



**AMITY UNIVERSITY**  
UTTAR PRADESH • LUCKNOW CAMPUS



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**Amity Lucknow Campus:** Viraj Khand-5, Gomti Nagar Scheme, Lucknow (UP)

**Amity Helpline:** 1800-1800-999 (Toll Free), 0522-2720971-74, 6525675-77

**Email:** admissionslko@amity.edu | **Website:** www.amity.edu/lucknow

## *Welcome*

*to India's Leading Education Group  
with 80,000 students, 3,500 faculty,  
15 campuses in India, 6 global campuses  
and two decades of excellence*

## SOME REASONS WHY AMITY IS JUST RIGHT FOR YOU

The next few years are very important in your life. The choices that you make and the efforts that you put in will determine your success in your professional and personal life.

At this stage, what should you be looking for in a University and a programme?

- A University that has a good reputation and name where the best faculty, students and recruiters come.
- A Programme that is so rigorous and continuously evolving that it places you ahead of your peers anywhere in the world.
- Faculty who are dedicated, hard working and passionate towards your success and can be role models for you.
- A University that gives you personalised attention so that you don't just remain a face in the crowd.
- An environment which encourages your all-round development beyond focusing on academic excellence.
- A University that lays strong emphasis on traditional values, so that tomorrow you not only become a successful professional, but also an ethical and responsible human being.
- A hi-tech environment that constantly exposes you to the latest technology in the world and utilises the latest learning techniques.
- A University that works hand-in-hand with the corporate world so that tomorrow, you are fully equipped to handle any challenge in the real-life corporate situation.
- A University that has an international perspective and partnerships to open up for you global opportunities in today's borderless world.
- A University that attracts some of the best students from around the country, giving you a network of life-long friends.
- A University that focuses on providing top on-campus placements.

## GET READY TO JOIN THE 20 YEAR OLD LEGACY OF CREATING FUTURE LEADERS AT AMITY EDUCATION GROUP

Amity is India's leading Education Group with 80,000 students, 4 Universities, 6 Global Campuses, 17 Schools & Pre-schools and 150+ Institutions.



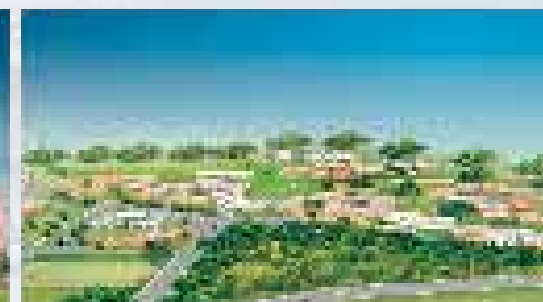
Amity University, Noida (New Delhi NCR) Campus



Amity University Rajasthan, Jaipur Campus



Amity University, Haryana Campus



Amity University, Gwalior Campus

**4**  
Universities

**80,000**  
Most Brilliant Students

**3,500**  
Faculty & Scientists

**1,000**  
Acres of Campuses

**240**  
Degree Programmes

**300**  
Hi-Tech Labs

**150**  
Patents Filed By Faculty

**250**  
Govt. Funded Research Projects

**4.5**  
Million sq.ft. of Buildings

**12,000**  
On-campus Hostel Seats

**30,000**  
On-campus Placements  
in the last years

*PURSUE YOUR CAREER DREAMS FROM 40 ACRES  
OF GLOBALLY BENCHMARKED FACILITIES AT*

# **AMITY UNIVERSITY**

## **UTTAR PRADESH LUCKNOW CAMPUS**

- Centrally located in Gomti Nagar, Lucknow
- 2000 seater on-campus hostel
- World-class teaching facilities



" Every Amity student  
is groomed to be a leader in  
whatever field they choose."

