



# ALLIANCE UNIVERSITY

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

**Alliance School of Business**

# MBA

**EXPERIENCE THE DIFFERENCE**







**INFRASTRUCTURE THAT INSPIRES YOU TO EXCEL**



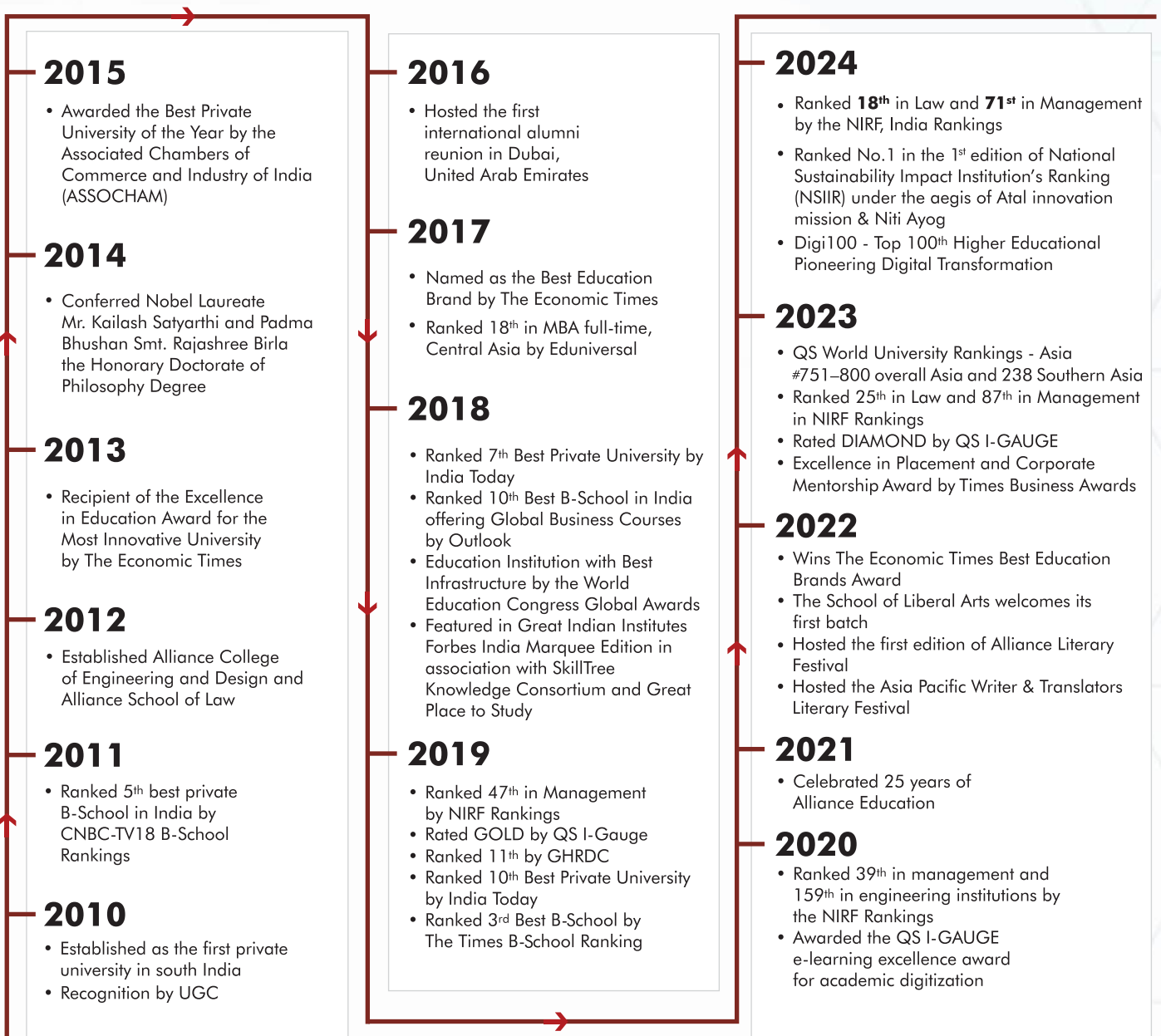
# ALLIANCE UNIVERSITY

Alliance University is a Private University established in Karnataka State by Act No. 34 of year 2010 and is recognized by the University Grants Commission (UGC), New Delhi.

Alliance reimagines the idea of the University by creating a community that leads the charge against the complex challenges of the 21<sup>st</sup> century. The University conceives research to be the essence of all teaching and learning practices. A unity between research and teaching is promoted to extend the frontiers of knowledge in order to solve real-world problems at the local, national, and global scale. For this purpose, the University seeks to be the nerve center 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.

A designed convergence of the business, engineering, law, liberal arts, media studies, design, science, economics, public policy and performing arts units precipitates transdisciplinarity as the core academic philosophy of the University. It nurtures a dynamic foundation for the spirit of collaboration, inquiry, and enterprise by freely working across divergent streams of knowledge like psychology and data science, technology and law, physics and philosophy or businesses and rhetoric.



## THE KEY MILESTONES

# MESSAGE FROM THE DEAN



## **Dr. Ray Titus**

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

Welcome to the Alliance School of Business! A convergence of innovation and excellence. As the Dean of this prestigious institution, I applaud your choice to embark on a journey of knowledge and transformation. Education, the beacon of boundless potential, is our shared pursuit. Our promise is to nurture an empowering environment, fostering holistic growth for triumph in the dynamic business realm.

Guided by an advanced curriculum, eminent faculty and impeccable infrastructure, we empower you to thrive amidst perpetual change.

