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THE EXPRESSION

A Monthly Newsletter

ABES
Business School
(College Code - 1193)

Volume 1
Issue 2
June-2022

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We take pride in achieving our target of being a preferred institution among the students for their career path, thereby fulfilling our commitments of contributing in the welfare of country by preparing endowed and eminent young minds in the field of Management.

Our vision is to make ABES Business School a centre of excellence in learning, innovations, technology, sciences, and management. Our students are groomed in a holistic manner. Thus, they become competent for the industry and think beyond academics. Here, we focus on learning rather than conventional scoring mode.

We are committed to further evolve the institution as a place to nurture the talent of the technocrats and managers. Hence, this institution strives to develop excitement among the students towards the various management careers.

It would have been impossible to successfully survive for such a long period and achieve these many milestones without the support of a well versed, highly qualified, experienced and dedicated faculty and staff. All these years have witnessed the success story of our institution in the form of various achievements by our students. We have not only achieved our dream but also, we have made a place in the heart of society as one of the prestigious institutions of our country. For me, it is like a dream come true and I promise that we will continue the same legacy for many more years.



ABES Business School encourages students to critically evaluate how the world is changing, and to think about how businesses might respond. It is a chance to think outside the usual boxes of finance, or strategy, or accounting, and think more deeply about global change, and the business opportunities inherent in that uncertainty. We are entirely devoted to excellence in real-life executive development and as you prepare yourself for the next phase of your career, competition and markets do not guarantee progress. They are conduits for business advance.

For business to drive progress, it is not enough to figure out how to address customer demands, excel in operations or comply with regulatory standards. Rather, business needs to know why it does what it does and at which value and costs to whom?

This calls for the broadest appreciation of issues at stake and for leadership based on functional competence, self-awareness and moral judgment. Our is designed with these requirements in mind. They inform our choices of program content, teaching method, skill development and research agendas. We cater to select group of experienced, mature and globally minded participants and we offer real-life, complete industry integrated education with strong conceptual knowledge recognized for its direct applicability and impact. I am sure it will be an amazing place to learn, share, and connect with change-makers that are passionate about how business can reshape our efforts to make the world a better place.

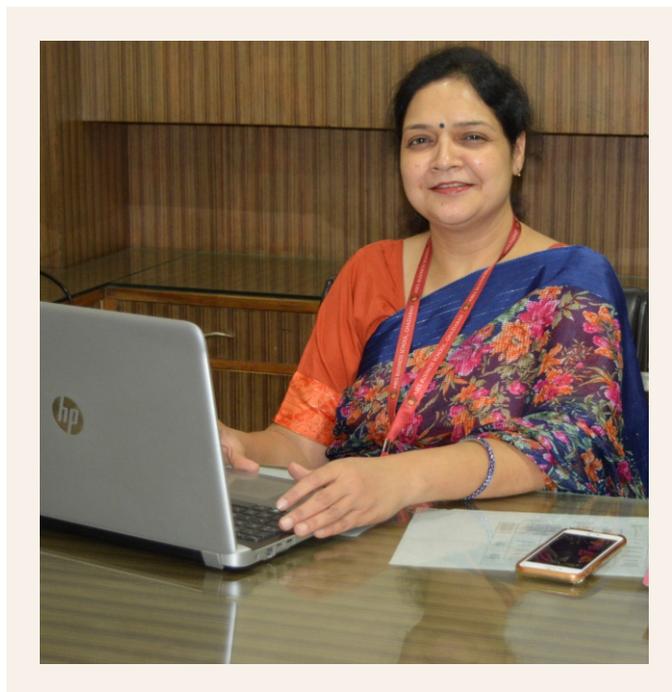


Entrepreneurs, the world over are playing a significant role in addressing the various problems of the society especially with respect to pollution, healthcare, education, wellbeing, etc. They are providing sustainable solutions to the problems by being creative, and innovative.

India is said to have the third largest start-up ecosystem in the world with an annual growth rate of 12-15%. The reasons for this phenomenal growth have been the presence and intent of large young talent pool to become entrepreneurs and the confidence investors have shown in Indian start-ups. As a result, the Indian government recognized the need to foster innovation and entrepreneurial mindset through setting up incubation centres in colleges and institutions. This further propelled the entrepreneurial climate in the country with the creative ideas of young minds getting appropriate financial and moral support from the incubation centres resulting in setting up of fully operational start-ups.

