



# Emerging Leaders for the New Normal







**A**t a time when every aspect of human life appears to be changing dramatically and organisations are facing unprecedented challenges, there is a clear need for innovative, insightful, and principled leaders who are trained to think across disciplines and have the ability to examine issues from every angle.

Ashoka University is a pioneer in providing a liberal arts and sciences education in India at par with the best in the world. Ashoka's globally recognized faculty and rigorous pedagogy provide students with 21st century skills including critical thinking, communication and collaboration. From pure science to economics and finance to history to world literature, our students are encouraged to explore all disciplines and grow across every facet of life, ensuring that they are well-equipped when they emerge into the world and take on the new normal.



## Young Ashokans Add Value to Organisations as



Critical thinkers equipped  
with a multidisciplinary  
perspective



Problem solvers willing  
to take on challenges



Leaders with a  
commitment toward  
social impact and change



Strong  
communicators



Self starters and  
team players



# Admissions at Ashoka

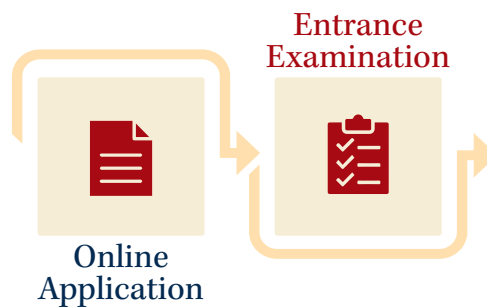
The holistic application and admissions process at Ashoka, going beyond just examination results, reflects the rigour and commitment to interdisciplinary thinking that is the cornerstone of our values. All applicants undergo a battery of tests evaluating their quantitative and qualitative competencies. A panel of senior admissions officers also interviews each applicant to gauge their personalities and communication skills before making an offer of admission.

## Admission Process

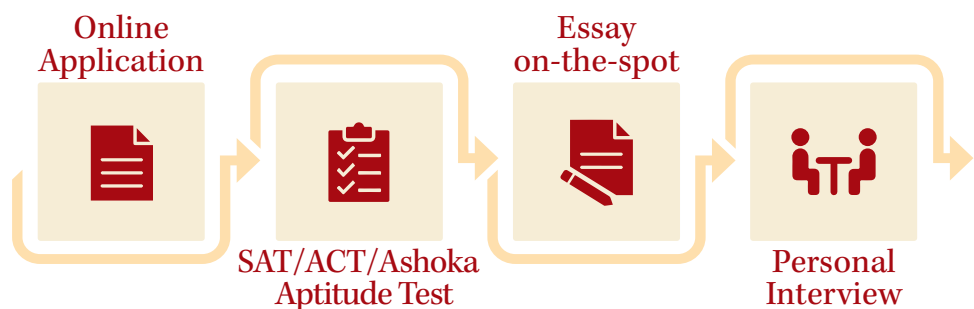
### Young India Fellowship



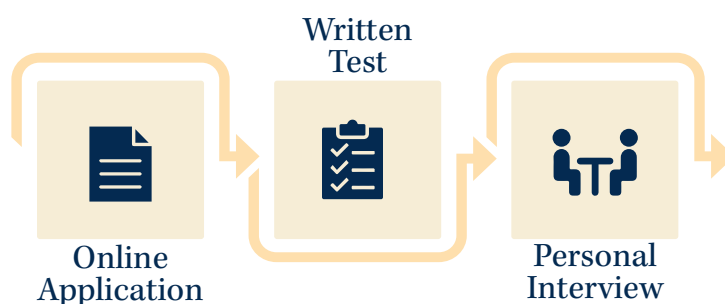
### Masters in Economics



### Undergraduate Programme



### Masters in English





# Undergraduate Programme

As a part of the three-year undergraduate program, students have to study 9 compulsory foundation courses. For their major, they can choose from 12 majors and 9 interdisciplinary majors. They can also choose from 18 options for minor subjects. Our multidisciplinary undergraduate programme exposes students to a perspectival approach to analysing and solving complex problems.