As you navigate through your academic pursuits within these walls, I implore you to seize every opportunity that comes your way. Challenge conventions, dare to dream, and let your accomplishments become a living testament to the transformative power of education and unwavering determination.

Together, let us strengthen this tightly knit community where diverse cultures, perspectives, and intellectual pursuits converge seamlessly to facilitate the free exchange of thoughts. Here, the tenets of scientific reasoning, critical thinking, social responsibility, and global impact coalesce harmoniously.

With open arms, we welcome you to Alliance School of Business, where the pursuit of excellence seamlessly intertwines with a world of opportunities.



# WHY ALLIANCE SCHOOL OF BUSINESS?



Rigorous and cross-disciplinary curriculum.



World-class faculty with global experiences.



Incubation center of entrepreneurship, innovation and research.



International exchange programmes with renowned B-Schools across the world.



Internships and placements with top-notch organisations including Fortune 500 companies.

## EMPOWERMENT THROUGH INDIVIDUALITY

An environment which celebrates diversity and an innovative pedagogical approach that honors unique abilities, sustains the culture of innovation and autonomy at Alliance School of Business. We empower individuals to face challenges, stimulate creativity, and unlock potential with unique perspectives.

## GLOBAL INSIGHT, NATIVE EXPERTISE

Fostering global collaboration and diverse perspectives, our education instills students with the insights to navigate international business complexities with practical understanding of local nuances, equipping them to lead effectively in any global context as skilled global players and influential leaders with a deep appreciation for regional intricacies.

## COMMUNITY, COLLABORATION AND GROWTH

A closely-knit community of diverse peers, distinguished faculty, and industry experts, serves as an ecosystem that ignites innovative thinking and fosters synergistic collaboration. From diverse interactions and purposeful discussions to illuminating debates, we carve pathways for profound intellectual exploration. Here, we sculpt individuals into influential thought leaders, poised to drive meaningful advancements in the dynamic business landscape.

## TOP TIER RECOGNITION



Ministry of Education  
Government of India



RANKED  
**71<sup>st</sup>**  
IN MANAGEMENT



RANKED  
**3<sup>rd</sup>**

Among the Top 20  
South B-Schools

RANKED  
**3<sup>rd</sup>**

Among the Top 40  
Private Universities

RANKED  
**7<sup>th</sup>**

Among the Top 50  
B-Schools Placements

RANKED  
**11<sup>th</sup>**

Among the Top 100  
B-Schools



# STELLAR CAST OF FACULTY



**Dr. Vic  
Benuyenah**

Ph.D. in Organizational  
Psychology  
University of London, UK



**Dr. Chitranshu  
Khandelwal**

Ph.D. in Operations and  
Supply Chain Management  
IIT Roorkee, Uttarakhand



**Dr. Raj  
Dash**

Ph.D. in Marketing  
Indian Institute of Management  
Bangalore



**Dr. Rajeev  
Airani**

Ph.D. in Marketing  
Old Dominion University  
USA



**Dr. Prof. Haydn  
Powell**

Fellow - University of  
Cambridge, UK, Materials  
Management & Logistics



**Dr. Sally  
Rumbles**

Doctor of Business  
Administration in Human  
Resource Management  
University of Portsmouth, UK



**Dr. Pratima  
Verma**

Post Doc in Business  
Ethics, Stockholm  
University, Sweden



**Dr. Ajeet  
Sharma**

Ph.D. in Management  
Guru Gobind Singh  
Indraprastha University  
Delhi



**Dr. Vivekanand**

Ph.D. in Management  
IIT Bombay, Maharashtra



**Dr. George  
Easaw**

Ph.D. in Management  
IIT Bombay, Maharashtra



**Dr. Jaya  
Ganesan**

Ph.D. in Management  
Multimedia University  
Malaysia



**Dr. Anupam  
Tyagi**

Ph.D. in Economics  
University of Utah  
USA



# PEDAGOGY FOR THE 21<sup>st</sup> CENTURY

In the true spirit of academic freedom central to the idea of Alliance, faculty can creatively mould the curriculum, evaluation, and mode of delivery while throwing the most impactful field visits in the mix. Hence, taking a course is like traveling to a new country and experiencing a complete world. All this pedagogical innovation has only one goal which is to inculcate the ability to think independently. Like Jacques Rancière's ignorant schoolmaster, the most erudite faculty here are willing to start from a blank slate to lead their students to their independent paths of learning, ideation, and creation. Every day at Alliance University is thus an experiment in teaching meant to put the most radical theories of pedagogy to the test. Augmented by cutting-edge technology and a rigorous student feedback system, Alliance puts into practice a truly cybernetic vision of academia unafraid of the complexities of the brave new world.



Interactive lectures



Case study analysis



Classroom projects and exercises



Class simulations and games



Group presentations



Analysis of contemporary articles from refereed journals



Field projects and company visits



Expert and guest lectures



Activity labs





# MASTER OF BUSINESS ADMINISTRATION

With a rich legacy of cultivating exceptional leaders who hold pivotal positions in leading organizations, the flagship MBA programme at Alliance School of Business stands as a vanguard in crafting a curriculum that intricately intertwines corporate and societal significance. Balancing theoretical management concepts, hands-on experiences, corporate mentorships, and comprehensive placement training, the programme empowers the forthcoming generation of thought leaders.

## 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 faculties.
- 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 in Fortune 500 companies.

## CURRICULUM

A futuristic new-age curriculum defined by the robust combination of industry and technology-centric academia that shapes a definitive path with a unique range of electives.

