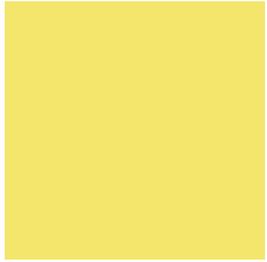


EMPOWERING  
MINDS  
SINCE 1994

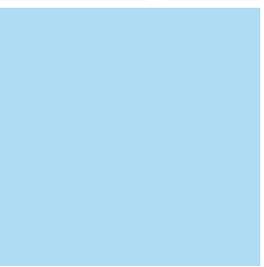
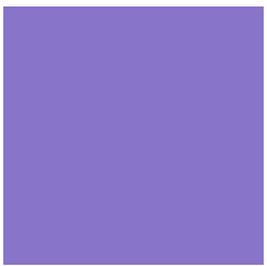
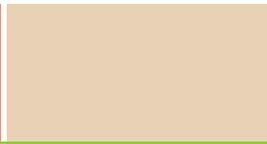
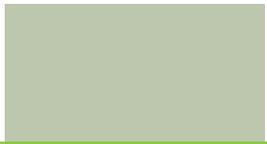
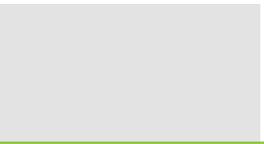


AIMS ACCREDITED WITH 'A' GRADE BY

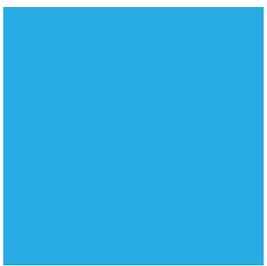


**NAAC**  
NATIONAL ASSESSMENT AND  
ACCREDITATION COUNCIL

With CGPA 3.46 on a scale of 4



Information Brochure



**AIMS INSTITUTES**  
Peenya, Bangalore

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## TRAIL BLAZERS

- ★ NAAC Accreditation with 'A' Grade (CGPA 3.46 on a Scale of 4)
- ★ IACBE Accreditation for the AIMS-B School
- ★ 18<sup>th</sup> Best Private B-School in India (Business Today, 2014)
- ★ 21<sup>st</sup> Best Private B-School in India (Businessworld, 2014)
- ★ 22<sup>nd</sup> Best B-School in India (Times B-School Survey, 2015)
- ★ 31<sup>st</sup> Best Private B-School in India (The Week, 2014)
- ★ 36<sup>th</sup> Best Private B-School in India (Careers 360, 2014)
- ★ NEN E-Week Championship Trophy 2011 (NEN 2011)
- ★ Best Institute in India for Entrepreneurship Education (NITIE, 2008)
- ★ Entrepreneurship Week India 2013 Champions Runner Up Award
- ★ Best Private B-School for Industry Related Curriculum in Operations Management (Star News Award - 2011)
- ★ 2<sup>nd</sup> Best Hotel Management Institute in India (GHRDC, 2014)
- ★ 6<sup>th</sup> Best Private Hotel Management Institute in India (The Week, 2014)
- ★ No.1 Private Hotel Management Institute in Bangalore (CSR-GHRDC, 2007,08,09)
- ★ 12<sup>th</sup> Best Private Hotel Management Institute in India (GHRDC, 2013)

## VISION

"To transform youth into professionals of global excellence with a deep concern for society"

## MISSION

AIMS will continuously strive to:

- Establish and maintain the state of - the - art infrastructure
- Engage faculty of highest competence
- Improve teaching aids, methodologies, and training tools for both faculty and student
- Inculcate in students the spirit of team work, leadership, quality and values of ethical behaviour and sensitivity to society
- Nurture effective industry-institute interaction

## QUALITY POLICY

AIMS is committed to create intellectual capital through an exemplary value based system, which provides a foundation for a lifetime of professional growth and personal development. This is achieved by,

- Adopting innovative teaching
- Providing international exposure
- Encouraging continuous research and learning



Warm Greetings for all the passionate and emerging professionals!

It is an enchanting and enduring ecstasy to celebrate the unity of academic excellence, professional distinction and altruism on AIMS campus. I strongly believe that the institution and its fraternity play a crucial role in igniting the minds of academic pursuants and help them to explore the treasure house of their hidden potentialities. It is an ardent commitment of an academia to infuse humility, integrity and intellectual impetus into the essence of every aspirant who are tirelessly striving for wholistic perfection. In continuation, I am proud to ascertain that AIMS, drenched with the visionary gleams of academic excellence and empowerment of youth for social emancipation, has incorporated many contemplative and compatible pedagogical devices.

Indeed, it is the uniqueness of AIMS for sustaining its multiethnic vigor wherein the students from diversified cultural, social or ethnic background meet, think and fulfill their dreams of academic excellence together. As AIMS is located in a metropolitan city, the students may also explore various avenues in their chosen field.

