of Commerce & M.Phil in Management, she is also actively indulged in few certifications in behavioural programs like Facets Personality Assessment, "Basic lab on human processes" organized by Indian Society for Applied Behavioural Sciences, Behavioural Testing from IP University, Certificate in guidance (CIG) an IGNOU- NCERT collaborative project. She has assisted various teams for individual growth to align the gap between educational institutes and industry expectations. She is also pursuing Ph.D in Management under the research topic-"A strategy for identification of training needs and enhancing the effectiveness of middle-level bank employees: A comparative study of public and private banks"



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## MS. KAVITA KHURANA

Ms. Kavita Khurana is currently working as Faculty of Marketing. She is a Marketing Professional with over 13 years of corporate experience integrating domain expertise in Corporate Training, Relationship Management and Corporate Sales across Financial Services and Software Services Sector. She has done her Masters in Business Management from Fore School of Management and is currently pursuing Doctorate. Her areas of interest include Retailing, Services Marketing and Market Research.





## MR. NIKHIL GARG

Mr. Nikhil Garg is currently associated with AFT University as Faculty of Finance. He has qualified UGC- NET in Commerce, B.Com (H) from Satyawati College (Delhi University), PGDM in Planning & Entrepreneurship from IIPM, Delhi & M. Com from EILM University. His research and teaching interest includes areas of Corporate Finance, Investment Management, Financial Derivatives, Stock markets etc. He has taken MDP and other training programs with organizations of repute like Ministry of Small, Micro & Medium Enterprises (Govt. of India), Institute of Chartered Accountants of India, National Institute of Learning & Arts, School of Open Learning (D.U.), NIESBUD and many others. He has also worked as Content Editor of EXIMP Times, an international business journal of repute from 2009-2014. He has expertise in Financial Modelling and has published more than 8 papers in national and international journals of repute. He has also presented his work at 6 international conferences held at some of the top-notch institutes of the country.



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## DR. RESHAM SUNDRANI

Dr. Resham Sundrani is currently working as Faculty of Management in AFT University. She is a Delhi University Graduate in Social Sciences and MBA with specialization in Human Resources. She has M.Phil and Doctoral Degree in Management. She has varied hands-on, bottom-up professional experience of over fifteen years in the fields of both academic and corporate world. To her credit, she has published papers in several conferences and attended various Faculty development programs, organized by management institutions and other organizations.



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## MR. ANURAG GUPTA

Mr. Anurag Gupta is currently associated with AFT University as a Assistant Professor in Operation Research and Information Technology in Management Department. He has over 14 years of vast experience in the field of Education in renowned Engineering and Management Institutions. He has worked as Head of the Department and Assistant Professor in these institutions. He has a good corporate experience and has worked for brands like HCL. He is Graduate in Science with specialization in Mathematics, Master of Computer Applications from Rajiv Gandhi Technical University, Bhopal and Master of Philosophy in Computer Science as well as Diploma in Management and is presently pursuing Ph.D in Information Technology from Amity University, Noida. He has attended over 25 Workshops, National and International Conferences and Seminars. He has several research publications in National and International Journals/Conference Proceedings to his credit.



### MS. POORNIMA SINGH

Ms. Poornima Singh is currently engaged with the AAFI University as Faculty of Management. She has professional experience of both academics and industry for 8 years in various organizations across India. She is UGC-NET qualified and has completed her M.Sc from the University of Pune. She is currently pursuing Ph.D. in Environmental Sciences and Management from a renowned government institution. She has also published research papers in various journals and has also attended national and international courses, workshops and conferences.



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### MS. TARUNPREET KAUR

Ms. Tarunpreet Kaur is currently employed with AAFI University as an Assistant Professor in the Department of Center for Skill Development. She is an Academician as well as a soft skills trainer with years of academic experience to her credit. She has worked as a Research Assistant and Assistant Professor in the Department of English at Amity University, Noida. She has an extensive exposure to English Literature with a degree in M.A English and M.Phil English. She is a competent professional with an Experience of teaching Business Communication and Soft Skills to graduate and undergraduate students. She also has a hands-on experience in delivering corporate training with an experience of conduction various seminars and academic workshops. She has written and presented 'Term Papers' on topics and areas ranging from Feminism to Post Colonialism with reference to literary texts and she has also conducted Seminars on topics and areas ranging from 'Social-political' to 'Gender' issues in English Literature.