## SPECIALISATIONS

- Business Analytics
- Marketing
- Finance
- Human Resource Management
- Operations Management
- International Business

## HORIZONTAL DISCIPLINES

- Decision Science
- Technology Management
- Business Ecosystem
- Leadership Acumen
- Vertical Readiness

## LEARNING PEDAGOGY

**Case-Based Learning:** Real-world business scenarios are critically examined to enhance decision-making competencies by integrating theoretical and practical knowledge.

**Project-Based Learning:** Complex business challenges are addressed through sustained project engagement, facilitating comprehensive exploration and solution formulation.

**Problem-Based Learning:** Open-ended business problems are resolved, fostering active engagement with real-world issues through systematic research and analytical inquiry.

**Research-Based Learning:** Rigorous research is undertaken on specific business topics, advancing the field while refining scholarly investigative skills.

## CHOICE-BASED ELECTIVES

### Entrepreneurship

- Business Model Generation
- Entrepreneurial Finance
- Entrepreneurial Competencies Development

### Retail Management and E-Commerce

- E-Commerce Management
- Omni-Channel Retail & Mall Management
- Retail Analytics

### Media and Communication

- Media Planning and Buying
- Measurement, Metrics, and Audience Research
- TV Production, Business and Film Studies

### Workplace Gamification

- Gamification Mindset
- Gamification as Learning Systems
- Game Design for Effective Gamification

### Wealthtech

- Algorithmic and High Frequency Trading
- Wealth Management and Crowd Funding
- Start-up Financing

### Fintech

- Fintech Fundamentals
- Digital Finance, Banking, and Insurance
- Blockchain Technologies in Finance

### Business Consulting

- Business Problem Framing
- Solutioning Frameworks & Applications
- Advanced Presentations & Storytelling

### Digital Business

- AI Applications in Business
- Blockchain Technologies and Cryptocurrencies
- Python programming for Business Managers

### Digital Product Management

- Hypothesis-driven Development
- Agile Product Management
- User Interface and User Experience (UI and UX)

## ELIGIBILITY

Applicants must possess a bachelor's degree with a minimum of 50% (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).



“

Dedication, determination, and dreaming big. These are the life lessons I learned at Alliance University. I am grateful to the University for realizing and nurturing my potential and equipping me with lifelong skills for success. There were challenges and times when I had to push myself beyond my limits, but with the support of the incredible faculty and my peers, I was able to land an incredible placement offer, drastically changing my career trajectory—a testament to how Alliance Education can take you to unimaginable heights.

”

### SRUTHI S. NAIR

Kaseya, Batch of 2021-2023



# MASTER OF BUSINESS ADMINISTRATION

## DIGITAL TRANSFORMATION

The programme will build your capacity to develop winning technological strategies and drive digital transformation, and tech-based innovation. You will build your foundation in cutting-edge technologies and analytical tools like Cloud Computing, Internet of Things (IoT), Artificial Intelligence, Augmented Reality / Virtual Reality and Big Data Analytics in Digital Innovation.

### KEY HIGHLIGHTS

- MBA degree from Alliance University with five industry certifications from ABB, AMS, Google, Siemens, and PTC.
- Power packed classes delivered by top faculty from Alliance University and senior executives from AMS.
- Extensive laboratory sessions to introduce and train students in Internet of Things Lab, Robots and Augmented Reality / Virtual Reality equipment with PTC, Hyrel 3D, IoT Kit.
- 55+ case studies with one internship and one capstone project with collaborating companies.
- Internship and placement facilitation with collaborating companies and top MNCs.

### ELIGIBILITY

Applicants must possess a bachelor's degree with a minimum of 50% (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).



