

Asian School of Business

Experience the Change

MBA from CUSAT



Nurturing
Leadership

Fostering
Careers



The ASB Heritage



About Us

Asian School of Business (ASB) is a leading business school offering an intensive MBA Programme. As an established management institution that places emphasis on transcending the barriers created by 'Conventional Education', ASB is praised internationally for giving birth to a vibrant student community. ASB was started in 2005 and is promoted by Mr. George M. Thomas whose passionate approach to enriching on and off-campus lives of students has yielded unmatched success. The B-School is in Thiruvananthapuram, the capital of Kerala and is strategically located in Technocity west, near to Technopark enabling seamless connectedness to the world of business and technology. Kerala Startup Mission is also nearby making it an ideal learning centre for aspiring entrepreneurs. ASB'ians also get a chance to explore and experience the city's cultural heritage, tourist destinations, administrative establishments and much more that can have a lasting impact on personal as well as professional life.

In 2011, it moved to the current sprawling campus and converted the then existing Post Graduate Programme to an AICTE approved two-year Post Graduate Diploma in Management. Since 2019, ASB is offering an MBA approved by AICTE, recognized and awarded by Cochin University of Science & Technology (CUSAT). ASB is a standalone Business School. This ensures single minded focus on the MBA programme. As a result, the institution is able to achieve excellent standards of placement and delivers outstanding return on investment (fee as a percentage of average CTC). At ASB, budding professionals are groomed by a fine blend of academicians and practising professionals.

Master of Business Administration
from
Cochin University of Science and Technology (CUSAT)

An MBA from CUSAT has many advantages. CUSAT is ranked 41st in NIRF (2022 rankings of Universities by MHRD). It is reputed for on time conducting of examination and publication of results. CUSAT is also known for its well-placed alumni network, quality programs, systems and processes, and regular updating of syllabus; making it a sought-after MBA by the industry.

ASB's Power packed offering

State-of-the art infrastructure
facilitating high quality, technology
enabled learning

An MBA awarded by CUSAT, one of the
most reputed universities of Kerala

Consistently high record of placements
by organisations of repute

Specialized leadership training using
integrated psychometrics

All these delivered by expert faculty
with an average of over 12 years of work
experience in the industry and academia

That's what opens the
**Gateway to a Great
Career**



Our VISION

- To be a management institution that is known for its intellectual excellence, community life and diversity.