## Undergraduate Programme Structure (B.A. Hons. & B.Sc Hons.)

### Foundation Courses

- Introduction to Critical Thinking
- Great Books
- Literature and the World
- Indian Civilizations
- Environmental Studies
- Mind and Behaviour
- Economy, Politics and Society
- Mathematical Thinking
- Principles of Science

### Pure Majors

- Biology
- Chemistry
- Computer Science
- Economics
- English
- History
- Mathematics
- Philosophy
- Physics
- Political Science
- Psychology
- Sociology/Anthropology

### Minors

- Creative Writing
- Environmental Studies
- Entrepreneurship
- International Relations
- Media Studies
- Performing Arts
- Visual Arts

### Interdisciplinary Majors

- Computer Science and Entrepreneurial Leadership
- Mathematics and Computer Science
- English and Creative Writing
- Economics and Finance
- Economics and History
- English and Media Studies
- History and International Relations
- Politics, Philosophy and Economics
- Politics and Society

# Ashoka Scholars Programme

Students are encouraged to stay for another year after their undergraduate studies, as part of the Ashoka Scholars Programme (ASP) that provides a Postgraduate Diploma in Advanced Studies and Research. The ASP offers students a defining liberal education that blends academic rigour with a wide range of elective options across a variety of subjects.

ASPs may:

- Complete an Advanced Major: three more courses and a Capstone Thesis in one's Major field
- Complete a Minor
- Complete a Concentration
- Convert a Minor or previously taken elective courses into a Second Major Equivalent
- Undertake the Ashoka Quest, a year-long social internship programme
- Take any courses they wish, without completing any of the above options



# Young India Fellowship

The YIF is a fully residential year-long multidisciplinary Postgraduate Diploma programme in Liberal Studies. Now in its 10th year, the Fellowship brings together the brightest students across the country, from diverse academic and social backgrounds, who are then guided by distinguished scholars and leaders of our times.

Each year, the YIF cohort is selected from among the most prestigious Indian colleges and universities, including St. Xavier's Bombay, TISS Mumbai, LSR, SRCC, IITs, NIIT, BITS Pilani, ILS Law College Pune, NLUs, and so on.

As Young India Fellows, they are taught to develop critical thinking and writing skills, understand leadership and group dynamics, and are exposed to a wide range of disciplines. The Fellowship is a transformational experience, which turns them into problem-solvers and collaborators who are assets to organisations and society.

## List of selected courses:

- Foundations of Leadership
- Perceptive Communication
- Economics and Public Policy - An introduction to Applied Microeconomics
- Problem-Solving and Statistical Thinking in Modern Life
- India's Economy - Past, Present and Near Future
- Global Ecosophy
- Reason and the Making of Modern India
- Deconstructing Select Indian Foreign Policy Challenges and Responses: A Practitioner's Perspective
- Empire and After
- Health Systems: Lessons from Comparing Global Health Systems
- Issues in Social Democracy and Social Justice in India
- Kabir: The Poet of Vernacular Modernity
- Philosophy and Cognitive Science
- Physics for Pedestrians
- Shakespeare and the World
- Totalitarian Century?
- Women, Society and Changing India
- Art Appreciation

# Masters in Liberal Studies

The MLS is a 32-credit, one-year programme offered to students who have graduated with a Postgraduate Diploma in Liberal Studies from the Young India Fellowship, and have been accepted by an Ashoka faculty mentor to work on a specific research project as a Graduate Assistant. The programme is highly interdisciplinary & entails coursework from a variety of disciplines, including the humanities, social sciences, behavioural sciences & natural sciences.

# Masters in Economics

The Masters in Economics programme has been developed to provide students with the opportunity to be trained in modern Economics by highly qualified economists. The academic approach is about bringing together cutting-edge economic theory and rigorous data analysis (teaching students popular languages and software packages such as R for Statistics and Econometrics, SQL for data management, Python & Julia for macroeconomics and z-Tree for experimental economics) to address questions at the frontiers of research. Students may work closely with the newly established Centre for Economic Data and Analysis, and with the Ashoka Centre for Economic Policy.



# Masters in English

The Masters programme in English aims to provide a thorough training in the liberal arts ethos and pedagogy to young scholars of culture and literature in the country. Through an enriching coursework allowing for exposure to a wide array of texts, theories and disciplinary formations from around the world, the students will be equipped with the skills necessary to pursue a fruitful career in academic research and writing.