**TWO YEARS FULL-TIME PROGRAMME**

# TOOLS AND TECHNOLOGIES YOU WILL GET YOUR HANDS ON

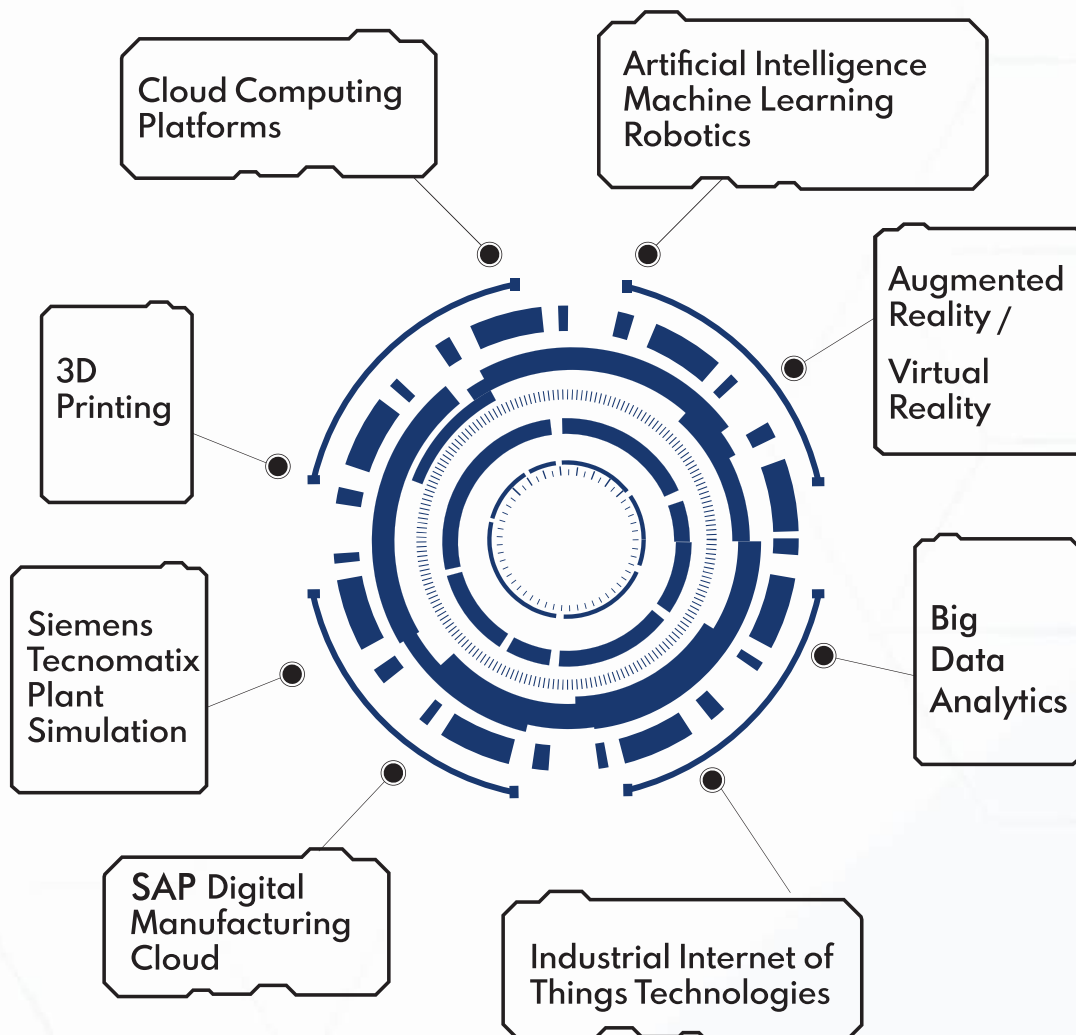


ABB Robotics, Siemens, Systema (SAP), Adroitec Engineering Solutions (PTC Gold Partner) under the aegis of Advance Mechanical Services Pvt. Ltd.

**OFFERED IN COLLABORATION WITH PIONEERING TECH COMPANIES**



# GLOBAL PARTNERSHIPS

## GLOBAL OUTLOOK

Through a rich tapestry of articulation agreements with globally renowned and reputed universities and institutions, Alliance University propels students towards International excellence, nurturing their transformation into astute global citizens. Our spectrum of international programmes not only unlocks avenues for global exposure but also crafts a crucible for refining cross-cultural perspectives, fostering academic prowess, and nurturing personal evolution.

**Semester Exchange Programme**  
**Internship Programme**  
**Pathway Programme**  
**Dual-Degree Programme**

At the heart of this endeavour is the Office of International Affairs, dedicated to equipping our students with an education that empowers them to excel in a globalized world.



**80+ INTERNATIONAL LINKAGES ACROSS THE GLOBE**



**FEDE** **KEDGE FONDATION** **INSEEC** **TELECOM SudParis** **tbs**  
 Federation for Education in Europe | Paris • Bordeaux • Lyon • Monaco • London | Telecom Business School

**Hochschule für Wirtschaft und Recht Berlin** **HNW**  
 Berlin School of Economics and Law | Hochschule Heu-Like University of Applied Sciences

**HEBEU**  
 HEBEI UNIVERSITY OF ECONOMY AND BUSINESS

**NUA**  
 NINGBO UNIVERSITY

**Lingnan University**  
 嶺南大學 | Hong Kong

**WESTERN SYDNEY UNIVERSITY**

**UNIVERSIDAD DE Belgrano**  
 BUENOS AIRES - ARGENTINA

**جامعة عجمان**  
**AJMAN UNIVERSITY**

\*and many more...





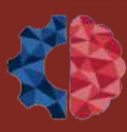
# CENTER FOR INCUBATION AND INNOVATION

## AU-TECHNOLOGY BUSINESS INCUBATOR

Leveraging cutting-edge additive manufacturing technologies, robotics, and AI/ML applications to serve as a comprehensive "One Stop Solution – Startup Incubator."

## AU-INSTITUTION INNOVATION COUNCIL

Established with membership in the 'MHRD's Innovation Cell (MIC)' to systematically create a local innovation ecosystem, promote Startups, scout ideas and pre-incubation support and develop cognitive skills for technology education.



MoE's  
INNOVATION CELL  
(GOVERNMENT OF INDIA)