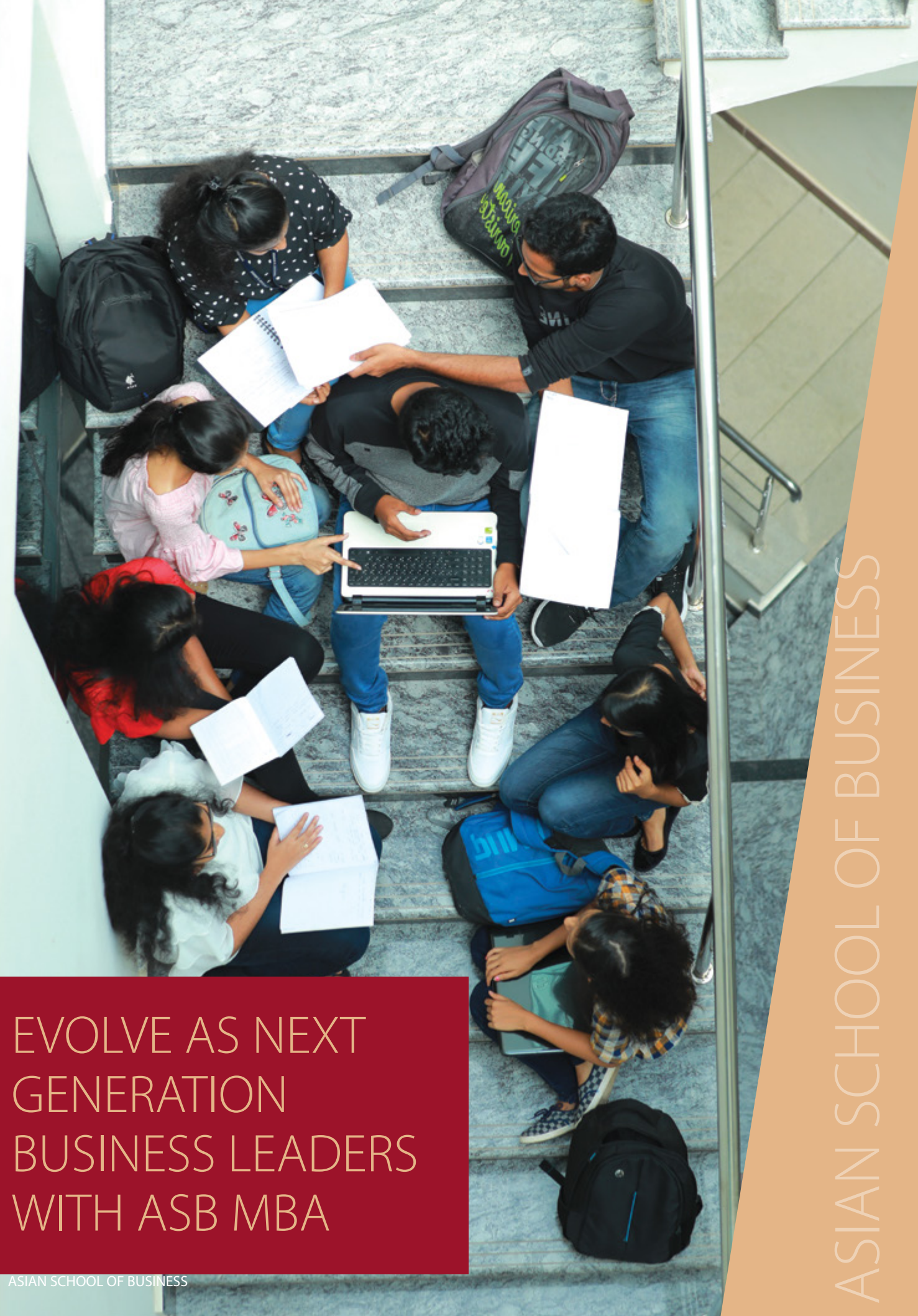
OUR MISSION

- Enhance Communication, Critical thinking, Business Leadership and Information management capability of the students and the faculty by grounding them in modern business practices.
- Create a community of faculty, students and industry that collaborate to enhance the learning in various disciplines and functions through experiential learning. This effort extends to creating and supporting entrepreneurs.
- Deliver the perfect opportunity for students to learn and grow in a diverse community that promotes plurality of ideas. The tradition of assimilating diverse elements into campus will allow students to broaden their horizons and pave way for multi- cultural interactions. ASB will continue to encourage its students to observe the professional code of conduct and embrace the responsibilities that come, with being a part of the community.

ASB
Where you are
nurtured to Excel



EVOLVE AS NEXT
GENERATION
BUSINESS LEADERS
WITH ASB MBA





Message from the Chairman

GEORGE M. THOMAS
Chairman

Kerala is the state with the highest level of literacy in the country. However, there was a shortage of world-class educational institutions right from the school-level. This realization prompted me to start the Trivandrum International School, the first and only school to offer the International Baccalaureate (IB) programme in Kerala. In order to offer high-quality management education, the Asian School of Business (ASB) was started in 2005. ASB started with a postgraduate diploma programme in management. After understanding the preferences of students and parents in Kerala, this was later changed to a Master of Business Administration (MBA) programme. The MBA degree is awarded by the Cochin University of Science & Technology.

The quality of an MBA programme depends on many factors like the syllabus, pedagogy, faculty qualifications and experience, infrastructure and the students. Unlike other programmes, in an MBA course industry experience of the faculty makes a critical difference in the delivery of the curriculum. The present faculty team of ASB has an average corporate experience of over 12 years. This helps them discuss theory with an industry orientation. They are also able to groom and coach the students to face job interviews and to perform well in corporate assignments. This is reflected in consistent placements well above 90%, year after year.

ASB offers students an exciting and fun-filled period during their stay here. Subjects are taught by experts in their field. Practising managers are invited as guest faculty to deliver classes in their areas of specialization. Senior members from the corporate world come on a regular basis to share their experiences with our students. Training camps are held to develop the leadership skills of students. Club activities help the students to polish their organizational skills and creativity. Value-added courses are offered to ensure that all the areas required to perform well in corporate jobs are well-covered.