In brief, the institute is focused to generate the leaders of universal excellence and to enrich the intellectual capital of the world. In this regard, we have determined to leave no stone unturned in order to evolve wholistic personality in every student.

Dr. Kerron G. Reddy  
CEO & Principal - AIMS

## QUALITY INITIATIVES

The striking academic brilliance of AIMS is achieved through:

- State of the art teaching methodologies adopted by the passionately competent and well qualified experience Faculty.
- Well stocked digital library which enables the faculty and students to have access to various libraries (to support perfect learning).
- Industry - Institute interface such as guest lectures, workshops, case studies by eminent corporates apart from live projects, internships, and industrial visits are facilitated by the well established corporate and the public relations department of AIMS.
- High profiled advisory boards of each of the departments comprising corporate professionals and Academicians.
- Faculty and student chapters of various professionals bodies like BMA (Bangalore Management Associations), CSI (Computer Society of India) etc, help in knowledge sharing.
- Augmentation courses - Apart from the curriculum, well designed specific courses are devised in order to equip the students with the competent skills required by the industry.

AIMS has a strong quality policy in place that lays a strong emphasis on the support system, teaching aids, intellectual capital, and infrastructure.

As a part of our quality initiatives, we have taken steps towards a number of accreditations and affiliations that help us maintain the required standards and also keep the quality of our services intact by giving us an insight into the best practices being followed across the world.

AIMS (B-School programmes) is an accredited institution of the International Assembly for Collegiate Business Education (IACBE) which is a leading accreditor for student-centered colleges and universities across the world offering business programmes.

The philosophy behind IACBE stresses on student learning and operational outcomes. "IACBE is a leader in outcomes-based assessment and accreditation, in which excellence in business education is evaluated based on the results of the assessment of educational outcomes, rather than on prescriptive input standards. IACBE believes that educational quality must be measured by outcomes rather than inputs, because inputs do not necessarily correlate with quality outcomes, since the quality of outcomes is dependent not only on inputs, but also on the processes used by the institution and its business programs to convert inputs to outcomes. The only accurate way to measure excellence in business education, therefore, is through the assessment of educational outcomes."

Initiatives like IACBE help us in innovating the way we teach and also help us in understanding the best practices being followed across the world with respect to the functioning of an organization and also to understand various teaching methodologies being adopted. This in turn would help us deliver the best to the students and also cater to other stakeholders like the faculty, alumni, and parents.

All these initiatives ensure that we maintain quality processes and deliver the best to all our stakeholders.



## INTERNATIONAL AIMS

AIMS is a melting pot that synthesizes heterogeneity on its vibrant academic campus. In the initial stages, the institution was serving for the academic and professional requirements of the regional students. As the world gradually manifested itself to a global village, the institution expanded its academic services to the foreign students. Henceforth, it became an immense prerogative for the institution to nurture the dreams and hopes of foreign students with a special concern.

### EXCHANGE PROGRAMMES

AIMS has a number of collaborations in the areas of research, student exchange, and faculty exchange programmes with:

- Hotelschool The Hague, Netherlands
- ALMA, Italy
- Disneyworld, USA
- University of California Riverside (UCR), USA
- Laval University, Quebec, Canada
- ESC Troyes, France
- Vatel, France
- College of Tourism and Management, Cyprus
- IMI, Switzerland

It is surely a fascinating learning experience for the students on AIMS campus as they are privileged to interact with the students from multitude ethnic backgrounds. In addition, the students are intellectually groomed by highly committed and qualified teaching fraternity.

The uniqueness of AIMS lies in its endeavors that transcend the conventional pedagogical setup that is commonly found in the institutions.

### INTERNATIONAL STUDENTS

AIMS attracts students from more than 20 nations including UAE, Iran, Iraq, South Africa, Burundi, Nigeria, Tanzania, Uganda, Rwanda, Cameroon, Nepal, Bhutan, Srilanka, Bangladesh, China, Mongolia, Maldives, South Korea, and Mauritius. This brings a nice mix of students on campus and enables the students at AIMS the experience various cultures and practices.

In order to materialize this deep concern for foreign students, the institution inducted AIMS Center for International Liaison (ACIL), in 2007 with a deep conviction for universal knowledge, harmony, and affiliation. The amiable and amicable ACIL always assists the international students on the Campus in completing the formalities with Foreign Registration Office (FRO), University, etc...

ACIL has been greatly instrumental in integrating foreign students into its fold and offering them a “home away from home” experience. With its able team of mentors, ACIL helps foreign students blend with Indian students and familiarize with Indian culture and traditions.

The vibrant International Students Day celebrated by foreign students at AIMS is an attempt to showcase the talents and cultures & to discover the rich traditional hues on a common canvas – a Kaleidoscope of culture.

ACIL truly enables foreign students to be a part of the big extended AIMS family.

### INTERNATIONAL IMMERSION PROGRAMME

In order to expose students to various cultures and business practices an international immersion programme is made a part of business management degrees at the masters level. Industrial visits and university visits are a part of this programme. The immersion programme is a wonderful opportunity for the students to interact with a number of industry experts and academicians apart from soaking in an enriching global experience.