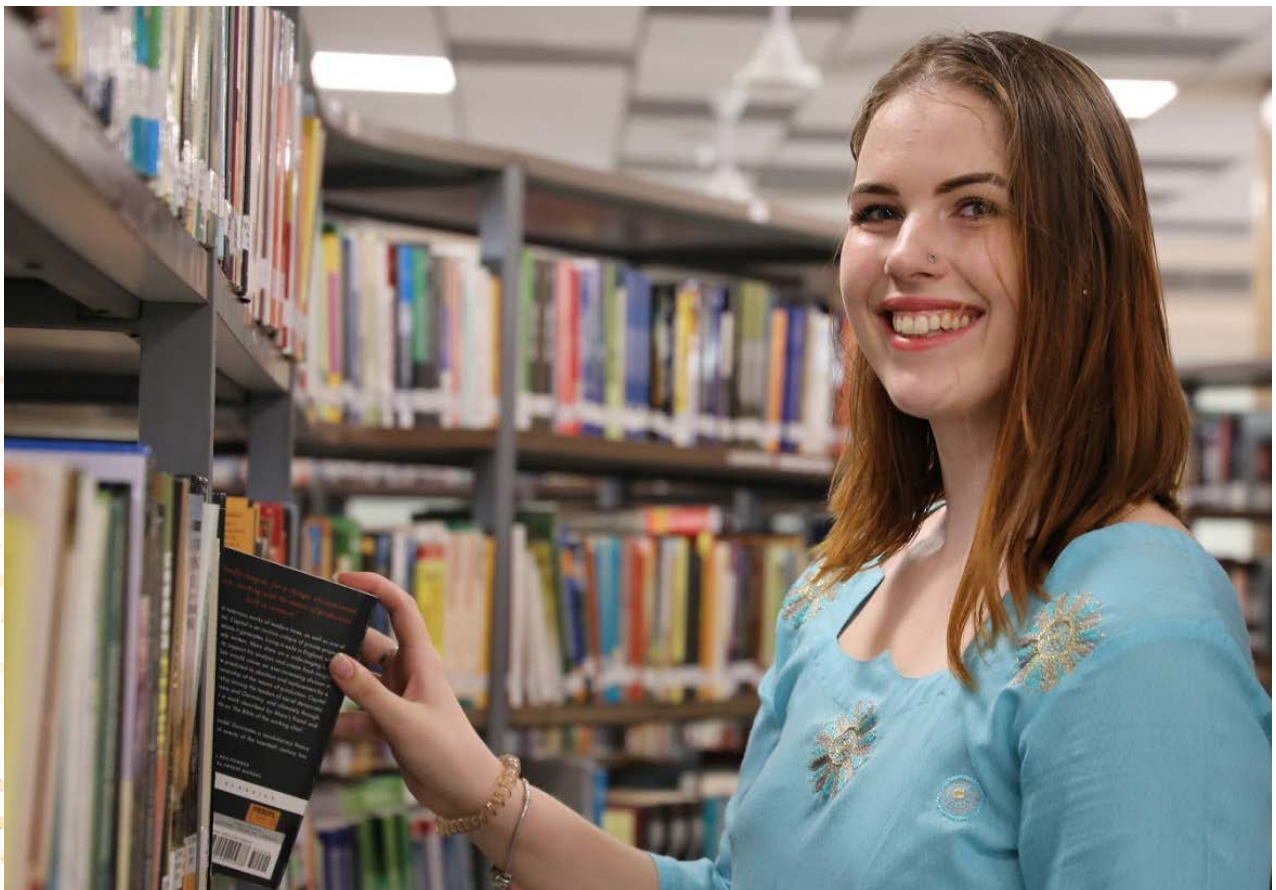


# Placements at a Glance

Ashoka University is a preferred destination for several leading recruiters across corporate, consulting, BFSI, IT, and social sector firms including Microsoft, McKinsey & Co., AT Kearney, BCG, American Express and Google. Prestigious organisations in the country such as Cipla, MakeMyTrip, Genpact, Airtel Payments Bank, Teach for India, Harappa, and Tata Trusts also count Ashokans among their ranks.