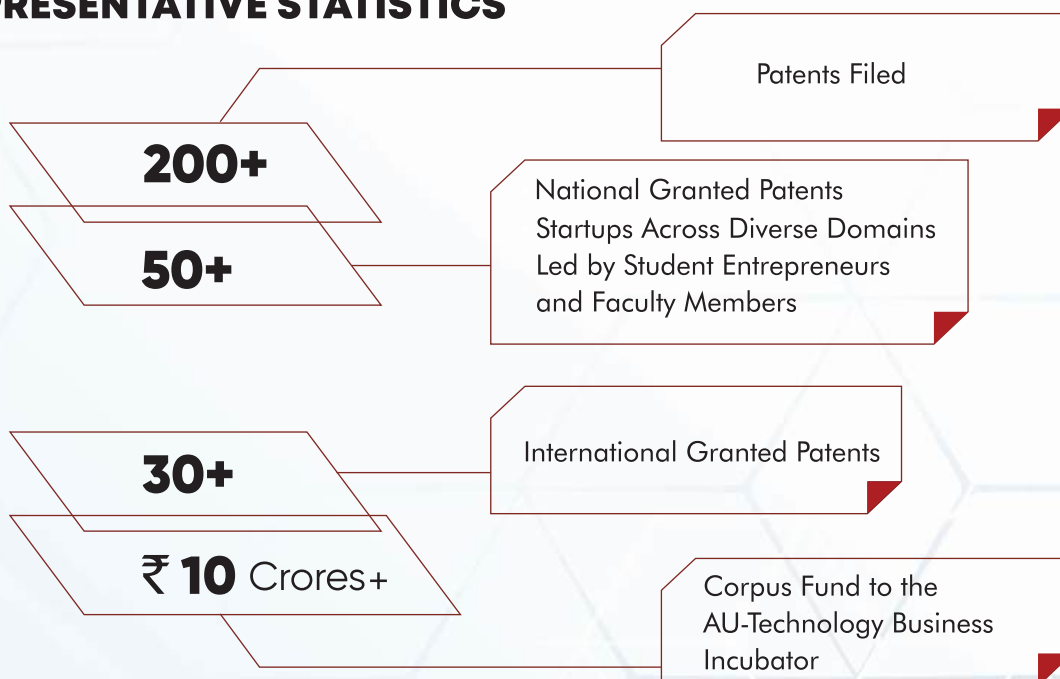
## AU-INTELLECTUAL PROPERTY RIGHTS CELL

Facilitating protection of the intellectual assets created by its faculty, staff and students.

## AU-STARTUPS

Incentivizing students to start their own micro, small and medium enterprises (MSMEs) by providing a comprehensive support system including incubation, access to finance and industry linkages.

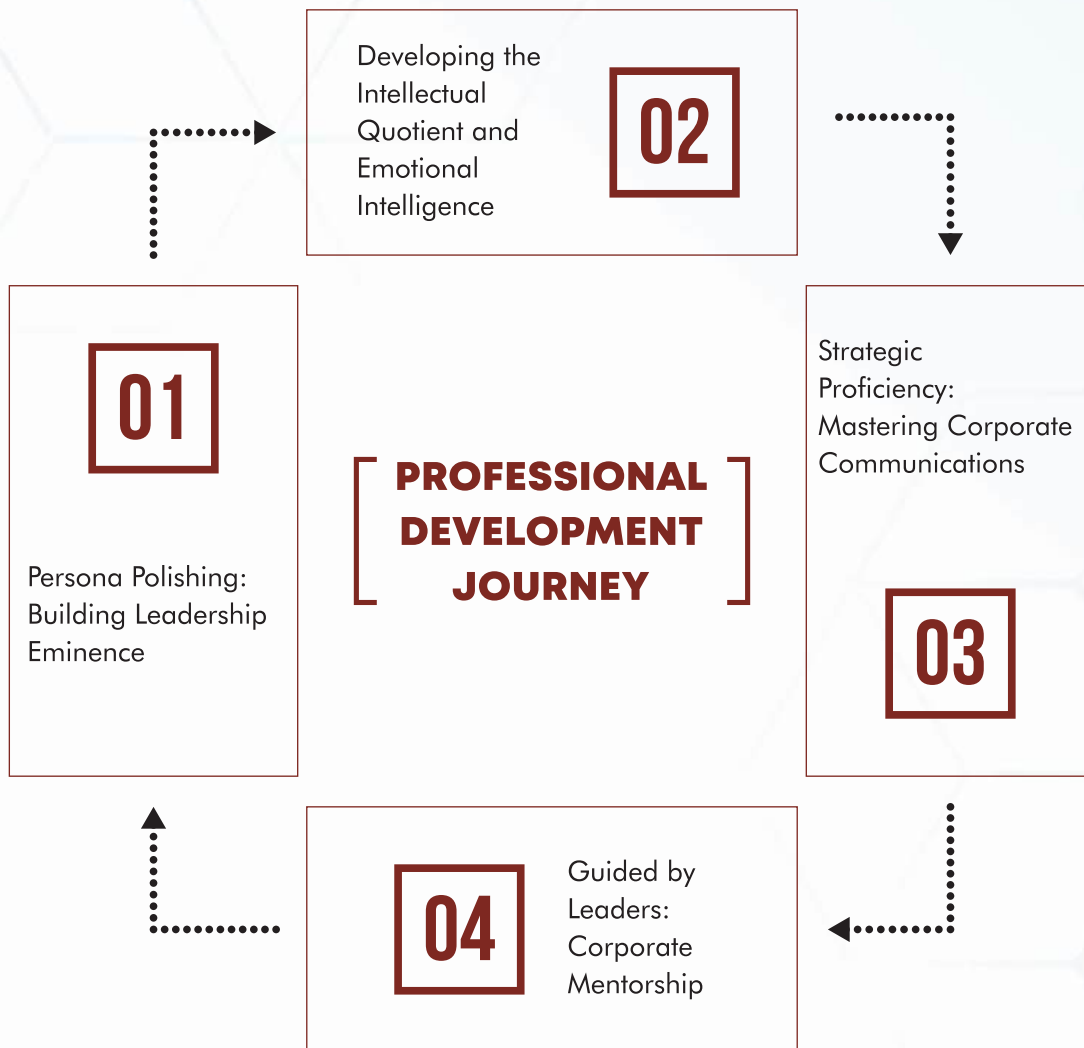
## REPRESENTATIVE STATISTICS



## FOSTERING INNOVATION, COLLABORATION AND ENTREPRENEURSHIP

# CAREER ADVANCEMENT AND NETWORKING

At the Office of Career Advancement and Networking, the students' aspirations take the center stage where they are not only prepared for a job, but for a fulfilling and impactful career journey. The commitment revolves around empowering students to become not just a professional, but a beacon of positive change in their chosen field.