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### MR. VINOD DHAR

Mr. Vinod Dhar is presently working with AAFI University as Faculty of Marketing. He is PGDM with specialization in Marketing from the prestigious IIM Ahmedabad and has a rich blend of about 16 years experience in Corporate as well as Academics. He started his career in the field of Sales and Marketing and worked for brands like Onida and Sanyo at various positions all over the country. After exploring himself in Corporate, he moved to Academics to follow his passion for teaching and training. Sales and Distribution Management, Advertising, Brand Management are his key areas of interest. Apart from professional interests, he is a keen follower of Cricket.





## MS. VANDANA CHANDEL

Ms. Vandana Chandel is currently associated Faculty of Media Management with AFT University. As a media personality, she is having an experience of 10 years with renowned news channels as an anchor & reporter. She worked for almost 8 years with All India Radio as a Radio Jockey. On the corporate front, she has worked with Discovery and BBC News Network. During her association with different news channels, she has interviewed prominent personalities including Shri. Prakash Jaiswal (Former Coal Minister), Ms. Sushma Swaraj (Foreign Minister), Mr. Sharad Yadav (Former Convener, NDA), Mukhtar Abbas Naqvi (BJP leader), Mr. Oscar Fernandes (Congress leader), Shri. Harish Rawat (Former CM- Uttarakhand). She was associated with one of the popular news agency ANI (Asian News International) as an expert on Indo-Pak relations for the program "Pakistan Reporter". She has been recipient of "Listeners Choice Award" four times in her career with All India Radio while working as Radio Jockey. She has successfully completed Vaani certification conducted by Prasar Bharti as a pre-requisite to be an eligible voice for radio.



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## MS. SAKSHI GOEL

Ms. Sakshi Goel is currently working with the AFT University as Faculty of Mathematics. She is M.Phil in Applied Operations Research from the University of Delhi. She has done Masters in Operations Research from University of Delhi, South Campus. Supply Chain Management, Mathematical Modelling and Quantitative Techniques are her main areas of interest. She has been into teaching for past 6 years. She has also worked as an editor for various publishing houses and has written a book titled "Basics of Quantitative Techniques". She holds to her credit research papers on "Bullwhip Effect and Supply Chain Management". She believes that learning should be integrated with real-life scenarios which add on to the quick grasping and real understanding of the theoretical concepts.



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## MR. VIPUL MEHTA

Mr. Vipul Mehta is presently working with AFT University as Faculty of Finance. Mr. Mehta is a graduate from Indian Institute of Technology (IIT) Delhi and has done his PGDM in Finance from Indian Institute of Management (IIM) Kozhikode. He has over six years of work experience in organizations such as Deloitte, JP Morgan etc. He also has over two years of entrepreneurial experience in the Solar Energy Industry. After exploring himself in the Industry, Vipul has moved to academics to follow his passion of teaching and training. His areas of interest include Financial Markets, Financial Modeling and M&A research. Apart from professional interests, he writes on his personal blog by name of Agastya Maurya Blog, and enjoys swimming and playing Chess.



## DR. PRACHI TRIVEDI

Dr. Prachi Trivedi is currently working as Assistant Professor in AFT University in Marketing and Management. Dr. Prachi has qualified UGC-NET in commerce and has done her Ph.D. in the area of Marketing from Amity University, Noida. She is a Delhi University graduate and has completed her Masters of Commerce with specialization in Business Management from Jamia Millia Islamia. She is a hardcore researcher and has numerous research papers ranging from Green Marketing to Corporate Social responsibility to her credit in various reputed international journals. Her areas of interest are Green Marketing, Marketing Management, Consumer Behaviour, Sales Management and General Management. She has also attended various conferences and workshops.