Maj. Gen. K.K. Ohri, AVSM (Retd.)  
Director General, Amity University Lucknow Campus



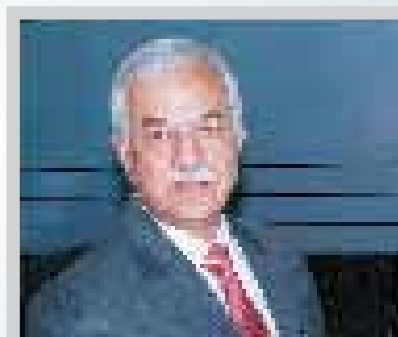
## LEARN FROM A FACULTY CREDITED WITH **150 PATENTS** IN JUST ONE YEAR

Study under academicians from the best institutions along with top corporate professionals with rich industry experience. Get new insights from a faculty that has filed 150 patents in diverse areas and created a record of 300 Management Case Studies that have been bought globally by leading universities of USA, UK, Australia, Switzerland and top organisations like Mckinsey.



We aim to make Amity a leading centre for cutting-edge research.

**Dr. Rajesh K. Tiwari**  
Head, Amity Institute of Biotechnology  
MASHAV International Fellowship  
for young scientist  
Authored over 30 papers & articles



**Mr. V.P. Sahi**  
Director, Amity Business School  
36 years of experience in the Media Industry



**Prof. S.T.H. Abidi**  
Director, Amity School of  
Engineering & Technology  
45 years of research experience  
in Spectroscopy & Nuclear Physics

Amity faculty have

Filed **150** patents

Authored over **150** books

Published **1000** papers

**300** management case studies in 1 year

## SEEK INSPIRATION FROM **GOVT. FUNDED RESEARCH PROJECTS**

Some of the most brilliant academic minds of the country from different disciplines have made Amity one of the most vibrant, knowledge-driven campuses in Lucknow. Share the platform that has become the breeding ground to transform ideas into success.



Amity's research projects have been funded by the Department of Science and Technology & Ministry of Agriculture, Govt. of India. Some of the major research projects are:

#### PLANT BIOTECHNOLOGY:

- In vitro regeneration pathways in plant species with special reference to medicinal plants.
- The role of GABA (gamma amino butyric acid) transaminase during leaf senescence and its regulatory mechanism.

#### ANIMAL BIOTECHNOLOGY:

- Evaluation of anticancer activity in various endogenous spices and Medicinal plants.
- Molecular approach for evaluation and development of natural polyphenols as preventive /curative agent against visceral leishmaniasis.

#### BIOCHEMISTRY:

- Effect of indigenous drugs in diabetic rats with particular reference to their influence on  $\beta$ -cell function & its regeneration.
- Oxidative stress, platelet activation, modulation of inflammatory response and breast cancer risk.

#### BIOINFORMATICS:

- Study of human infectious diseases for vaccine design using bioinformatics approaches.
- Design and development of anti-tumor and anti-angiogenic drugs specially enzyme Inhibitors for oral and cervical Cancers.

#### ENVIRONMENTAL & INDUSTRIAL BIOTECHNOLOGY:

- Exploitation of bacterial strain for the production of polyhydroxyalkanoates (PHA): an eco-friendly substitute to conventional plastics.



## PURSUE UGC RECOGNISED **UG & PG PROGRAMMES**



Earn a Govt. recognised degree from a university established through state legislature with powers to award degrees under the UGC Act. A qualification that will be welcomed everywhere. Be it institutions for further studies in India or abroad, applying for jobs in Govt. & pvt. organisations or appearing for competitive examinations.

## GRADUATE DEGREES & POST GRADUATE DEGREES

### MANAGEMENT

- MBA
- MBA (International Business)
- MBA (Marketing & Sales)
- MBA (HR)
- MBA (Retail Management)
- MBA (Education Management)
- MBA (Agri Business)
- MBA (Executive-Part Time)
- MBA (Executive-Full Time)
- BBA
- B.Com (Hons.)

### COMPUTER SCIENCE/IT

- BCA
- B.Sc. (IT)
- MCA
- M.Sc. (Network Technology & Management)

### FASHION

- B.Sc. (Fashion Design & Technology)
- M.A. (Fashion Retail Management)

### ENGINEERING

- B.Tech (IT)
- B.Tech (Elec. & Comm. Management)
- B.Tech (Computer Science & Engineering)
- B.Tech (Mechanical & Automation)
- B.Tech (Civil Engineering)
- B.Tech (Aerospace Engineering)
- M.Tech (Computer Science & Engineering)
- M.Tech (Computer Science & Engineering - Weekend)
- M.Tech (Elec. & Comm. Engineering)
- M.Sc. (Electronics)

### MEDIA/COMMUNICATION

- BJMC
- MJMC
- PG Dip. (Hindi Journalism)
- PG Dip. (New Media & Web Journalism)
- PG Dip. (Development Communication)
- PG Dip. (Advertising & PR)

### BIOTECHNOLOGY

- B.Tech (Biotechnology)
- B.Tech (Bioinformatics)
- B.Sc. (Hons.) Biotechnology
- M.Tech (Biotechnology)
- M.Sc. (Biotechnology)

### ARCHITECTURE

- B.Arch.