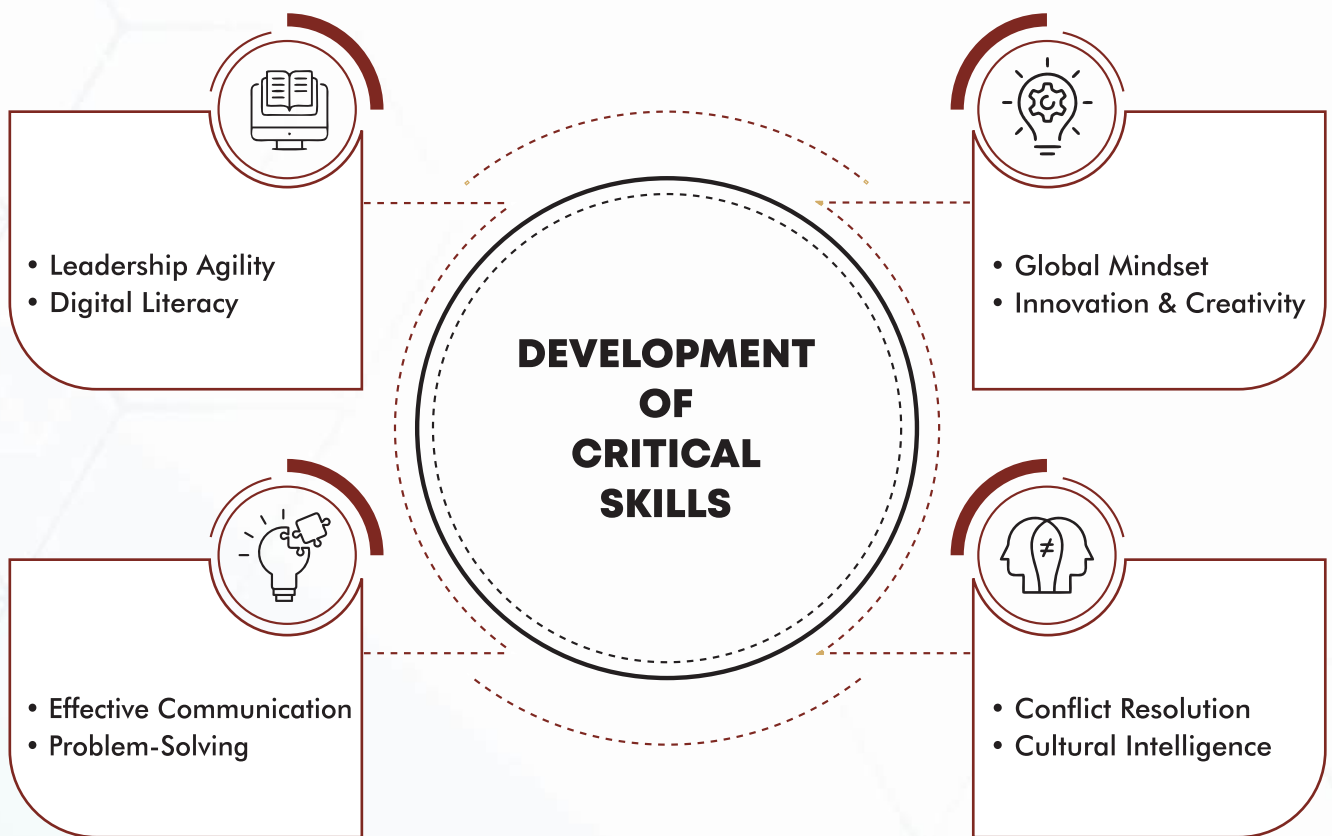
## TOP RECRUITERS


many more...



# CORPORATE MENTORSHIP PROGRAM

At Alliance University, we recognize that every student is a potential, waiting to be ignited, and mentorship is the spark that sets their journey ablaze. Our Corporate mentorship program is the tapestry where stories of growth and empowerment are woven, where students discover their untapped potential. The program is designed to empower students with a unique set of skills, carefully selected based on industry trends and employer demands.



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 organizations.

**DRIVEN BY 250+ TOP CORPORATE LEADERS**

## INSIGHTS BY CORPORATE MENTORS



“ Efforts were directed toward aligning academic frameworks with real-world business demands, ensuring MBA students gained relevant skills for strategic decision-making. The focus was on developing leadership capabilities and goal-setting techniques essential for navigating the corporate landscape. Future outcomes will reveal how effectively these skills address practical business challenges. ”

### **ARVIND MONY**

Senior Vice President, Yes Bank



“ Sessions with MBA students were designed to bridge classroom theories with practical business applications. The emphasis was on applying academic knowledge to real-world scenarios, fostering active engagement and practical skill refinement. The true measure of impact will emerge as students face and solve industry-specific challenges. ”

### **ABHISHEK SINGH**

Co-founder and CEO, SecureDApp



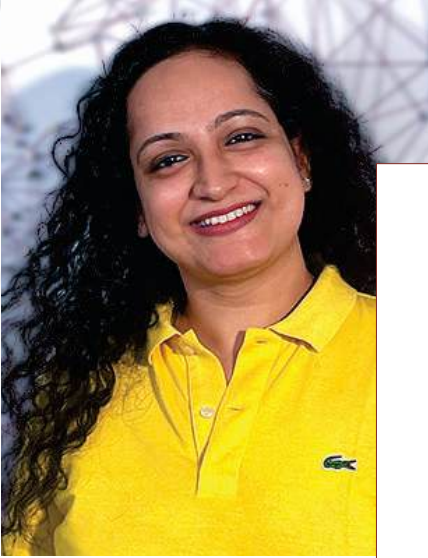
“ By focusing on translating academic insights into real-world applications, the mentoring process for MBA students aimed to enhance their problem-solving and strategic thinking abilities. This approach sought to equip students with practical tools for navigating complex business scenarios. Future evaluation will determine the impact of these skills on their ability to tackle real-world challenges effectively. ”