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## MR. SACHIN KUMAR PAURUSH

Mr. Sachin Kumar Paurush has been working as Assistant Professor at AFT University. With a total experience of 10 years, he has been into Academia since last eight years. He has also been associated with All India Radio and Doordarshan as Asst. Research Officer and Youth speaker for 4 years. He is presently pursuing Ph.D from Delhi Technological University (DTU), Delhi and has published several papers in national as well as international journals. Completed his Diploma in Export Management from Indian Institute of Export Management, Bangalore followed by awarded master's degree in Business Management. Being a passionate mentor, he enjoys dealing with microeconomics, managerial economics and business environment.



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## DR. SYED AIJAZ AHMAD

Dr. Syed Aijaz Ahmad is currently associated with the AFT University as Assistant Professor in Marketing. He has done his PhD in Management through Aligarh Muslim University. He is Management Professional as well as academician and has two years of corporate experience at Managerial level and five years of teaching experience to his credit. He has an extensive exposure to research Methodology at national and international level. He is very proficient in the use of statistical tools like Analysis of variance (ANOVA), Multivariate analysis of variance (MANOVA), and Structural Equation Modeling (SEM). He is also an expert of SPSS and AMOS Software and has been invited as resource person for many research methodology workshops. He has published many research papers in the national and international Journals. He has attended many workshops on research methodology and research tools at national and international level. He has attended conferences and presented research papers in India and Abroad. He is the member of editorial board of many referred journals. His area of Interest is Consumer behaviour, marketing research advertising and Customer relationship management. He has carried out many research studies on cross cultural Consumer Behaviour.





### DR. SHEWTA BAJAJ

She is specialized in the subjects of Human resource, Business research and Marketing management. she has completed her PhD in Total Quality Management. She holds more than 12 years of experience in the education industry. Her works of research has been published in different National and international journals. She has also served as active resource person in ICAI for their OTC programs.



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### MR.SIDHANTBALIYA

Mr.SidhantBaliya carries more than 13 years of Experience and Expertise in Academic Administration as Assistant Registrar and Assistant Professor responsible for designing the regulations, curriculum and syllabus and in charge of Overall Management regarding maintaining department Academics Records to lead, manage and develop the department to ensure the highest possible standards of excellence for accreditation processes for the statutory bodies such as AICTE, UGC and NAAC and now heading The School of Management, in AAFT University Of Media and Arts.



### MS. SOUMYA TARA

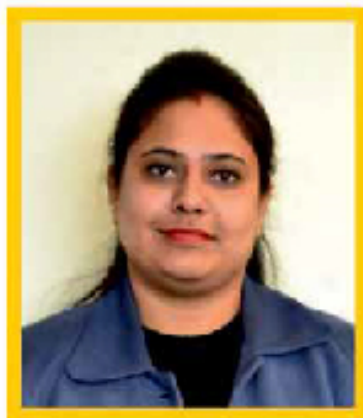
She has been a guidance counselor for over 3 years with rich experience of training and mentoring students at university level. Skilled in personality development and behavioural sciences, she is committed to the cause of education and is a skilled academician with proven ability to formulate a comprehensive curriculum. Being a graduate in psychology from University of Delhi, she is a certified therapist of cognitive and behavioral therapy. She has presented research papers at national level. Her areas of interest include social psychology and inclusive education



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### MS. POOJA DANG

Ms. Pooja Dang is currently associated with AFT University as an Assistant Professor in Information Technology. She is M.Tech in Computer Science and Engineering and possesses more than three years of teaching experience with varied streams like BBA, PGDM, B.Tech and BCA. She is a Certified in CLA-C Programming Language. She has a good corporate experience and has worked for brands like Aricent. Her areas of interest include various courses like Object Oriented Programming, Operating Systems, Image Processing, etc. She has published several research papers in various International journals. She has worked in academics and has contributed to admission and placement cell in her previous organization. She has attended various workshops and training programs in her teaching experience.