*Approved by Council of Architecture*

For NATA please contact

93-353-79729 & 94-541-09002

### LAW

- B.A., L.L.B. (Hons.) 5 Yrs.
- B.Com, L.L.B. (Hons.) 5 Yrs.
- BBA, L.L.B. (Hons.) 5 Yrs.

*Approved by Bar Council of India*

- LLM

### HOSPITALITY

- Bachelor of Hotel Management

### LIBERAL ARTS

- B.A. (Hons.) Liberal Arts
- B.A. (Hons.) English
- B.A. (Hons.) Economics
- Bachelor of Fine Arts
- Master of Fine Arts

### EDUCATION

- B.Ed.

*Approved by NCTE*

### PHARMACY

- B.Pharma
- M.Pharma

### PSYCHOLOGY

- M.Phil (Child & Adolescent Psychology)
- M.A. (Counselling Psychology)
- PG Dip. in Counselling Psychology

**Integrated I.A.S. Exam training offered with select Liberal Arts, Management, Engineering & Commerce programmes.**

**Ph.D. AND RESEARCH FELLOWSHIP PROGRAMMES IN:** Engineering, Biotech., Management, Law, Journalism & Mass Communication, Education, Languages, Psychology

# BENEFIT FROM INTERACTION WITH **STATESMEN, INDUSTRY LEADERS & GLOBAL GURUS**

Be part of an institution renowned for extensive industry interaction wherein Amity students have interacted with over 1500 CEOs through unique modules such as CEO Dinner Series, CEOs Forum, etc. and with over 50 Global Gurus. Industry leaders, top professionals, entrepreneurs, policy makers and global gurus will share their wisdom, insight and experiences thereby facilitating practical learning for you.



Guest lecture by Mr. D.K. Bakshi, Chief Mentor & CEO, Global Talent Consultants (Co. Ltd.)



Mr. Prashant Shukla, COO, CMC Ltd., delivering a lecture at Amity University Campus



Lord Khalid Hameed, speaking during a Conference on 'Nano Material & Nano Technology'



Mr. Rajesh Ramchandani, CEO & MD, Fusion Electronics speaks during a Seminar on 'Making of an Entrepreneur delivering a lecture at Amity University Campus'



Mr. Ganesh Gupta, Global Head BnFS Practice, Strategic Initiatives & KPO, SYNTEL Inc. delivering a lecture at Amity University Campus



Dr. Pradeep Srivastava from Central Research Drug Institute (CDRI) addressing the students on 'DNA Day'



Dr. P.K. Seth, MD, Biotech Park, Lucknow, addressing the students during a workshop on Bio-Informatics



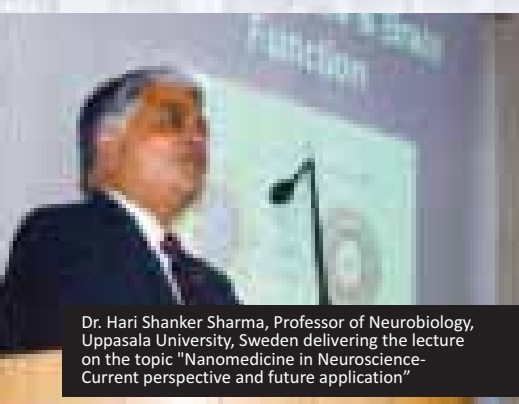
Mr. Anand Gupta, CEO I-Life Discoveries delivering a lecture at Amity University Campus



Mr. Fraude Haugen, CEO, Uninor addressing the Amity students during a Seminar on "NHRD-Amity Lecture Series"



Prof. K. L. Chopra, speaks during a Conference on 'Nano Material & Nano Technology' delivering a lecture at Amity University Campus