We take pride in informing that our college has one of the best incubation centres among the 31 incubation centres in Uttar Pradesh which has facilitated the transformation of business ideas into start-ups. Our college also has Institution Innovation Council (IIC) as per the initiative of MHRD for selected Higher Education Institutes to systematically foster the culture of innovation amongst our students. I would congratulate the editorial team of the Expression – a Monthly Newsletter of ABESBS for dedicating an issue of the newsletter to the theme, “Entrepreneurship” which is of pertinent significance to the growth and development of the nation.

Happy reading!



Lately, India has become a land of unicorns, especially in the space of edtech startups with 'PhysicsWallah' becoming the 101st unicorn. Today, the world is looking at India for innovative disruptions in the entrepreneurial ecosystem which has resulted in the development of new systems and processes. The whole entrepreneurial landscape has transformed giving rise to myriad employment opportunities and significantly contributing to the economic development of the country. According to a GOI report, Indian start-ups have attracted substantial amount of funding both from within and outside India. From Mark Zuckerberg to Ratan Tata, there are many business tycoons who are supporting and funding the new age technology driven start-ups which are bringing about a change in the society. The supportive policies provided by the Government have resulted in an increase in the number of women entrepreneurs also. Corporates like Goldman Sachs and Microsoft have also come forward in giving a push to this revolution by providing training and incentives to motivate more and more women to join the entrepreneurial bandwagon and contribute to the progress of the country. This second issue of our newsletter 'The Expression' focusses on entrepreneurship. It includes some interesting facts about various entrepreneurs and at the same time, discusses the issues and challenges faced by them.

Hope you will enjoy reading it.



Dear All,

Greetings for the Day!

We often hear that so and so is an entrepreneur who has started his or her own business. It is also the case that when we hear the term entrepreneur, we tend to associate it with a person who has or is starting their own ventures or in other words, striking it on their own. This is indeed the case as the formal definition of Entrepreneurship is that it is the process of starting a business or an organization for profit or for social needs. We have used the phrase for profit or for social needs to delineate and separate the commercial entrepreneurship from social and charitable entrepreneurship.

An entrepreneur is someone who develops a business model, acquires the necessary physical and human capital to start a new venture, and operationalizes it and is responsible for its success or failure. In other words, the entrepreneur is the risk taker and an innovator in addition to being a creator of new enterprises whereas the professional manager is simply the executor.

Based on the research conducted over a period of three years and by interviewing more than 150 entrepreneurs, noted author and management expert, Bill Murphy came out with a book about entrepreneurship called "The Intelligent Entrepreneur" which was published by Harvard Business School - lists five principles that should serve as markers for both aspiring as well as existing entrepreneurs. Entrepreneurs must not be in a hurry to make profits from the word go and instead,

understand what entrepreneurship is all about. It is always better to find the right opportunity even if it takes time instead of chasing mirages. Invest in people and build successful teams. It is always not enough to have everything in place; execution and delivery are what matters. Entrepreneurs must be self-actualizing visionaries.

All of us are endowed with skills, abilities, and capabilities. However, the reason why some of us are so successful whereas others languish is mainly due to the way in which these traits are nurtured, encouraged, and enabled. For instance, we need to go to the right schools, have supportive families, and be mentored at all stages of our lives so that we do not make any missteps or commit blunders and mistakes that would prove detrimental to our progress. In other words, talent has to be nurtured if it has to flourish. In the same manner in which this happens in our individual lives, entrepreneurs too need enabling and empowering environments which not only ensure that their game changing ideas are translated into actionable pursuits but also ensure that these entrepreneurs have the necessary ecosystem in which they can thrive and prosper.