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### MS. SHILPA NARULA

Ms. Shilpa Narula Sood is currently associated with AFT University as an Assistant Professor in Information Technology. She is M.Tech in Computer Science and Engineering and possesses more than seven years of teaching experience with varied streams like BBA, PGDM, B.Tech, BCA, B.Sc. and M.Sc. She holds an extensive teaching experience at Guru Nanak Group of Institutions. Her areas of interest include various courses like E-commerce, Ebusiness, Software Project Management, Software Engineering, Computer Architecture and Computer Networks etc. She has published several research papers in various International journals. She has worked in academics and has contributed to admission and placement cell in her previous organization. She has attended various workshops and training programs in her teaching experience.





# EXPERTS AT AAFT University



**Abhay Kapoor**  
Lead - HR India  
Operations (North)  
Amazon.com



**Dr. Shalini Lal**  
Founder,  
Infinity OD



**Bhriku Joshi**  
Director - HR,  
MakeMyTrip



**Ruby Kumar**  
Head- HR,  
Macawber Beekay



**Dr. Shafali Shah**  
Head - HR,  
Exicom Tele-Systems



**Rajiv Gupta**  
Vice President HR,  
Kajaria Ceramics Ltd



**Ashish Mediratta**  
Head - TA,  
Tata Communications



**Raj Gupta**  
Head-HR  
TCS



**Srinivas Reddy**  
Director - HR,  
Metlife



**Sahil Sharma**  
AVP - HR,  
RateGain



**Shrimi Saha**  
Head - HR,  
Meyer India



**Vikas V.B. Lal**  
Vice President - HR,  
Moserbear

## *Distinguished lecture series: ...An Expert talk*



**Dr. Cliff Zintgraf**

CEO at DaVinci Minds & Program  
Manager at ICF Institute at The  
University of Texas at Austin The  
University of Texas



**Vikas Sachdeva**

Regional Head (North  
India) Star TV Network



**Agniwesh Singh**

Force Motors  
Territory Manager-Delhi  
NCR



**S. K. Goyal**

Former Banker  
Indian Bank



**Dr. Nilanjan Mukherjee**

Relaxo Group



**Amar Pathak**

Head - L & D  
Alok Industries Ltd.



**Inbarajan P**

Sr. Vice President  
Info Edge Ltd.



**Ishvinder Singh**

NASSCOM  
National Lead - Training  
& Efficacy - IT/TeS  
Sector Skill Council



**Romesh Srivastava**

Editor In Chief  
SightsIn Plus



**Meenakshi Khara,**

Director - HR, Fast  
Booking India



**Gurdeep Singh**

Head - HR,  
SIMON India Ltd.



**Animesh Mishra**

Head-Business,  
Kent RO Systems

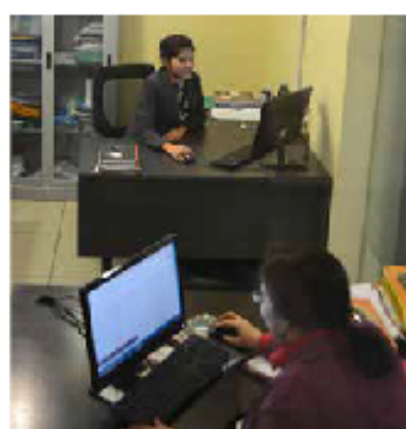


## RESEARCH & DEVELOPMENT CELL (RDC)

Market dynamics throws major challenges to the business environment and research plays a vital role in answering the situational changes in the international business environment. Aligning with the necessity of the research, the Research and Development Cell (RDC) of AAFT University lays great stress on research work related to current economic, social, corporate and academic issues. AAFT University being one of the members of Computer Society of India (CSI) facilitates and provides

its students an opportunity to explore various arenas of latest IT world and looks forward to promote education and knowledge sharing through events like Seminars, Workshops and Conferences etc. on various futuristic streams of IT and management.

