

Introducing  
**Dual Degree in Management**

(Approved by AICTE, Affiliated to S.V.University)

**BM | BAM | MAM**



**ACCORD**  
**BUSINESS SCHOOL**

(Approved by AICTE, Affiliated to S.V. University)

[www.accordbschool.com](http://www.accordbschool.com)

## Accord Business School

ABS was started with a vision to be one of the prominent institutions offering management education in the country. It helps to spark curiosity and fuel a desire for achievement by focusing relentlessly on enhancing creative, interpersonal and entrepreneurial skills of the students. It is no secret that education delivers dividends over the long term and the management is extremely confident that at ABS, we have created an environment that lays the Foundation for that constant metamorphosis. ABS provides a collaborative environment that emphasizes mutual respect, individual initiative, innovation, and a continuous strive towards excellence.

### Our Vision

To be a world class business school by being regionally rooted, nationally influential and globally accepted.

### Our Mission

To integrate academic theory with real-world relevance, the Management Programs at Accord are committed to prepare students for advancement in both the private and public sectors of the global economy, delivering innovative business education to build ethical and creative business leaders.

## Campus & Infrastructure

ABS is located in a lush green 10 acre campus and the college building has been especially designed to suit the infrastructure requirements of an academic institute having the following facilities:

- The college building with a beautiful edifice and built-up area of 50000 sq.ft.
- Spacious lecture halls and classrooms fitted with the latest LCD projection and sound systems.
- State-of-the-Art-Computer Lab
- Wi-Fi Connectivity
- Well-stocked library with extensive collection of Academic books, National & International Journals.
- Auditorium-cum-Activity Centre, ideal for conducting corporate guest lectures, seminars and various cultural activities / festivals for and by the students.
- Cafeteria & Bus Facility.



### Faculty

At ABS our highly committed faculty helps mould young business managers by igniting in their minds the flame of inquisitiveness. We go to great lengths to ensure that students are exposed to the most dynamic, creative and accomplished minds in the field of academia. To add real-life learning and bringing the corporate flavour, we invite business managers from industry and conduct guest lectures and are able to draw the bridge between theory and practice and contribute extensively to the unique learning experience.

### Personality & Interpersonal Skills Development Program

Our Personality & Interpersonal Skills Enhancement Program teaches students to focus on their strengths, identify their weak spots and provides them inputs for career options that suits their personality. During their course at ABS; we help the students form a community of highly enthusiastic, motivated and diverse individuals, committed in making the learning, a real-life experience that provides a huge window of opportunity to make a career of their choice.

### Dual Degree Programme

A Five Year Dual Degree Course in Management leading to

BM - Bachelors in Management (3 Yrs)

BAM - Bachelors in Applied Management (4 Yrs)

MAM - Masters in Applied Management (5 yrs Dual Degree Course)

#### Programme Highlights :

- ✓ For the first time ever, a Bachelor's Degree Program approved by AICTE, New Delhi.
- ✓ Direct Admission into Masters in Applied Management (MAM) after finishing their Bachelors in Management (BAM).
- ✓ Industry Oriented Curriculum.
- ✓ Offers flexibility to discontinue and rejoin the course BAM and MAM in the 4th and 5th years respectively after the completion of 3 year degree course (BM).
- ✓ Offers Placement training to improve employability skills for better performance in Campus Recruitment.
- ✓ Corporate Alliance.
- ✓ Skills enhancing activities like Group Discussions, Seminars, Workshops, Presentations etc.

### Eligibility:

For Admission to this Course, a Student should have passed 10+2 Examination in any discipline with atleast 45% marks (40% marks for reserved category students).

### Contact:

R.C.Road, Chiguruwada North, Tirupati (R), Chittoor District, Andhra Pradesh. Pin - 517 501

Ph: 0877 2247701 Cell: 8374821467 / 7396015576