### **VIJAY BANG**

Vice President, Wienerberger India



## ALLIANCE INFLUENCE



Monalisha Thakur, CMO & Co-Founder of Tummoc, has created a profound impact in urban mobility. Her innovative solutions, exemplified by the successful launch of BMTC tickets and mobile passes, have not only transformed the industry but also significantly enhanced societal connectivity and accessibility. Tummoc's recognition as a Mobility startup in YourStory Media underscores the tangible impact of her leadership and innovative solutions, aligning seamlessly with Alliance's commitment to producing leaders who drive positive change in both industry and society.

### **MONALISHA THAKUR**

FOUNDER & CMO - TUMMOC CO, CLASS OF 2011

Kartikay Mehta, National Sales Director at Unibic Foods, has been instrumental in achieving a remarkable 35% CAGR over the past 8+ years, driving the brand's global expansion. His expertise in crafting effective sales strategies and fostering business development has contributed to Unibic surpassing milestones and aiming for a future-ready multi-million dollar business. Kartikay's impactful leadership is shaping Unibic's trajectory in the competitive biscuit market, with a collective vision for remarkable 10x growth in the years ahead.

### **KARTIKAY MEHTA**

DIRECTOR - SALES AT UNIBIC, CLASS OF 2001

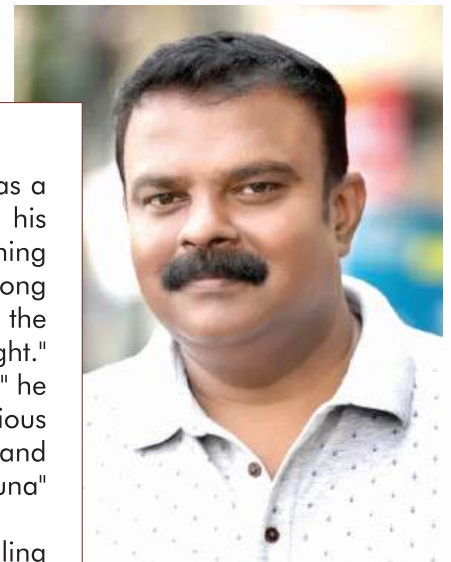




Amith S. Kumar, an esteemed alumnus, is making a remarkable impact in the realm of road safety through the innovative application of artificial intelligence. His featured article, 'Putting the Brakes on Accidents,' shines a spotlight on Netradyne, an AI-driven company committed to mitigating road crashes. Netradyne's cutting-edge AI systems vigilantly monitor both driver behavior and road conditions, issuing timely warnings to proactively prevent accidents. Amith's story exemplifies the practical application of knowledge serving as a powerful reminder of how alumni, like him, can leverage their expertise to make a lasting and positive impact on society.

**AMITH S. KUMAR**

SR. DIRECTOR - NETRADYNE, CLASS OF 2005



P.C. Shekhar, an esteemed graduate from the Class of 2004, stands as a luminary in the cinematic realm, making a profound impact through his directorial endeavors. Recently he unveiled the trailer for his upcoming film, Love Birds. Shekhar's cinematic journey commenced with a strong debut, "Kadhale en Kadhale," which garnered acclaim by winning the coveted award for "Best Movie Portraying Women in a Positive Light." Transitioning to the Kannada film industry with the debut of "Naayaka," he further solidified his presence. His directorial repertoire spans various genres, from the engaging comic dramas of "Romeo" (2012) and "ChaddiDhosth" (2013) to the gripping thrillers exemplified by "Arjuna" (2015).

In comic drama, "Style King" (2016) showcased P.C. Shekhar's storytelling finesse, while "Raaga" (2017) depicted a poignant love story between two visually impaired individuals.

**P. C. SHEKHAR**

SCREENPLAY, WRITER, AND DIRECTOR, CLASS OF 2004

**32,000+** ALUMNI SPREAD ACROSS THE GLOBE



# STUDENT LIFE



## STUDENT-DRIVEN CLUBS

Aerobics  
Adventure Club  
Astronomy Club  
Athletics  
Badminton  
Basketball  
Carron  
Chess Club  
Coding Club  
Cricket  
Cycling  
Dance Club  
Dazzle-The Fashion Club  
Debate Club  
Eecsit

Electoral Club  
Environmental Club  
Finishing School  
Football  
Girl-up Club  
Gym  
HR Club  
Heritage, Art, & Cultural Club  
Innovation & Design Club  
Journalism Club  
Kabaddi  
Kho-kho  
Leadership Club  
Marketrix  
Martial Arts Club

Maths Club  
Model United Nations Society  
National Service Scheme  
Painting Club  
Photography  
Prometheus (Finance Club)  
Rotaract Club  
Start-up Club  
Table Tennis  
The Film Club  
The Literary Club  
Throw Ball  
Travel Club  
Volleyball  
Yoga & Zumba





The Department of Student Support Services (DOSSS) 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.