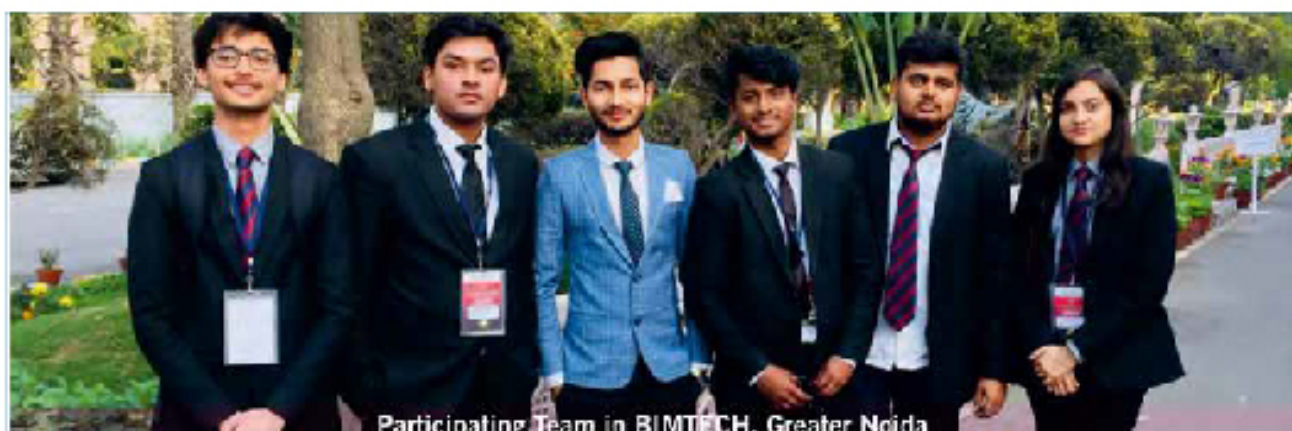






# STUDENT ACCOMPLISHMENTS









Cricket Team at NDIM, Delhi



# CORPORATE

## RESOURCE CELL (CRC)

### VISION

Building a string of industry academia interface for training & placement of students to meet corporate challenges.

### Message from Asst. Dean - CRC

CRC at AAFT University mentors every student to identify their right potential and encourages them to achieve their dream of getting placed in a reputed company. To achieve this goal, we inculcate the right interpersonal & professional skill in each student to meet the challenging industry standards. This is done through regular trainings programs & workshop on general awareness, business etiquettes, technical skills, communication; career guidance programs, soft skills programme, personality development and aptitude skills. Guest Lectures, Industrial visits, seminars, workshops, SSA & Projects are regular feature at AAFT University wherein students get the best industry exposure. We are proud to share that AAFT University young talent is highly accepted in the industry and appreciated. Our students are working with leading companies and have achieved great milestones

### ABOUT

Corporate Resources Centre (CRC) works towards providing best industry interface to students. CRC aims to create a platform where Students and Industry can come together and explore the opportunities for employment. The prime objective of the CRC is to maintain strong Industry Institute linkages and strive for the overall development & grooming of the students according to the Industry requirements by conducting Workshops, Symposia, Seminars and Conferences both at National and International level. CRC has maintained a sound rapport with large number of big companies, industrial conglomerates and reputed business houses. CRC has been making aggressive efforts to provide the best career prospects to the students. We encourage students to work on live projects which help them to relate classroom teachings with the industrial practices.

The Corporate Resource Cell at AAFT University has been sourcing job openings by matching students' knowledge, skills, personality traits and attitudes to the varied requirements of the job. CRC grooms students holistically right from soft skills, presentation skills and interview skills to successful attainment of lucrative job offers.

### KEY RESPONSIBILITIES OF CRC

- Conduct lecture sessions by eminent professionals from industries and educational organizations of national and international repute.
- Organizing industrial visits, research projects and summer training.
- Interact with the corporate houses for the placement of graduating students.



## MISSION

Create an atmosphere of self-directed leadership, self-motivation, team-work and self-generated creativity by innovative training methodology and building value for our students & community making them best industry professionals.

- Maintain constant liaison with the concerned HR personnel of the companies visiting the campus and with other companies in the region for 'off- campus' placements.
- Counseling of students for career development.
- Conducting Skill Development Programs.
- Developing partnerships with international universities, management & corporate hubs for various research projects and training programs.