Dr. Hari Shanker Sharma, Professor of Neurobiology, Uppsala University, Sweden delivering the lecture on the topic "Nanomedicine in Neuroscience- Current perspective and future application"



Prof. Anand Mohan Chakravorty, Dept of Microbiology and Immunology, University of Illinois, Chicago, USA delivering lecture on topic "Biotechnology Development in India: Innovation, Intellectual Property Generation and New Business Development"



Dr. Chandra Mittal, Professor of Biotechnology & Associate Chair HCC - Northeast College, Houston, Texas, USA delivering lecture on the topic "Community College - NE: A Model for International Workforce Education in High Technology Fields" at Amity University Campus



Mr. Ajay Jain, CEO & MD, Microlit Scientific Instruments during a seminar at Amity University Campus



Mr. Suhas Gopinath, CEO & President, Global Inc interacts with the faculty members during a seminar on "Indian Laureate Series"

DISCOVER MORE AVENUES TO  
**EXPERIENTIAL LEARNING**

Enthralling Events, Knowledge Festivals, Challenging Competitions... For students of Amity, life is all about non-stop learning, as much of it outside the classroom, as in it. No wonder, you'll also become adept at not only organising events, festivals and competitions, but also winning them.



Film Star Farouque M Shaeikh at an event organised by Amity



Mr. Aseem Chauhan, Chairman, Amity University Lucknow, presenting the Amity Designer Award



Amity students performing during an event



Amity students performing during the cultural fest 'Samanvay'



Mr. Ajay Devgun and Mr. Prakash Jha addressing the press at Amity University Lucknow campus



Eminent actress Ms. Sharmila Tagore receiving a citation from Major Gen. K. K. Ohri, DG Lucknow Campus

# INNOVATE IN WORLD-CLASS **120 LABORATORIES**

Amity offers world-class lab facilities in Engineering, Biotechnology, Mass Media, Architecture and Hotel Management among many others, which act as a breeding ground for path-breaking ideas.



## ENJOY CAMPUS LIFE AT **MOST HI-TECH CAMPUS**

**CLASSROOMS:** The spacious, amphitheatre style & air-conditioned classrooms provide the most conducive atmosphere for dynamic and focused learning.

**LIBRARIES:** The libraries at Amity are stocked with over 1.25 lakh books, periodicals, references and over 17,000 online journals.

**AUDITORIUMS:** The state-of-the-art auditoriums with a combined capacity of over 600 act as a common ground for regular interfaces, conferences and other events.

**SPORTS FACILITIES:** A sprawling sports complex with facilities for many outdoor and indoor games

**HOSTEL:** The on-campus hostel for 2000 students has air-conditioned apartment suites with an attached bathroom and sitting lounge.

**CAFETERIA & EATING JOINTS:** On-campus multi-cuisine restaurants

**SECURITY:** The campus has strict security through smart cards, biometric readers, latest IP cameras, fire warning systems, 24-hour guards and patrolling Gypsies.



# LET YOUR DREAM PROSPER THROUGH INDIA'S LARGEST SCHOLARSHIP PROGRAMME

Over the years, Amity has awarded crores of scholarships to thousands of talented students from all across the country. These scholarships have been instituted to encourage students of outstanding merit to contribute to the academic future of the nation.



## SHAPE YOUR CAREER WITH EASY EDUCATION LOANS

At Amity, it has been our constant endeavour to ensure that there should be no constraint for deserving aspirants in fulfilling their dreams. With this in mind, Amity has tied up with premier banks like Oriental Bank of Commerce, Allahabad Bank, State Bank of India & HDFC Bank for education loans offering the following benefits:

- Provision of loans for all courses at Amity
- Inclusion of tuition fees, books cost, hostel fees, and even airfare for courses abroad
- Concessional rates of interest
- Speedy disposal of loans
- Availability of loans across all campuses

## JOIN BRILLIANT AMITIANS WHO HAVE GOT ON-CAMPUS PLACEMENTS

Amity has a strong commitment to provide the best trained professionals for the corporate world and a winning career for students as per their potential. For this, Amity has a team of dedicated members, responsible for interfacing with the industry and facilitating thousands of Amity students in securing the best placements.