Number of participating companies	250+
Median corporate salary range (YIF)	11 lpa
Median corporate salary range (MA Eco)	11 lpa
Median corporate salary range (ASP)	10.5 lpa
Median corporate salary range (UG)	7 lpa
Highest Salary offered	25 lpa

*This data is indicative of salary figures for 2018-19 and 2019-20.*



# Student Profile

Academic Background (YIF)



UG Specialization

Engineering	33%
Humanities & Social Sciences	37%
Business & Accounting	16%
Science	14%

Academic Background (MA Eco)



UG Specialization

Economics	56%
Engineering	22%
Mathematics	17%
Statistics	5%

Academic Background (ASP)



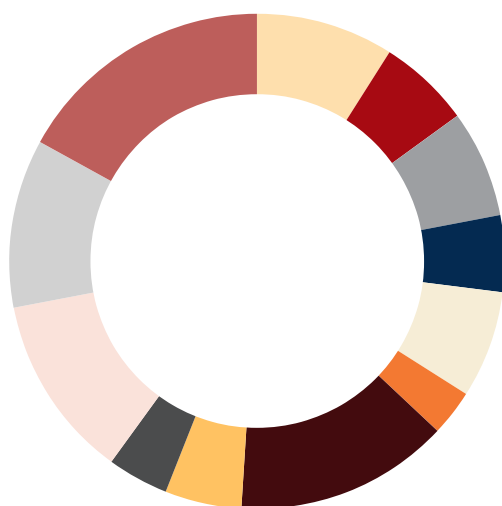
UG Specialization

Computer Science & Mathematics	20%
Economics	30%
Humanities	20%
Social Sciences	30%

## Some Roles Offered By Organisations

- Associate Consultant
- Brand Strategy Associate
- Business Analyst
- Business Development Senior Manager
- Business Strategist
- BPM Manager
- Consultant
- Counselor
- Data Scientist
- Education Consultant
- Executive Assistant
- Full Stack Developer
- HR Business Partner
- Investment Analyst
- Imagineer
- Management Trainee
- Marketing Associate
- Operations Functional Lead
- Project Management Analyst
- Product Development Associate
- Product Manager
- Program Coordinator
- Project Manager
- Publishing Relations Associate
- Research Analyst
- Research Associate
- Strategic Initiatives Manager

## Industry-Wise Breakup of Placements\*



### Industry

Banking/Finance	9%
Consulting	6%
Consulting (Other)	7%
Development	5%
Education	7%
Internet/Technology	3%
IT/BPO	14%
Marketing & Advertising	5%
Media/Publishing	4%
Other	12%
Research/Analytics	11%
Startup	17%

\*across cohorts



## Some Participating Organisations

### Banking/Finance

- Aditya Birla Capital
- Airtel Payments Bank
- American Express
- Axis Bank
- Bharti Finance
- Citibank
- Clix Capital
- IDFC First Bank
- IIFL
- IndusInd Bank
- RBL Bank
- Religare
- Social Finance
- Xander Finance

### Consulting

- Arthur D. Little
- AT Kearney
- BCG
- Deloitte USI
- Ernst & Young
- EY-Parthenon
- Grant Thornton India
- ITW Consulting
- KPMG
- McKinsey & Co.
- MXV Consulting
- PwC
- UC Strategy

### Consulting (Other)

- Egon Zehnder International
- Korn Ferry
- Michael Page
- Randstad India
- Sattva
- ZS Associates

### IT/BPO

- EXL Services
- Genpact
- Jindal Intellicom
- Mindtree
- TCS
- WNS

### Research/Analytics

- Absolutdata
- Accenture Operations
- DE Shaw
- Euromonitor
- Fractal Analytics
- Gartner
- Ken Research
- Mu Sigma
- Nielsen
- Quantum Consumer Solutions
- TransOrg Solutions & Services

### Development

- Akanksha Foundation
- Antara Foundation
- Azim Premji Foundation
- Central Square Foundation
- Clinton Health Access Initiative
- Chief Minister's Good Governance Associates
- Dasra
- Dr. Reddy's Foundation
- Kaivalya Education
- PRADAN
- Samagra
- Samhita
- SPS
- Swades Foundation
- TechnoServe