To start with, let us take the example of Bangalore, the Indian IT (Information Technology) hub, which is often referred to as the Silicon Valley of India. The reason why Bangalore became a hotspot for innovation and global corporations is that it offered a serene and salubrious environment (including the weather) in terms of readily available pool of talent, an unobtrusive government which unlike the Indian way of interfering in business did its best to keep out of the Indian IT industry and its growth, enabling laws and tax breaks that encouraged companies to reap the benefits, and most importantly, a thriving culture of innovation that was long the characteristic of the city before the IT industry made it its home. Indeed, all these factors ensured that Indian entrepreneurs such as the founders of now global brands like Infosys, Wipro, TCS, and other companies have an enabling and empowering entrepreneurial ecosystem which made them thrive and prosper.

Entrepreneurship can be viewed as recognizing change, pursuing opportunity, taking on risk and responsibility, innovating, making better use of resources, creating new value that is meaningful to customers, and doing it all over again and again. This edition is dedicated to "Entrepreneurship", where facts related to entrepreneur and entrepreneurship has been highlighted.

Hope you enjoy reading it..!!
Thank You.



VISION

To be a premier management institute for developing socially sensitive business leaders with ethical, creative and global mind set by delivering valuable knowledge.

MISSION

- To provide value based and application oriented management education
- To develop professional leadership and entrepreneurial skills towards building the nation.
- To forge mutual enriching partnership with industry for transformational learning.
- Promote a culture of academic excellence benchmarked against the institutions in our peer group.

PROGRAM EDUCATIONAL OBJECTIVES (PEOS)

1. To impart knowledge of concepts & technologies those are relevant to contemporary business management practices.
2. To develop and strengthen various professional skills such as team building, leadership, presentation and effective communication.
3. To enhance analytical skills necessary for effective decision making to solve complex managerial problems.
4. To develop critical thinking, useful to provide ethical, innovative and credible solutions.
5. To ensure the smooth transition from campus to corporate by developing industry ready professionals.

PROGRAM OUTCOMES (POS)

- PO1. Apply knowledge of management theories and practices to solve business problems.
Po2. Foster analytical and critical thinking abilities for data-based decision making.
PO3. Ability to develop value based leadership ability.
PO4. Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.
PO5. Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

VALUES

- Transparency
- Ethics
- Integrity

Entrepreneurship Opportunities in India

Dr. Pradeep Bhardwaj



Entrepreneurship Opportunities: An Indian Perspective

India is now becoming a hub for start-ups over the recent years due to high growth rates and other factors. Many entrepreneurs like to invest in information technology, finance, software, and other sectors to earn more money. The number is likely to increase in the future due to the availability of high manpower and government policies. A recent study says that India is growing at faster levels in the start-up ecosystem which contributes more to the country's economic growth. Start-ups offer several job opportunities for job seekers who want to start their careers with the best salaries.

Why Indian start-up ecosystem is booming:

1. Growing markets

The market is growing in India due to the IT revolution and technological development. It is one of the fastest-growing economies in the world because every niche product has the potential to sell in the markets. Not only that, the income and purchasing power of people is increasing steadily that made start-ups set up their facilities in India. Moreover, the youth population is becoming high and many of them are below 25 years old. As a result, they want to start a business or company with high ambitions. Some even work in leading multinational firms to gain work experience and learning other things which prompt them to become successful entrepreneurs.

2. Government support

Various state governments in India encourage new entrepreneurs to launch a company or business easily. They aim at building a strong ecosystem in Indian markets that is suitable for start-ups. Furthermore, start-ups offer different types of jobs majorly for engineering & management graduates, that will reduce the unemployment problem. Both central and state governments make great efforts to support the growth of start-ups in India which will boost the economy.

3. Industrial modernization

Technologies are growing rapidly every day that reduced the cost of building digital products and other things. As the number of internet users is increasing in India, people are well aware of everything with ease. Moreover, R&D facilities in India allow new entrepreneurs to start their companies in special economic zones to get more concessions. They even show ways to launch the operations with the latest innovations in a better environment.

4. Changing attitude towards start-ups

Most start-up owners in India are youths who have to put their ideas into practice and grab the opportunities in the markets. They also have strong intrinsic motivations, problem-solving skills, patience, and the desire to achieve goals in society. The founders of start-ups will plan everything properly and take smart movements for the benefit of a company. Apart from that, they know how to overcome risks and other problems after opening a company in India. The successful stories of new companies such as Paytm, Zomato, Ola cabs, Oyo, Big Basket, and Vedantu entirely changed the perception of entrepreneurship. Start-ups are earning more income these days due to proper planning, allocation of funds, etc.