ASB offers you theoretical knowledge that is embedded in practice. You would be able to develop and hone your leadership, communication and presentation skills. During your stay at ASB, you would also improve your awareness about the industry and business scenario in the country and across the globe. These two years at ASB would certainly transform you from a student to a budding professional. Come to ASB with an open mind and "Experience the Change."

Learning Architecture in ASB

ASB has a three-tier learning architecture which is aligned to the needs of the corporate world. The base with foundational courses prepares an aspirant manager to integrate various functions of business. The advanced learning readies the person to deliver results in one's chosen functional area and the value-added courses contribute to enhancing personal and leadership effectiveness.





- **Impeccable focus on placement** so that you can start a successful career.
- **Industry experienced faculty.** 12 years of average work experience in the industry.
- **Leadership Development.** ASB has special know-how to use multiple psychometric tests to enhance your leadership potential and give you cutting edge advantage in placements.
- **Global learning techniques adapted for your need.** ASB uses case study approach towards learning which helps in ensuring that the students have a practical understanding of the real-world business problems.
- **Exceptional ambience and environment.** Our business school is LEEDS certified (Leadership in Energy and Environment Design). It is also well-known for providing its students with psychological safety, fresher-friendly campus, camaraderie, and collaboration.
- **All round development.** ASB offers you with value added courses to enhance your thinking, personality, leadership and soft skills to ensure your all round development.
- **Learning rigor combined with fun.** Learning using games, fun activities, committees and teams add fun to the rigor of learning.
- **Dedicated mentor for everyone.** Every ASBian gets a specially trained faculty mentor to help you shape yourself.
- **Individual focus.** ASB trains every student to make a personal impact by enabling them create a personal vision for oneself and trains them to work towards achieving it.
- **Centres of Excellence.** ASB has leading centers of excellence such as–Center for Excellence in Leadership Development (CELD-ASB), and Center for Excellence in Entrepreneurship Development (CEED-ASB).
- **Follow your passion.** We help you follow your passion in career. You could take up specialisations of your choice in what motivates you best.
- **Research Orientation** - A research culture is inculcated through student projects and internships. More than fifty percent of our faculty team has research experience that can add value to the student development in the area.



The Leadership Team that Guides ASB



George M. Thomas
President, ASB Society

Mr. George M. Thomas is currently the Group Chairman of Saif Al Harasi & Burj Oman LLC group of companies that has been operating in the Sultanate of Oman for nearly three decades. Mr. Thomas was instrumental in nurturing several institutions in the area of infrastructure development, hospitality and learning. His infrastructure development firms have successfully managed several prestigious turn key projects in the public and private sector and is a leader in infrastructure projects in the Sultanate of Oman. His social commitment, passion for world class education and vision of nurturing future leaders led to the formation of world class educational institutions in Kerala. The Trivandrum International School which was founded in the year 2004 was the pioneer

IB World School in Kerala offering international curriculum including IB PYP, IB DP, IGCSE apart from ICSE & ISC. The success of Trivandrum International School and the dearth of a quality business school in Trivandrum inspired him to start a high-quality business school, The Asian School of Business within the sprawling Technocity campus.



V.K. Mathews
Chairman, IBS

V K Mathews is the Founder and Executive Chairman of The IBS Group. Mathews founded IBS in 1997 with a vision to redefine the way the global travel, transportation and logistics industries managed their businesses. With over 17 years of in-depth understanding of the aviation industry, having served Emirates for over a decade, Mathews set out to fulfill his vision for the industry with just 55 employees joining him in his entrepreneurial venture. IBS today is a multinational corporation, serving over 200 clients worldwide, employing over 3000 professionals from 30 different nationalities and poised to be the No. 1 IT solution provider to the global air transportation industry. Mathews was instrumental in IBS acquiring six international companies (in Europe, USA

and India) during its 20 year journey which has added its portfolio of offerings to some of the best airlines, busiest airports, leading cruise lines, top oil & gas companies and renowned travel distributors & hotel groups in the world.

With over 30 years of work experience, Mathews is a thought leader and a specialist in aviation business. He is a much sought after speaker at various global aviation events including those organized by IATA, ICAO and AACO.

