



AHMEDABAD MANAGEMENT ASSOCIATION

To promote exchange of ideas, knowledge & experience in the principles & practice of management.

www.amaindia.org



AHMEDABAD MANAGEMENT ASSOCIATION

About Us

AMA has been a pioneering institution in India's education & professional development landscapes for decades.

With a rich history dating back to 1956, AMA has continuously evolved & expanded its offerings to cater to a diverse audience of learners & professionals.

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DR. VIKRAM SARABHAI'S VISION

AMA, a leading professional institution in the country, is committed to maintaining the highest standards of excellence as we move forward.

AMA equips its participants with the knowledge and tools to make responsible choices and drive positive change.

AMA has continued to innovate and expand its programs, offering short and long duration continuing education opportunities in function - specific and sector- specific subjects.











AHMEDABAD MANAGEMENT ASSOCIATION

Our Value

Mission

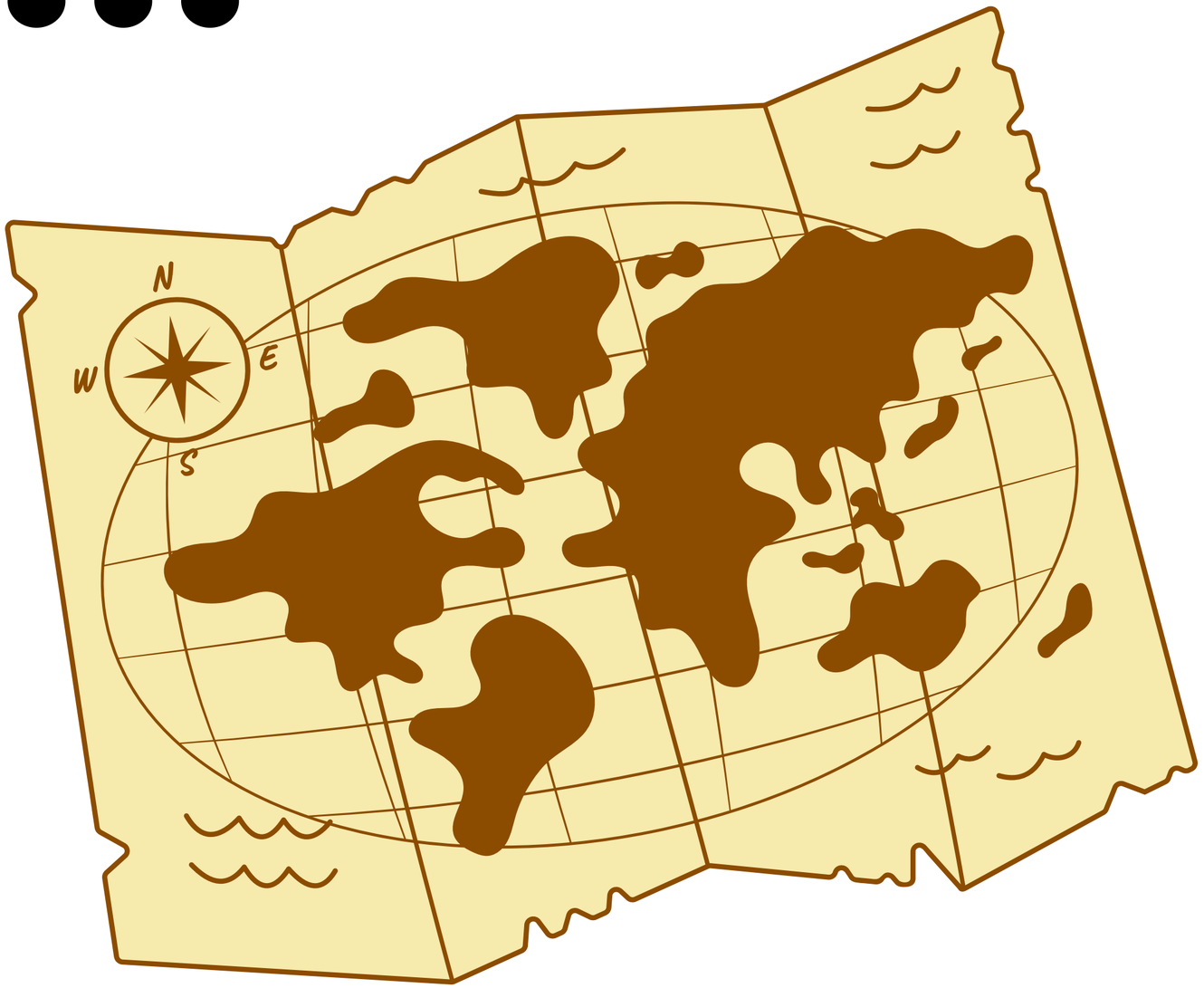
We will make a difference to people's lives through best practices in learning, enabling them to impact self, organisation & society.

Objective

To promote exchange of ideas knowledge & experience in the principles of management

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ABOUT OUR LOCATION

- We are situated in the posh area of Ahmedabad.
- AMA's 30,000 square metres Management Complex was set up in 1997.
- The complex is surrounded by well-known institutes like IIM, ATIRA, PRL, Gujarat University, B K School of Management, L D Engineering College and Polytechnic College.