# INDUSTRIAL VISITS & TRAINING

As a part of its endeavour to help the students gain latest first hand information regarding functioning of the Industry and engaging them in active learning experiences outside the classroom, Corporate Resource Cell of AAFTH University organizes regular Industrial Visits and Training Programs. These regular Industrial Visits give a better insight to the students about functioning of various functional areas in a company.



Avon Mold Plast Pvt. Ltd.



Network Bulls



MCN Solutions Pvt. Ltd.



Radico Khaitan Ltd



The Energy and Resource Institute (TERI)





APTRON Solutions



Yamuna Biodiversity Park



Yamaha Motors



Bisleri International Ltd.



AMUL - Dudhmansagar Dairy,  
Mehsana District Cooperative Milk Producers Union  
Limited



Global Autotech Ltd.

# CENTRE FOR SKILL DEVELOPMENT (CSD)

At AAFT University the impact of a well groomed, impressive personality & effective communication, is well understood, and that directs towards a strong impetus on overall personality development of the student. In sync with this mindset at AAFT University, an in-house Center for Skill Development has been set up to cater to the captive demands of the corporate. To increase the relevance with future employment market including promotion of self employment, a two pronged initiative -Soft skills and Employability skills has been made an integral part of skill development under CSD. This further caters to various aspects of development in the different semesters: emphasizing on identifying and developing individual learning and development needs of the students, covering various behavioral & communication aspects, customized training solutions to hone the required competencies, employability skills and making students ready for the professional world

## 'Crafting Prodigy'

Under the CSD umbrella at AEG a thriving, impactful mentoring program "Crafting Prodigy" is in place, where customized attention is the focus. Every student is assigned to a 'CRAFTER' who gives personalized attention towards identifying the strengths, and weaknesses of the individual and focuses on building his capabilities and skills needed to succeed in a dynamic global economy; in other words crafting his 'PRODIGY'.

A dossier incorporating an Individual Development Plan, is created, mapping the entire journey of the prodigy through knowledge and skill development, to a well groomed competent professional ready to take on the world.



### Benefits of the programme:

Everyone learns in different timeframes and in different ways.

### HIGHLIGHTS

- Extensive Training Workshops (Indoor & Outdoor)
- Continuous Evaluation Strategies undertaken for students
- Focus on Case Studies, Role Plays & Project Handling
- Usage of Audio Visual & Simulation Techniques
- Formation of Literary Clubs
- Corporate Interface Visits
- Guest Lectures by eminent corporate professionals



## SOFT SKILLS AND PERSONALITY DEVELOPMENT

### Individual Development Plan

- Effective Communication Skills
- Personality Development
- Self Motivation
- Attitude and Motivation
- Self-Esteem
- Emotional Intelligence
- Assertiveness
- Mechanics of Public Speaking
- Self Management
- Self Confidence

### Individual Development Plan

Emphasizes on identifying and developing Individual Learning and Development Needs of the students. Covers various Behavioral & Communication aspects.

### Competency Development Plan

Focuses at more customized training solutions to hone the required competencies, skills and making students ready for the professional world.

### Competency Development Plan

- Goal Setting
- Working in teams
- Convincing & Influencing Skills
- Time Management
- Leadership Skills
- Interpersonal Skills
- Presentation Skills
- Corporate Communication
- Resume Writing
- GD and Interview Skills