## Education

- Athena Education
- Career Labs
- CENTA
- Educational Initiatives
- Essai
- IIT Gandhinagar
- Jamboree
- NIIT
- Springboard
- Talerang
- Teach For India

## Internet/Technology

- BYJU's
- Cleartrip
- EazyDiner
- Gramin Healthcare
- Harappa Education
- IndiaMart
- Info Edge India
- Justdial
- Khan Academy
- MakeMyTrip
- OYO Rooms
- Policy Bazaar
- Swiggy
- Tata Cliq
- Zomato

## Media/Publishing

- 9.9 Media
- ABP News
- Bennett Coleman & Co. Ltd.
- Daily Hunt
- Harvard Business Publishing
- Leo Burnett
- Star India
- The Print Media
- Zee Network

## Pharma

- Cipla
- Dr Reddy's Lab
- Strides

## Think Tank/Policy

- Centre for Policy Research
- HBS India Research Center
- IDinsight
- J-PAL
- Quality Council of India
- Socion Advisors

## Start-Up

- 9Stacks
- Altitudes
- Amuse Labs
- Benori Knowledge Solutions
- Cars24
- College Dekho
- CRED
- Ek Anek Networks
- GoLorry
- Greatest Common Factor
- Indifi
- Loadshare
- Scripbox
- The Blue Beans
- Zipline
- Zoomtail

## Other

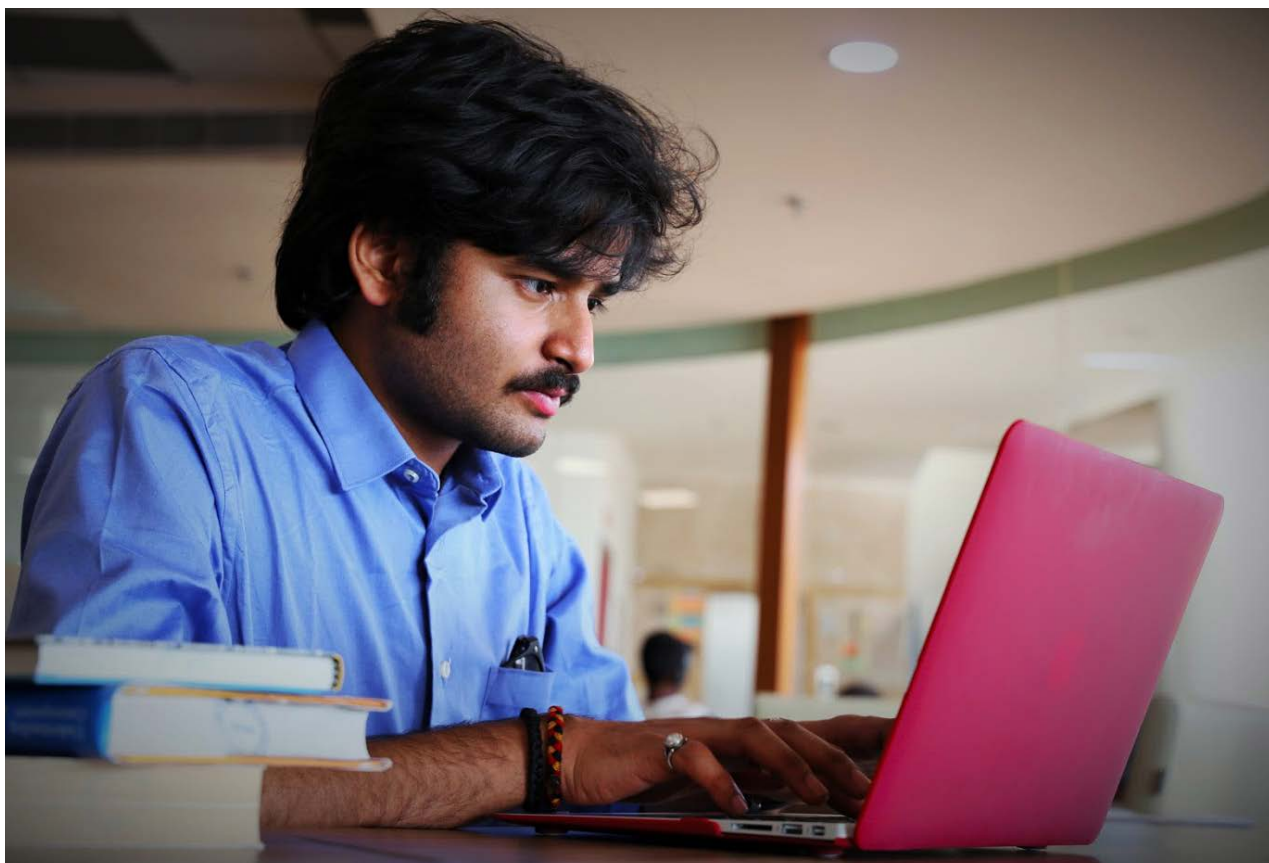
- Amplus Solar
- Azure Power
- Blume Ventures
- DMart
- DS Group
- Indian Angel Network
- InterGlobe Aviation
- Lemon Tree Hotels
- NASSCOM
- NRB Bearings
- Only Much Louder
- Quicksand
- UNIQLO