Mathews holds several important positions in Government agencies, academic institutions and trade bodies in India. He was the Executive Council Member of NASSCOM, the premier trade body of the IT-BPO industries in India and has served as the Chairman of the NASSCOM Regional Council. He currently chairs several institutions including Trivandrum Agenda Task Force and Trivandrum CityConnect Foundation. He is a Member of the Kerala Chief Minister's High Power IT Committee (HPIC), as well as the Advisory Body of the Kerala State Higher Education Council and a Member of the Board of Directors of Kerala ICT Academy and Technopark, Kerala, India. Mathews is the past Chairman of Confederation of Indian Industry (CII) Kerala and a current member of CII Southern Regional Council. He has received several awards from the Government, media and trade associations including Management Leadership Award, Business Man of the Year Award, IT Man of the Year Award, Millennium Leadership Award and Enterprise Excellence Award.

Mathews holds a Masters degree in Aeronautical Engineering from Indian Institute of Technology, Kanpur and had executive management education from Harvard Business School, Boston, USA.



G. Vijaya Raghavan
Founder- CEO, Technopark, Trivandrum

Mr. Vijaya Raghavan is a pioneering technocrat. He has contributed tremendously towards evolution of IT and software industry in Kerala, India and is the founding CEO of India's first software technology hub –Technopark and former President of International Association of Science Parks (Asia Pacific). Mr. Vijaya Raghavan has held key mentorship and advisory roles in both the government and in the private sector. Some of his earlier roles were as member of Kerala State Planning Board and the Kerala State Council of Science Technology and Environment actively contributing towards the development of Kerala. He is also the Hon. Director of Trivandrum International School.



Sojan Varghese
Member, ASB Society

Mr. Sojan Varghese is a young business leader, successfully steering two infrastructure development firms in Muscat namely Burj Oman LLC and Saif Al Harasi & Co. LLC towards its next phase of growth and development. His earlier assignments included engineering and management roles in large corporates namely Godrej and Boyce, Carrier and Dorma. Mr. Sojan Varghese is an engineering graduate with an MBA from Durham University, UK.