# STAR PLACEMENTS



**Shweta Bhagat**



**Siddharth Teotia**



**Tanya Bajpai**



**Ujjawal Gaur**



**Utkarsh Pandey**



**Sandeep Kumar**



**Vasu Jain**



**Vipul Dhamija**



**Kaustab Chowdhury**





**Mohd Uzair**



**Nishant Singh**



**Itika Chawla**



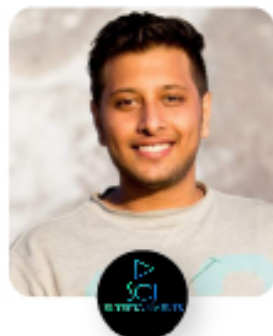
**Adarsh Gulati**



**Sheikh Mahin Mehraj**



**Adarsh Upadhyay**



**Tanish Sachdeva**



**Kousik Singh**



**Gaurav Sindhu**



**Shubham Kushwah**



**Shubhanshuman Singh**



**Shubika Arora**



**Gaurank Gupta**



**Sobhan Chakraborty**



**Sonali Khuntia**



**Agrim Singh**



**Bhawna**



**Meghna Verma**



**Ajay Bhatt**



**Deepak Sekhri**



**Nilesh Singh**



**Preksha Gupta**



**Shivendra**



**Sagun Bhardwaj**



# PLACEMENTS - ASSOCIATES

# CLUBS AT AAFT University

We not only welcome diverse perspectives but see them as a critical ingredient in our uniquely collaborative and creative environment. When people from different backgrounds come together to develop and test an idea,

## UTSAV

The Cultural Club

## SYNERGIZE TOGETHR

The HR Club

## MARK-TECHOS

The Marketing Club

## SEED

The Entrepreneurship Club

## TECHNOCRATS

The IT Club

## ATHLEEMA

The Sports Club

## CORPORATE-SOCIAL CONSCIENCE

The CSR Club

## BUZZ

The Media Club

## BULLS N BEARS

The Finance Club

## GNOSIS

The Literary Club

## ABHIVYAKTI

The Dramatics Club

## PRAKRITI

The Environment Club

## Cultural Club: UTSAV

UTSAV is the most happening club at AAFT University. It uses performing arts to help students embrace and celebrate the rich dimensions of the diversity on campus. In addition, the club promotes interaction among the students and strives to bring cheerful smiles on their faces.

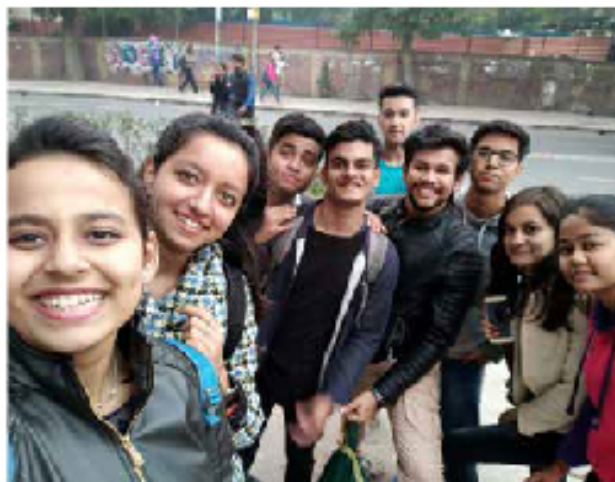
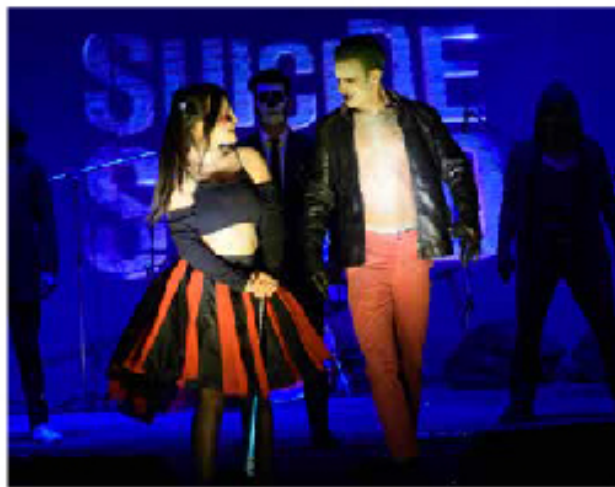
It offers immense opportunity for students to learn several management lessons while organizing big annual events, coordinating with third party vendors while allocating adequate budgets for each activity. The biggest and most awaited cultural fest of AAFT University is KESSHET (Annual Inter College Cultural Festival) wherein students across the country showcase their talent through various dance forms, music events and other activities. The purpose of this club is to encourage the young minds to perform and showcase their talent in the activities like Treasure Hunt, Ad Mad Show, Dance, Nukkad Natak, Face painting, Management Quiz, Leadership Games, Vocabulary, Rangoli, Fashion Show and many more.