# PROGRAMMES OFFERED



## ALLIANCE SCHOOL OF BUSINESS

**BBA (Hons.)** – Finance and Accounting | HRM | International Business Management | Information System & Operations Management | Marketing

**B. Com. (Hons.)** – Accounting & Taxation | Finance & Accounting | International Business Management | Marketing

**MBA** – Digital Transformation | Business Analytics | Marketing | HRM | Finance | Operations Management | International Business

**Executive PGDM** – General Management

**Ph. D. in Management** – Finance | Marketing | Operations Management | Organizational Behaviour & HRM



## ALLIANCE COLLEGE OF ENGINEERING & DESIGN

**B. Tech. in Aerospace Engineering** – Avionics | Drone Technology | Propulsion Systems

**B. Tech. in Artificial Intelligence & Data Science**

**B. Tech. in Artificial Intelligence & Machine Learning**

**B. Tech. in Civil Engineering** – Smart Cities | Environment & Sustainability | Construction Technology & Management

**B. Tech. in Computer Science & Engineering** – Block Chain Technologies (IBM) | Cloud Computing (IBM) | Cyber Security (IBM - Palo Alto) | DevOps (IBM) | Full Stack Development (IBM) | IoT (IBM)

**B. Tech. in Computer Science & Engineering** – AI & Future Technologies (Kalvium)

**B. Tech. in Computer Science & Engineering** – Software Product Engineering (Kalvium)

**B. Tech. in Electrical & Electronics Engineering** – Renewable Energy | Electric & Autonomous Vehicles

**B. Tech. in Electronics & Communication Engineering** – Embedded Systems & IoT (IBM) |

Semiconductor Technology | 5G / 6G Communication | Quantum Technologies | Full Stack Development (IBM)

**B. Tech. in Information Technology** – Augmented Reality & Virtual Reality with (UNITY) | Data Analytics (IBM)

**B. Tech. in Mechanical Engineering** – Smart Manufacturing Technologies | Robotics & Automation

**BCA (Hons.)** – Data Science | AI/ML | Game Development

**MCA** – Generative AI | General MCA | Game Development | Data Science

**M. Tech. in AI & Data Science | Computer Science & Engineering | VLSI & Embedded Systems**

**Ph. D. in Computer Science & Engineering** – AI / ML | Data Science | Cyber Security | Cloud Computing | AIoT

**Ph. D. in Engineering & Technology** – Aerospace Engineering | Civil Engineering | Computer Science & Engineering | Electrical & Electronics Engineering | Electronics & Communication Engineering | Mechanical Engineering



## ALLIANCE SCHOOL OF LAW

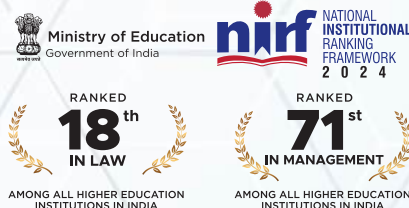
**B.A. LL. B. (Hons.) / B.B.A. LL. B. (Hons.)** – Intellectual Property Rights Law | Business Law | International Law | Constitutional Law | Criminal Law

**Bachelor of Law (LL. B.)**

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

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

# AWARDS, ACCOLADES & ACCREDITATIONS



## ALLIANCE SCHOOL OF DESIGN & CREATIVE ARTS

**Bachelor of Design** (B. Des.) – Interaction Design | Communication Design | Fashion Design | Interior Design | Animation Film Design | Product Design  
**Ph. D.** in **Transdisciplinary Design**

## ALLIANCE SCHOOL OF ECONOMICS

**B. Sc. (Hons.) in Economics**  
**Ph. D.** in **Economics** – Applied Econometrics | Applied Microeconomic Theory | International Economics | Labour Economics | Macroeconomics

## ALLIANCE SCHOOL OF FILM & MEDIA STUDIES

**B. Sc. (Hons.) – Film & Television Production**

## ALLIANCE ASCENT COLLEGE

**BBA (Hons.)** – Marketing | Finance | International Business | HRM | Information System & Operations Management | E-Commerce & Digital Marketing  
**B. Com. (Hons.)** – Accounting & Taxation | Marketing | Finance | International Business | HRM | Data Analytics  
**MBA** – Marketing | Finance | HRM | Information System & Operations Management  
**M. Com.** – Financial Management | Banking, Insurance & Financial Services | Accounting & Taxation

## ALLIANCE SCHOOL OF LIBERAL ARTS & HUMANITIES

**B.A. (Hons.)** – Economics | English | Literary & Cultural Studies | Media Studies | Philosophy | Political Science | Sociology  
**B. Sc. (Hons.)** – Applied Mathematics | Computer Science | Data Science | Psychology | Statistics  
**Bachelor of Fine Arts** – Painting & Sculpture  
**Bachelor of Visual Arts**  
**M.A.** in **English** (Creative Writing)  
**Ph. D.** in **Liberal Arts**

## ALLIANCE SCHOOL OF PERFORMING, VISUAL & CREATIVE ARTS

**Master of Performing Arts (MPA)**  
**Diploma in Performing Arts (DPA)**

## ALLIANCE SCHOOL OF SCIENCES

**B. Sc. (Hons.)** – Applied Mathematics | Chemistry | Physics  
**M. Sc.** in **Data Science**  
**Ph. D.** in **Applied Mathematics | Sciences**

## CENTRE OF EXCELLENCE IN PUBLIC POLICY, SUSTAINABILITY & ESG RESEARCH

**Ph. D.** in **Public Policy**





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Recognized by the University Grants Commission (UGC), New Delhi*

Scan to Apply



[apply.alliance.edu.in](https://apply.alliance.edu.in)

Chandapura - Anekal Main Road, Bengaluru – 562 106, Karnataka, India

Phone: +91 98860 02500 | 99002 29974 | Email: [mba@alliance.edu.in](mailto:mba@alliance.edu.in) | [www.alliance.edu.in](http://www.alliance.edu.in)

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