Learning In ASB



How ASB enhances your learning experience

We know how to intergrate various
activities to make you succeed





Fostering Careers



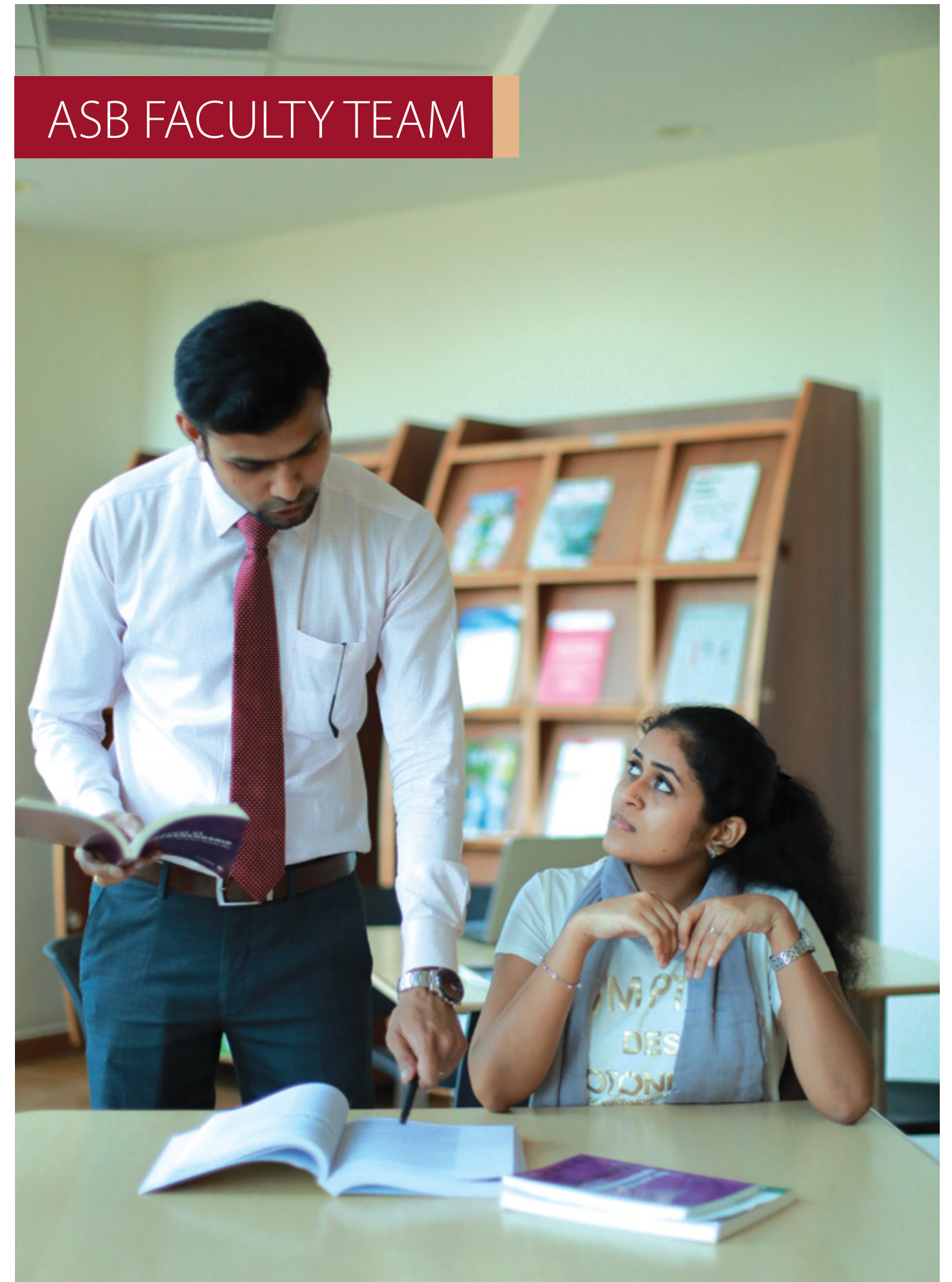
Student-Centric Development

At ASB, ample opportunities are provided for students to develop themselves under the able leadership of faculty mentors. The following club's functions as facilitating platforms.

- Placement Committee
- Finance Club
- Marketing Club
- HR Club
- Operations Club
- Quiz Club
- Sports Club
- Innovation and Entrepreneurship Centre
- Public Speaking and Debate Club
- Management Fest Committee
- Photography Club
- Arts Club



ASB FACULTY TEAM





Dr. C. Krishna Kumar
Director & Professor of Marketing
B. Tech. (NIT- Calicut), PGDM (IIM A)

Krishna Kumar is a mechanical engineer from NIT Calicut. He completed his Postgraduation in Management from the Indian Institute of Management, Ahmedabad. He received his Doctorate in Business Administration from the University of Liverpool, U. K. He has over 28 years of corporate experience in India, the Middle East and Africa. He has handled assignments in sales, marketing, retailing, exports and sourcing. His strengths are conceptualization and implementation of operating systems and processes. He is passionate about teaching and sharing his industry experience to budding managers and demonstrating how theories of marketing are applied to real-life situations in the field. His research interest is in the area of Consumer Behaviour.



Prof. Madhava Chandra Kurup M
Associate Professor
B.Tech., PGSM (IIM B)

Madhava Chandra Kurup M. has over 30 years of experience in establishing, leading and managing High Performance teams in the areas of Systems Solutions and Enterprise Software development as well as Leadership Development for Technical career employees. He has been involved in different areas of IT Services Delivery like Program & Account Management, Department Leader for the Delivery Organisation, and Talent Development. In his last assignment, Mr. Kurup worked as Technical Vitality Leader, India Systems Development Lab, IBM India Pvt. Ltd. He holds a Bachelor's Degree in Applied Electronics and Instrumentation from College of Engineering, Trivandrum as well as Postgraduate Diploma in Management from Indian

Institute of Management, Bangalore. He is passionate about leadership development and has travelled extensively across Asia-Pacific, Eastern Europe and the Middle East to deliver leadership programs.



Dr. Ebe Robert E
Associate Professor
MBA, M.Phil, Ph.D.

Dr. Ebe Robert E. has over 16 years of industry and academic experience. He received Ph.D. from Manonmaniam Sundaranar University, M.Phil. from Annamalai University, M.B.A. from Bharathidasan University, and B. Sc. from Manonmaniam Sundaranar University. Prior to joining Asian School of Business, Dr. Robert served as Assistant Professor in SJCT School of Management, Palai. He has published papers in National and International journals and presented papers in National and International Seminars and Conferences. Dr. Robert has designed and delivered custom-made workshops for students on employability skills. He has also organized Management meets, Seminars, Conferences and Faculty Development Programmes. His areas of

interest include Organizational Behavior, Human Resource Management, and Training and Development.