# Internships at Ashoka

Summer internships are a gateway to boosting the quality and quantity of employable recruits at Ashoka University. At Ashoka, we encourage and support all our students who wish to gain industry experience along with pursuing their degrees. This year, the Annual Internship Fair was organised on 14th February 2020.

## Key Participating Organisations

- APCO Worldwide
- Blume Ventures
- China India Foundation
- DSP BlackRock
- eGovernments Foundation
- Essar Group
- Give India
- Google
- Indian Angel Network
- Indus Action
- International AIDS Vaccine Initiative
- Jio Saavn
- JSW Steel Ltd.
- Microsoft
- Moglix
- Nvidia
- Nymble Labs
- RoundGlass Foundation
- Spencer Stuart
- The Wire





# Recruiters' Testimonials



**Tiger Tyagarajan,**  
President and CEO,  
Genpact

“The world of the future requires incredible adaptability and curiosity, because the skills you have today may not be worth anything tomorrow. What you require is the desire and the capability to learn and ask questions, to absorb, and to bring in diversity. Ashoka University is front and center in preparing students who will be successful in the world of the future by combining hard and soft skills, and who can learn to connect the dots.”



“The Ashokan we hired in 2018 has truly been one of the best hires we’ve ever made and part of the credit should go to Ashoka University. He was keen to learn and also contribute and make an impact on the Organisation’s goals. Over the last year or so, I’m delighted to say that he has excelled at almost every new task and challenge, and has fit into our culture seamlessly.”



**Deep Kalra,**  
Founder & Group Executive  
Chairman, MakeMyTrip



**Shobhini Mukerji,**  
Executive Director,  
J-PAL South Asia at IFMR

“Students from Ashoka are bright, self-starters, and confident. They worked on all aspects of our projects - from training field staff for data collection to learning firsthand data management skills, and even participated in government meetings. Their enthusiasm to learn and eagerness to make a difference distinguishes them from their peers, and we have been glad to have had the opportunity to work with this group and continuing our relationship.”



**Namrata Gill Tyagi,**  
VP Human Resources,  
Dr Reddy's Labs

“At Dr Reddy's, we were looking out for young leaders who not only had the zeal to learn but also brought unique & creative perspectives to the table. This required an exposure to diversity in education as well as thought process which the Fellowship provides. Every YIF recruit now on-board with us has moved from adapting to value-adding at a swift pace & are already creating a niche for themselves in the organisation. We value the spirit and grit that they bring to the workplace.”



“We have already hired 6-7 students from Ashoka in the last 3 years. Some of them have grown to be very strong performers at Michael Page. The students at Ashoka are definitely a very talented bunch of people, a mark above other universities. Ashoka students have a very broad & global outlook. We enjoy the ambition & dynamism that Ashoka students bring to the table”



**Ankit Agarwala,**  
Regional Director,  
Michael Page



**Shekhar Gupta,**  
Chairman & Editor-in-Chief,  
The Print

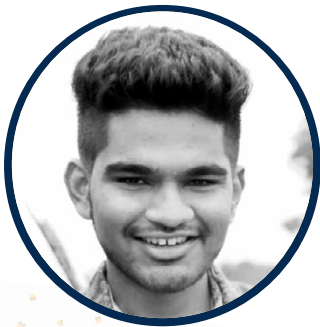
“Young India Fellows from Ashoka University have added depth and diversity to The Print newsroom. They are also eager, diligent and digitally savvy -- attributes needed to shape the next generation of Indian journalists. The Print has benefited from the diligence, curiosity and questioning outlook of YIFs.”