Obstacles faced by Indian start-ups:

Although start-ups are increasing, they have to face some challenges initially when they want to plan their operations in India.

1. Attracting competent employees

Hiring competent employees may become a challenging job for many start-ups because some job seekers don't prefer them due to low salaries. Besides that, they can't compete with the compensation offered by the big companies in the markets. A majority of employees who work in start-ups will switch overs to reputed firms to earn more income. A second reason is many job seekers don't have sufficient skills when it comes to work and other things. The third reason is highly qualified employees will move abroad for jobs.

2. Financing

Financing is one of the most important problems faced by start-ups in India because it will take days and months to process an application. Banks need collateral documents when they want to offer loans for start-up owners. The chances of getting immediate funds are very low in India that will endanger the operations.

3. Marketing expertise

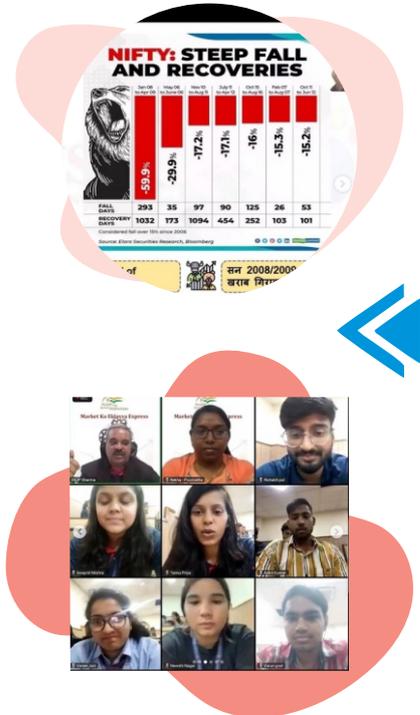
Lack of marketing expertise is one of the main issues faced by Indian start-ups due to cultural differences. They don't know how to target them geographically while promoting a product or service. This, in turn, results in losses and other problems that will affect the growth of a business.

4. Unable to compete with big players

Big companies have already entered the Indian markets to sell their products and service to customers. As a result, start-ups are not able to compete with them which result in survival problems.

Market ka Eklavya

2nd June 2022: ABES Business School in Collaboration with NSDL organized a webinar on "Market ka Eklavya - Basics on Investments and Money Management". It was a comprehensive and exhaustive session on basics of money management. The **Guest Speakers Mr. Dilip Kumar Sharma, AVP & Head Zonal Operations-(South), DHFL Pramerica Life and Ms. Neelam Atul Bhambere, Corporate Trainer and Content Writer** educated students and faculty members on inflation, share market and how we can buy shares using our DEMAT account. Most importantly, they apprised the students of the need to start investing early in life.



Adjusting to the "New" customer reality - Marketing in Post Covid World

7th June 2022: ABES Business School organized a Guest Lecture on "Adjusting to the "New" customer reality - Marketing in Post Covid World" for MBA 1st year students. Students understood new and innovative marketing tactics adopted by companies' post covid in which focus is on developing and maintaining relationship with the customers through different social media platforms such as Linked In, Instagram, Facebook and WhatsApp. Students also got an understanding of as to how companies have migrated from offline to blended (both offline and online) mode of operations such as B2B, B2C etc. resulting in enhancement of digital marketing tools. **Guest Speaker- Mr. Abhishek Tandon, Manager Global Marketing & Communication, Pyramid Consulting.**



International Internship Opportunities

8th June 2022: ABES Business School conducted an Informational Seminar on International Internship Opportunities for MBA 1st year.

Objectives: To give information about internship opportunities across the globe. To help students grow in various aspects and complete their personal development plan that could help them for the future.