Dr. Dawn Jose
Associate Professor
MA, MBA, Ph.D.

Dr. Dawn Jose has more than 15 years of experience in teaching various management courses at University Level. He holds a Doctoral degree (Ph.D.) from Mahatma Gandhi University, Kottayam, Kerala in Management Studies (Marketing Area). His areas of interest and expertise are in curriculum design and lecturing courses in the functional areas of Marketing and in Business Economics at Postgraduate Level. His research interests include Social Media Marketing, Social Commerce, Consumer Behaviour and Strategic Marketing. He has presented papers in various national and international conferences and has published research papers in reputed journals.



Prof. Lekshmi R. Kumar
Assistant Professor
M.Sc. (Environmental Sciences), PGPX (IIM A)

Lekshmi R. Kumar holds a Postgraduation in Management (PGPX) from the Indian Institute of Management, Ahmedabad, M.Sc. in Environmental Sciences from Tamil Nadu Agricultural University and B.Sc. (Agriculture) from Kerala Agricultural University. She has over 16 years of cross functional professional experience in India and Russia. Her academic experience spans a period of over 7 years. She has worked in Operations, General Management, Supply Chain, Logistics, Space Planning and Floor Design functions across geographies and was Deputy General Manager with pan-India responsibilities in the organised retail wing of a reputed Indian conglomerate. She is currently pursuing her doctoral programme at IIM Lucknow.



Prof. Dipu B
Assistant Professor & PGP Coordinator
BE, MBA

Dipu B. holds an Engineering bachelors (B.E) in Electronics and Communication (ECE) and a Masters in Business Administration (MBA) from Anna University. He has over 12 years of academic experience. Prior to joining Asian School of Business, he was with the School of Management Studies, St. Joseph's College of Engineering and Technology, Palai. At SJCT he played a major role in implementing LMS (Learning Management System), a tool for enhancing the Teaching-Learning process.

His areas of expertise include Organisational Behaviour, Human Resources Management, Industrial Relations and Information Technology. At present, he is the Postgraduate Programme Coordinator at the Asian School of Business.



Prof. George Thomas
Assistant Professor
B. Tech., MBA

George Thomas holds a Bachelor's Degree in Mechanical Engineering from College of Engineering, Trivandrum, Postgraduate degree in Marine Engineering from Cochin Shipyard and an MBA from Middlesex University, UK. George has also accumulated a number of diplomas and certificates including Diploma in International law from Stonebridge College UK; Diploma in Complimentary health from Stonebridge College UK; Diploma in Retail management from British institute awarding body (BIAB); Grid Leadership Certificate, USA and ISO quality certificate from BV, France. He has over 22 years of experience in the academic and corporate world. He has worked in Wallem's - Hongkong, Technocraft - UK and KGL - UAE. He has taught at

the American University in Kuwait and Ahalia School of Management, Palakkad. His areas of interests include; strategic management, new business developments, sustainable business, entrepreneurship & innovation, and soft skills training & youth empowerment.



Porf. Vishnu Vivek M
Assistant Professor
B. Com., MBA

Vishnu Vivek M. is a commerce graduate from the University of Kerala and completed his MBA from the National Institute of Technology, Trichy. He has 10 years of industry experience and 8 years of academic experience. He has worked with leading Indian IT firms TCS and HCL Tech in responsibilities spanning Project Management, Business Analysis, COE Coordination Activities, Pre-sales, Business Development, and Alliance Management. In TCS, he played a crucial role in the transformational L&D with a special focus on the Initial Learning program. He is an invited speaker for various FDP programs in leading educational institutions in the country. Mr. Vishnu has presented papers at various national and international conferences and has

published research papers in ABDC and Scopus-indexed journals. He is currently pursuing doctoral research in management at his alma mater NIT, Trichy, and has submitted his thesis.



Prof. T. N. Kavitha
Assistant Professor
B.Sc. (Zoology), MBA, PGDHRM

T. N. Kavitha did her MBA from BIMS Changanacherry, PGDM in HRM and B. Sc. from the University of Kerala. She has over 8 years of experience in media and banking. Later, she moved to academics and has 15 years of teaching experience. She has also completed an Internal Audit Training programme on Quality Management System for ISO 9001-2008 from Tata Projects Ltd.