# BEYOND ACADEMICS







# ORIENTATION PROGRAM









# FRESHERS PARTY-2018









# ANNUAL FEST : KESSHET 2019



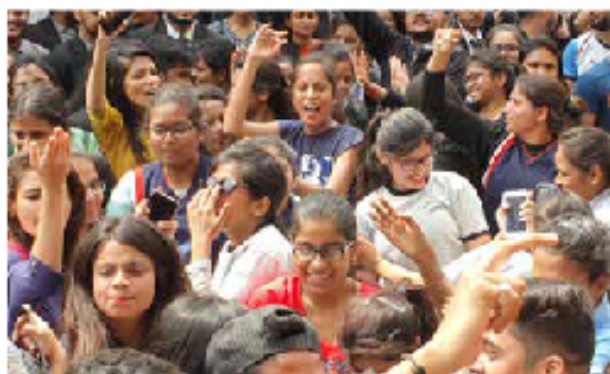






# ATHLEEMA-2019

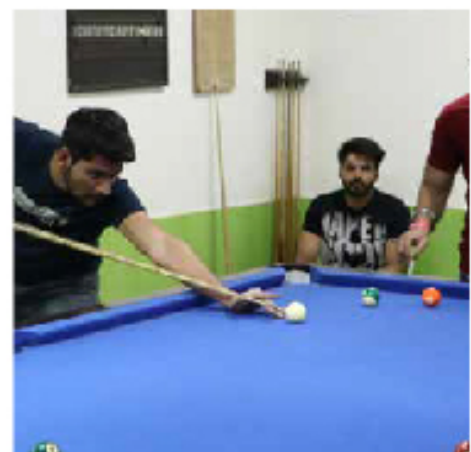
## SEASON 7 : CURTAIN RAISER







# ATHLEEMA- 2019 SESSAION 7









# ADMISSION DETAILS

## Admission Process :

- After submitting the Application Form, aspirants are required to undertake AAFT GEE (AAFT Global Entrance Exam).
- The first step in AAFT GEE is an Online Aptitude Test. The questions for the online test will be based on the course or the specialty applied for.
- The next and final step in AAFT GEE is a Personal Interview (direct or online).

## Counseling :

You can contact our Admission Counselors or Visit the Campus for in-depth details about the institution, course details, syllabus, fees, etc. Our campus is open 7 days a week from 10 am to 6 pm.



# OUR PRESENCE



## **AFT University**

GF-18, Ground Floor, Shyam Plaza,  
Pandri, Raipur, Chhattisgarh, India



## **Marwah Studios**

Complex-I  
Film City, Noida



## **Marwah Studios**

Complex-III  
Sector 5, Noida



## **Asian Education Group**

Marwah Studios  
Complex-II  
Sector 125, Noida





***Oxford Business Collage***  
*Oxford, United Kingdom*



***University of Southern California***  
*Los Angeles, USA*



***Deakin University***  
*Victoria, Australia*



***Lee Strasberg Theatre And Film Institute***  
*New York, USA*



***Budapest Film Academy***  
*Budapest, Hungary*



**UNIVERSITY OF CAPE TOWN**  
IYUNIVESITHI YASEKAPA • UNIVERSITEIT VAN KAAPSTAD

***University of Capetown***  
*Capetown, South Africa*



# INTERNATIONAL COLLABORATIONS

## Contact Information



Vill. Manth, Kharora, District – Raipur,  
Chhattisgarh- 493225



18001026066



[enquiry@aft.edu.in](mailto:enquiry@aft.edu.in)

### **UNIVERSITY CAMPUS**

#### **AAFT University**

Village-Maanth, Kharora, District-Raipur,  
Chhattisgarh, India

### **INFORMATION CENTRE**

#### **AAFT University**

GF-18, Ground Floor, Shyam Plaza,  
Pandri, Raipur, Chhattisgarh, India