Guest Speakers: Ms. Niharika Bhasin, Ms. Shriya Agarwal & Ms. Pragiti Juneja, Members of AIESEC, Delhi



Nukkad Natak Competition

10th June 2022: *Yukti- The Cultural Club* of ABES Business School, Ghaziabad organised a Nukkad Natak Competition. The topics given to the teams were Hindi Bimar Hai, Soch Badlo and LIC. The enthusiastic teams displayed their theatrical skills to raise their voices for societal issues like Gender Equality, Menstrual Health and Awareness and State of Hindi Language. The winning team was Hindi Bimar Hai which comprised of *Vanee, Yashika, Muskan, Varun and Swati Pal*.

SEBI - Industrial Visit

3rd-10th June 2022: ABES Business School students of MBA 1st year visited **Securities Exchange Board of India, New Delhi**. The resource person from **SEBI** welcomed the students and educated them with the history of capital markets in India, emergence of Bombay Stock Exchange, constitution of SEBI and the introduction of National Stock Exchange. Plethora of knowledge was given regarding personal saving and investing, and how to recoup for future.

The students were updated about various investment avenues like Mutual Funds – Equity oriented, Hybrid, Debt, Money Market and Liquid Funds. Further students got updated on selecting between equity shares and mutual funds and also discussed how SEBI plays a vital role to safeguard investors. This meaningful interaction with SEBI's professionals would work in every sphere for the students.



Marathon & Tree Plantation

11th June 2022: ABES Business School, Ghaziabad's sports Club ' Sportmatic' organized a Marathon Competition and Tree Plantation Drive. The objective was to spread awareness about protecting the environment and soil. The youngsters participated enthusiastically for this noble cause. The Director of ABESBS Dr. Monica Verma emphasized that without soil we cannot imagine the existence of life. The Joint Secretary of ABESBS Mr. Shashwat Goel was the Chief Guest for the event and he zealously led the plantation drive. He reiterated the need to conserve the soil, as without it neither plants nor human can have an existence. The program culminated with prize distribution by our Respected Chief Guest to Gaurav Chaudhary and Shrishti Varshney who won the first prize in boys and girls category respectively.

Intellectual Property Rights

13th June 2022: ABES Business School organized an Online Session on "Intellectual Property Rights(IPR)" by erudite **Resource Person: Dr. Akriti Jain, Post-Doctoral Fellow Indian Institute of Science (IISc), Bangalore and Visiting Researcher at the University of Cambridge, UK.** She disseminated information on Intellectual Property Rights(IPR), it's types and conditions for patentability. She splendidly explained us the case of Ather Scooters and Coke. The MBA students understood how IPR can be used to protect the rights of the creative minds.



Extempore Competition - Turncoat

17th June 2022: Finance Club 'Finanza' of ABES Business School organized an Extempore competition, 'Turncoat' for the MBA 1st year students. It was an extempore session where students were given finance related topics on the spot and they had to speak in favour of and against the topic for 2 minutes each. The Financial magnates debated on the topics like Mutual Funds, Equity Market, Debentures, PPF, SSA, SCSA, FD's, REIT's, Life Insurance, General Insurance, Commodity Market, Derivatives and many more. Ms.Muskan Vishnoi , Ms.Himani Tyagi and Mr. Ansh Agarwal won the 1st ,2nd and 3rd prizes respectively.

Introduction to Essential Digital Marketing tools

18th June 2022: ABES Business School Organized an Online Workshop on 'Introduction to Essential Digital Marketing tools' for MBA 1st year. The Resource Person was Mr. Ashish Awasthi, Assistant Professor at Department of Management Studies, Geetanjali Institute of Technical Studies, Udaipur. He explained the designing and hosting of a basic website in great details and subsequently gave hands on experience of Google Analytics. He dexterously explained how marketers can use Google Analytics for accomplishment of their marketing goals.

The MBA 1st year students through this workshop understood the concept of digital marketing and its effectiveness in current digital era and also got a practical insight of digital marketing tools.



International Yoga Day

21st June 2022: To promulgate the spirit of Yoga, Sportsmatic -The sports club of ABES Business School, organized Yoga session to celebrate International yoga Day today 21st June 2022.

Yoga not only makes one physically strong but also provides mental strength. **The Chief Guest** of the event was **Mr. Akash Sharma, National Yoga Champion, Member of Yoga Federation of India**. He demonstrated and encouraged to perform some yoga postures for a strong body and mind.