Dr. Ajeesh V
Assistant Professor
B.Com., MBA, Ph. D.

Ajeesh Vijayakumar received his Ph. D. in Management from the University of Kerala. He has done his MBA from Bangalore University and B.Com. from the University of Kerala. He started his career as a Financial Analyst. He worked as an Assistant Professor in the department of Commerce and Management at IMDR College of Advanced Studies, Trivandrum. He has over 6 years of corporate and academic experience.



Prof. Vivek Vijayan
Assistant Professor
B. Com., M. Com., M.Phil.

Vivek Vijayan completed both his graduation and postgraduation in Commerce from the University of Kerala. He also received a Master of Philosophy degree in Commerce from Manonmaniam Sundaranar University. Before joining Asian School of Business, he worked as an Assistant Professor in University Institute of Technology, Vakkom and IMDR College of Advanced Studies, Trivandrum.



Dr. Harisankar S
Assistant Professor
M.Sc., M.Phil, Ph.D

Dr. Harisankar S has completed his Ph.D, M.Phil and M.Sc. in Statistics from Department of Statistics, University of Kerala. Prior to joining Asian School of Business, Dr. Harisankar S served in a Government Sector. He has published several papers in International/National peer reviewed journals. He has presented papers in several National and International Seminars and Conferences. Dr. Harisankar S has received Prof. A. M. Mathai Best Ph.D Thesis Award (National level) for the year 2022 instituted by Prof. A. M. Mathai Endowment Fund. He has also received Prof. R. N. Pillai Best research paper award for the year 2020 instituted by AADAUK, Department of Statistics, University of Kerala. His areas of interest include Distribution Theory, Probability Theory, Statistical inference, Biostatistics, Statistics for Managers and Research methodology.

Placement & Recruitment

Transforming academic qualifications into industry experiences



At ASB, we aim to bridge the gap between academia and industry and take pride in our focused approach of transforming our students with the right skills, competencies and ethical values to take on corporate assignments.

Our unwavering attention and dedication towards placement excellence is reflected in the confidence shown by leading organizations in recruiting consistently from our campus, offering our students diverse and key roles.

We transform raw talent into corporate ready managers with a global outlook and cross functional decision-making ability by a series of planned interventions: Placement Training conducted by a nationally reputed agency, Daily exercise of reading and analyzing critical content in Business Newspaper, Mock GD and interviews conducted on a regular basis by the faculty as well as external experts, Regular feedback and mentoring to address the areas of improvement etc.

We highly value our partnerships with recruiters which has produced win-win situation for all stake holders. Some of our esteemed recruiters are listed in the adjacent page:

Placement record



ASB is well known for excellent placements year after year. Although we do not guarantee placement, but only facilitate it, our processes have been proven robust. The highest salary in terms of cost to the company (CTC) achieved this year is **Rs. 12.12 lakhs** and mean CTC is **Rs. 4.95 lakhs**.

OUR RECRUITERS FOR FINAL PLACEMENT AND SUMMER INTERNSHIPS



Mega Events that shape you in ASB

ASB-Times Ascent HR Conclave



TATA Crucible



Constello (Our Annual Management Fest)



Testimonials



Soja Sudheesh, Batch 2018-20
Business Analyst (Level 3), EY, Trivandrum

Asian School of Business equipped me with the necessary skill set for a lifelong career excellence. The high-quality faculty and the exposure provided moulded me to enter the corporate world with ample confidence. The placement training was of great help in ensuring me reaching my career goals. The industry interactions and add-on courses provided as a part of the course gave me a competitive edge in my professional career. The professional atmosphere and the excellent infrastructure in the campus with thoroughly knowledgeable faculty members, having real time industry exposure makes ASB MBA much valuable. Asian School of Business steered me to be on track of my career aspirations and helped me to bloom my personal esteem.



Vishnu R (2017 -19 Batch)
Associate , PwC, Bangalore

ASB provides an unparalleled holistic ecosystem and an experience to cherish for life time. From working under pressure of stringent deadlines to enjoying the picturesque campus, life at ASB is so unique. The highly qualified faculty team have put in all the efforts to groom us as quality corporate professionals.