Milestones

1956

AMA was established in 1956 by DR. Vikram Sarabhai.

1997

AMA Complex was set up in the ATIRA campus.

2009-10

AMA received the National Excellence Award

2023-24

AMA received the Best Local Management Association Award Category-I for the 20th time by the All India Management Association for its Outstanding Contributions in professional management

AHMEDABAD MANAGEMENT ASSOCIATION

Importance of Skill Development

89%

Employees in supportive workplaces recommend their company as a great place to work.

87%

Millennials value career growth and development opportunities in a job.

73%

More likely to feel connected when training and coaching are essential.

50%

Employees stay 5+ years if learning and development are prioritized.

AMA's Custom Programs



We collaborate with companies to create learning engagements that deliver real value over a multi-year horizon and result in a substantive, transformational and long-lasting impact on your business performance…

Our Offerings…

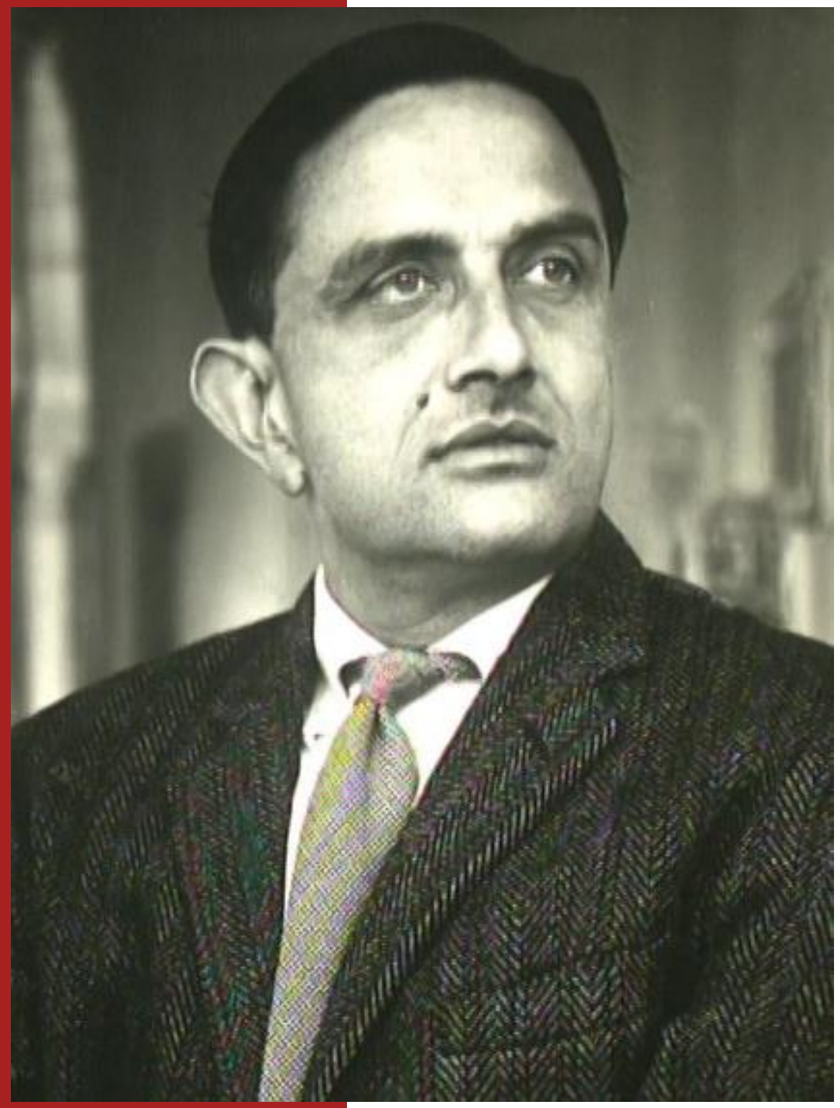
- Business Communication
- Team Building & Delegation
- Conflict Management
- Managerial Effectiveness
- Essential Leadership Skills
- Strategic Thinking
- Interpersonal Skills
- Customer Service Excellence
- Time & Stress Management
- Decision Making
- Negotiation Skills
- Ownership & Accountability
- Project Management
- Finance For Non-Finance
- Creativity & Innovation
- EI and NLP
- Basic & Advanced Excel
- Power BI
- English Speaking
- POSH
- 5S and Kaizen

… and more

Benefits of Custom Programs

- Fostering strategic thinking and leadership skills among the top management to drive business growth
- Developing a leadership pipeline for your organisation to support growth
- Driving individual and organizational change through transformational leadership
- Developing a holistic general management perspective
- Creating customer-focused organisations
- Imbibing an innovation mindset that opens numerous opportunities
- Translating employee performance through strategic management

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Dr. Vikram Sarabhai

“Our strength lies in the quality of our people and The ideas they generate.”

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Let's Connect!

+ 91 7203030990

ama@amaindia.org

www.amaindia.org

ama_ahmedabad

AMA Podcast

@AhmedabadManagementAssociation

Ahmedabad Management Association

ama_ahmedabad

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AMA, Dr. Sarabhai Marg, University Area, Ahmedabad, Gujarat, 380015