Esprit De Corps

24th June 2022: HR Club "SYNERGY" of ABES Business School organised an activity "Esprit De Corps". There were 3 exciting and fun filled rounds:

1. Fun & Fril
2. Encode & Decode
3. Brain Teaser

The objective of the activity was to enhance the decision making, time management skills. The participants with help of games learnt how to achieve organizational and individual goals. The winner of the event was Nitin. Smrity and Jaya won the 2nd and 3rd prize respectively. Certificates were awarded to all the participants.



Discovering Career Opportunities Post MBA by Choosing the Right Specialization

25th June 2022: ABES Business School successfully organized an online webinar "Discovering Career Opportunities Post MBA by Choosing the Right Specialization" for MBA 1st year students. The Webinar started with the welcome address by Prof. (Dr.) Monica Verma, Director, ABES Business School, Ghaziabad.

1. The first resource person of the webinar, **Mr. Rajan Vaish (Custom Broker by CBIC) practicing "International Freight Forwarder)**, provided valuable insights about opportunities and career progression in the field of International Business. He very nicely explained the importance of IB with practical examples and provided great insights into job roles in IB.

2. Second speaker **Dr. Runa Maitra (Founder & Director, People Talent International)** highlighted the importance of Human Resources i.e People Focus. She focused upon key skills required for HR Professional –Communication skills, Flexibility, availability, critical thinking, agility etc. She elaborated on functions of Human Resources, HR trends and how HR roles will evolve over a period of time with the help of technology (i.e. Digital era).

3. **Dr. Puneet Srivastava (Managing Director & CEO, Knovatic Fastner)** beautifully defined Business in layman's term (daily Routine work). Business is all about generating income and then maintaining its sustainable growth, so it is important to have knowledge of finance and how to manage funds as a Finance Manager. He explained how a job role could vary from stock broker to investment banker.

4. **Mr. Amol Kumar (Head - Sales & Marketing Trainer, at Ministry of Tourism, Government of India)** focused upon the scope of marketing and skill sets required to succeed in the field of marketing. He also explained different profile pay packages and career opportunities available in Corporate world.



Highlights @ ABESBS

MBA
Master of Business Administration

BATCH
2015-17

“
My Life at Department of Business Administration, ABES EC was enriched by constant guidance that has been provided with efficient training. I have been nourished with plethora of knowledge by dynamic faculties and immense fun with energetic peers. ABES EC provided us a platform to build our personality by enhancing our leadership and team spirit through various forum activities and events. Our Corporate Resource centre was an excellent gate pass into the challenging corporate world.”



- Sriramdas Ankita
Regional HR Officer,
Britannia Industries Ltd.

“
ABES has been a great contributor to the development of my personality. I have established my leadership, time management and team skills and have also been able to advance these skills to the whole new augment level. The professors here make the department what it is today. With an attitude of being ever ready to help, and not only delivering classroom teachings, but they are also the pillars of the learning. Learning gained from this esteemed college is a treasure for life.”



- Priyanka Makhija
Business Consultant
BRAVURA SOLUTIONS

MBA
Master of Business Administration

BATCH
2016-18

Webinar Series @ ABESBS

S. No.	Event Name (Webinar)	Resource Person	Date of the event
1	The Ultimate Guide on How to avoid death by Power Point: Do's & Don'ts of Presentation.	Dr. Anshu Singh	June 07, 2022
2	The Science & Art of Making Presentation.	Dr. Anshu Singh	June 17, 2022
3	Excel Skills for Business Essentials.	Mr. Amit Goel	June 21, 2022
4	Personal Effectiveness for a Winning Personality.	Dr. Bhavna Garg	June 24, 2022
5	ABC of Professional Communication.	Dr. Anshu Singh	June 28, 2022
6	Finance for Non-finance Professionals.	Dr. Pradeep Bhardwaj	June 30, 2022

Pictures of the month



Fun Facts

IN 2012, WOMEN OWNED 36% OF ALL BUSINESSES

An increase of over 30% since 2007

2007 **2012**

"Women balance the logic and the instinct"

Jack Ma,
Founder of Alibaba
currently employs
women as the majority
of his workforce (52%).