Akshara B Anil (2016-18 Batch)
Assistant Manager, IBM India PVT LTD, Bangalore

My experience in ASB has been very wonderful and unforgettable. ASB left no stones unturned to mould a better me. Huge respect, love and devotion for entire faculty members and the institution. It was my immense fortune to be a part of ASB. Thank you ASB!



Kannan R (2015- 17 Batch)
Associate Marketing Manager , Games24x7, Bangalore

I am always grateful to ASB and its faculty members for the education and mentoring I received. The phase in ASB was crucial in preparing me for a professional career and equipping with the skills and knowledge needed to excel in today's competitive business world.



Priyanka (2015-17 Batch)
Senior Finance & Procurement Supervisor, Serco, UAE

I am a proud alumnus of ASB. I joined 6 years back at Serco as an Accounts Assistant and over these years I have been appreciated and promoted for my contribution and commitment to the company. This wouldn't have been possible if not for the extensive knowledge and experience I had gained from ASB. ASB has taught me to deal with challenging situations with perseverance, how to confidently speak with stakeholders, what makes a good decision maker etc. I believe the infrastructure and industry experienced faculty are also the major contributors that made this ASB journey fruitful. Would strongly recommend ASB to any aspiring student to experience the change within you.

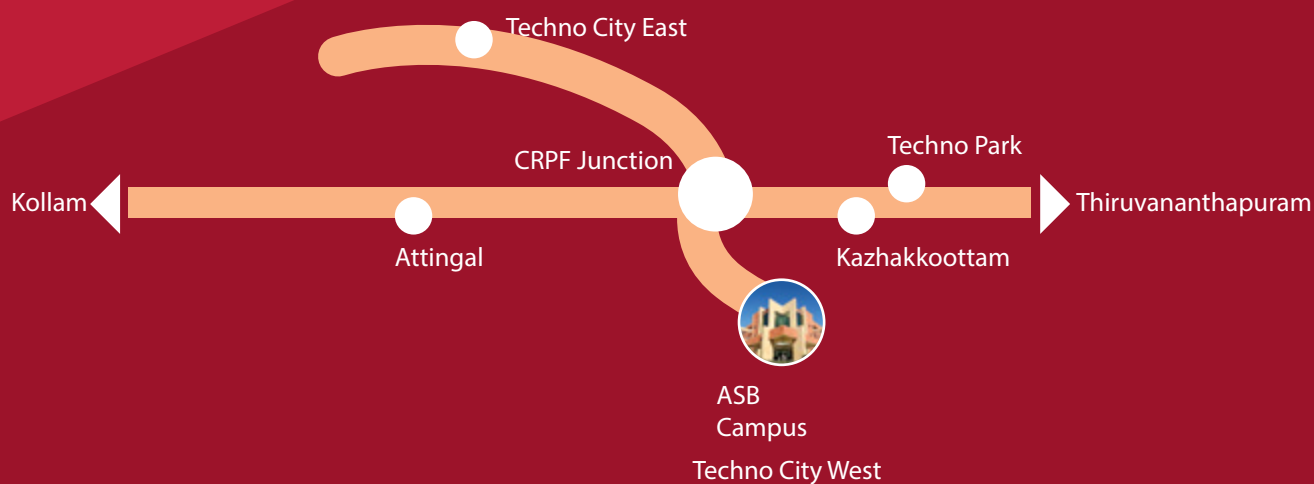


Chandan Shibu (2014-16 Batch)
Planning Engineer, Saif Al Harasi Group of Companies, Muscat, Sultanate of Oman

The ASB experience has been a very fruitful one for me. ASB provided me with a myriad of opportunities to grow holistically and to experience new avenues beyond academics. Apart from the opportunity to learn from a great team of faculty and a highly motivated peer group that I have experienced, the picturesque campus is a bonus! In the 2 years that I've been here, I was constantly pushed out of my comfort zone, only to become a better version of myself.

Testimonials

Testimonials



Asian School of Business

Experience the Change



For admission enquiries :
ASIAN SCHOOL OF BUSINESS
 Technocity, Pallipuram
 Trivandrum 695 316, Kerala, India
www.asb.ac.in

Email: admission.asb@gmail.com, admission@asb.ac.in

Mob: +91 98 4756 3334, +91 99 6143 9966

Visit us on facebook: facebook.com/ASBIndia.in

instagram: [@asb_trivandrum](https://instagram.com/asb_trivandrum)