# Life After Ashoka

**Shivani Bajaj**

*Ashoka Scholars Programme, Batch of '20*  
Business Analyst, McKinsey & Co

Shivani graduated from the ASP in 2020. Armed with a BSc Economics and Finance, an Entrepreneurship Certification from Lehigh University, and an internship at JSW Steel, she was recruited by McKinsey & Co. as a Business Analyst through the Career Development Office at Ashoka.

**Shubham Oswal**

*BA Political Science, Batch of '20*  
Analyst: Risk Consulting - Governance Risk  
& Compliance Services, KPMG

Shubham holds a bachelors in Political Science from Ashoka University. During his years as a student, he served as the Cultural Ambassador to France while volunteering at Rotary Club International, worked in various capacities with multiple members of Parliament, and founded the Global Green Concepts Pvt Ltd.

**Rajnish Chauhan**

*MA in Economics, Batch of '20*  
Management Trainee, American Express

Rajnish Chauhan holds an MA in Economics from Ashoka University. He has worked as a Data Science Intern at DMI Finance. He also has experience as a Trainee with the Retail Team at Technopak Consultant LLP.





### **Swetha Chidambaram**

*Young India Fellowship, Batch of '20*  
Brand Strategy Associate, Leo Burnett

Swetha completed an Integrated Master of Science, Electronic Media, from College of Engineering, Guindy. She has worked as an Animator and Graphic Designer at Hera Pheri Films, Video Editor & Vfx Artist Intern at Transformations Elite, and also as a Graphic Designing intern at Ogilvy.



### **Barun Parruck**

*BSc Computer Science, Batch of '19*  
Software Engineer, Google

Barun Parruck graduated from Ashoka University with a BSc in Computer Science. He has worked as a Research and Development Trainee at Towards Vision Technologies. He was offered a PPO by Microsoft following the successful completion of his internship while at Ashoka.



### **Abhishek Reddy Manthenagodu**

*Young India Fellowship, Batch of '19*  
Management Trainee, Dr Reddy's Foundation

Abhishek graduated from Christ University, Bengaluru, with a BCom Finance, before joining Ashoka as a Young India Fellow. He has worked as a Process Consultant at Hinduja Global Solutions and also as a Graduate Commercial Trainee at Larsen & Toubro (L&T).

# Pillars of Ashoka



## World-Renowned Faculty

Our faculty members are renowned for the impact they have made in their respective fields and the ability to inspire students with original ideas. They strive to create an extraordinary learning environment both inside and outside the classroom, and work closely with each student to enhance their critical thinking skills.



## Multidisciplinary Curriculum

The incredible range, depth, and diversity that characterize the academic experience at Ashoka prepares our students for a lifetime of continual learning and application of knowledge in all spheres of life. We also build a culture of holistic education by encouraging students to pursue projects which range across disciplines through the Experiential Learning Module and various internships incubated at Ashoka Centres.



## Peer Learning

To inculcate a culture of collective learning, we encourage our students to share their knowledge outside the classroom. Our students come from over 100 cities and 28 states in India, and 17 countries are also represented across cohorts. Sharing their skills and working together trains our students to work in flexible working environments and lead inclusive and diverse teams of the future.



## Guest Speakers and Mentoring

Guest sessions with global achievers and role models set high standards for the students and they benchmark themselves against the very best, and our network of eminent mentors empower students' to visualize, & then plan for a more inclusive, socially empowered future. Over 150 mentors from diverse fields and professions and over 100 speakers visit Ashoka each academic year.

# Academic Collaborations

Ashoka University has collaborations with prestigious teaching and research institutions worldwide.







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UNIVERSITY

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