I'M A WOMAN WHERE SHOULD I START MY BUSINESS?

(Score from 0-100)

Top 5 countries for female entrepreneurs are

1	USA	71
2	Canada	69
3	Australia	69
4	Sweden	68
5	UK	65

Countries with least opportunities for women

189	Tunisia	29
190	Egypt	24
191	India	17
192	Pakistan	14
193	Bangladesh	12

SAD TRUTH **61%** of all countries still score below 50 of 100.

WHERE SHOULD I GO? TOP 15 STARTUP ECOSYSTEMS

What are the best places to go when starting your business?

- 1 Silicon Valley
- 2 New York City
- 3 Los Angeles
- 4 Boston
- 5 Tel Aviv
- 6 London
- 7 Chicago
- 8 Seattle
- 9 Berlin
- 10 Singapore
- 11 Paris
- 12 Sao Paulo
- 13 Moscow
- 14 Santiago de Chile
- 15 Bangalore

THE TYPICAL ENTREPRENEUR

Average age **40 YEARS**

- 95.7%** have bachelor degrees
- 47% have advanced degrees
- 70%** are married
- 33% are divorced, separated or widowed
- 75.4%** have worked at other companies for more than 8 years
- 51.9%** were first in their family to launch a business
- 3 TIMES** more likely to have rebranded as teenagers

HOW'S THE STARTUP LIFE?

Average founder salary less than **50 000\$/YEAR**

Average working hours per week (US):
66H for ENTREPRENEUR, **47H** for WOMEN

GOOD TO KNOW
Startups with two founders are the most successful

STUDENT ENTREPRENEURS

- 36%** started a business during studies
- 21%** of graduates started a business because of unemployment
- 69%** would like to work in a startup

LEAST ENTREPRENEURIAL COUNTRIES

- Puerto Rico: **1.3%**
- Italy: **1.3%**
- Japan: **1.3%**
- France: **1.7%**
- Suriname: **0.2%**

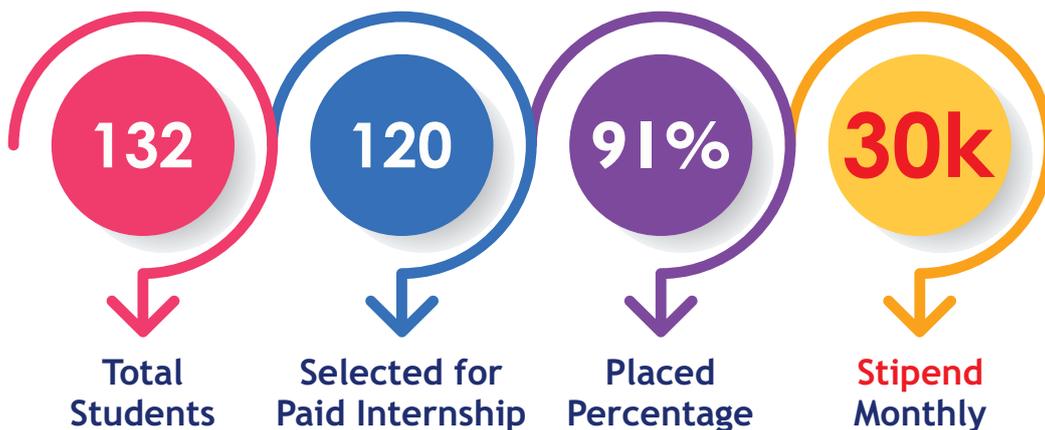
Congratulates!!

MBA I year Students

Batch 2021-2023
for

PAID INTERNSHIP

Talent Serve



(CTC- 8.0 to 12.0 Lacs)

depends on performance during SIP & Final recruitment process.

Bridging the Gap

between

ACADEMIA



INDUSTRY

Beyond Syllabus

Value Added

Courses

Mission
Accenture

Certification
in Business
Analytics

Advanced
MS-Excel
Program

Certification
in Digital
Marketing

Communication
for
Professionals

MAJOR HIGHLIGHTS

Placement
Profiling

Communication
Lab

Industry tie-up

Industry Mentors

Industry Live
Projects

and many more..

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