## CORPORATE AND PUBLIC RELATIONS

AIMS Centre for Corporate and Public Relations started its journey with a well-defined objective of bridging the gap between industry and academia, through mutually exploring the opportunities for students, institutions, professionals and the corporate world at large towards better growth and development. AIMS Centre for Corporate and public relations focuses at understanding the requirements of the corporate and then develops the abilities of our students and guides them in getting proper information about the market changes, industry expectations, nature of opportunities, salary structure, industry openings, on campus and off-campus interviews for internship, projects and placements, career counseling and career development preparation. AIMS has a strong corporate back up sponsored by effective alumni members. The Centre for Corporate and Public Relations thus facilitates training, research, consultancy and placement through right networking.

Some of the companies where our students got placed.

### FINANCE

Deloitte Consulting  
Deutsche Bank  
HSBC Bank  
IDBI Bank  
Canara Bank  
ICICI Bank  
ICICI Securities  
Karvy Stock Broking Ltd  
Kotak Mahindra Bank  
Kotak Securities  
Mahindra & Mahindra Finance  
The South Indian Bank  
Thomson Corporation (International Ltd)  
ERNST & YOUNG

### CONSULTANCY & RECRUITMENT

Empower Research  
Deloitte Consulting  
Helix Technology Solutions  
Wenger & Watson  
Career Net Consulting  
Naukri.com

### FMCG

Coca-cola  
Dabur India  
Eli & Lilly  
Colgate Palmolive  
Reckitt Benckiser  
Eureka Forbes  
Johnson & Johnson  
Nestle India  
Proctor & Gamble

### AIRLINES

Jet Airways  
Indigo

### INSURANCE

HDFC Standard Life Insurance  
ICICI Prudential  
Kotak Life Insurance  
Max New York Life Insurance  
Reliance Life Insurance

### MANUFACTURING

Bridgestone India Pvt. Ltd  
KotakUrja  
Berger Paints  
Ceasefire Industries  
Havells India  
D-LINK India  
Kurl On  
HAVELLS India Limited

### MEDIA & ADVERTISING

Deccan Chronicle  
Business Standard  
BRAND COMM  
4TH Room Advertising  
TIMES OF INDIA  
Forbes India  
Shiksha.com  
Andhra Jyothi

### AUTOMOBILES

FORD INDIA  
Toyota Kirloskar  
Rane Group

### MARKET RESEARCH

Datamonitor  
AC Nielsen

### HOUSEHOLD

Berger Paints  
Eureka Forbes  
Ricoh Global

### INFORMATION TECHNOLOGY

Accenture  
IBM  
Tally Solutions  
ZycusInfotech  
SAP Labs  
SECON India Pvt. Ltd  
Squotient [Microsoft Partner]  
WEBYOG  
Wipro Technolgoies  
L&T Infotech  
Magnasoft  
Quadwave  
Tesco

### CONSUMER DURABLES

Blue Star Limited  
Reliance Digital

### TELECOM

BhartiAirtel  
Matrix Cellular  
Reliance Communication  
Vodafone

### HOSPITALITY

Sheraton Group of Hotels  
ITC Windsor Mannor  
ITC Royal Gardenia  
The PARK Group  
La Marvella Hotel  
Oberoi Group  
Mast Kalander  
Taj Hotels  
Movenpick Hotels  
Cafe Coffee Day  
Royal Orchid Group of Hotels  
Leela Palace  
The Lalith Ashok

### REAL ESTATE

Shobha Developers  
Brigade Construction  
99 Acres.com  
Indiaproperty.com

### LOGISTICS

GATI  
Indelox  
TCIL  
VTrans  
Kuehne Nagel

### PHARMA

ABBOTT India  
Eli Lilly and Company  
Lupin Limited  
Biocon India  
Millipore India Limited  
Advinus Therapeutics

### RESEARCH

Advinus [Tata Enterprise]  
Empower Research

## ADMISSIONS

The AIMS Admission Center facilitates the admission process of the prospective students by offering them necessary counseling and career guidance to help them select the right programme and the professional assistance they require. AIMS Center for Admission conducts selection rounds for admissions from time to time during the year at the Campus as well as at different regional centers within the country and across the globe. The center guides and helps students in processing their applications for the admission in the institute.

An important trait of AIMS is to include culturally diverse student population. AIMS strongly believes that students from all over India as well as other countries, who represent a broad spectrum of diversified cultural and economic environments, develop communal harmony and add to rich learning experience. Hence, the selection process is carefully designed to take account of this aspect.

Each applicant is objectively assessed by the selection committee, which is constituted of technical and HR experts, on the basis of his / her academic accomplishments, analytical, communication and presentation capabilities. All the applicants who make through the preliminary selection process are personally interviewed by the CEO before the final acceptance. Admissions are finalized only after completing all the formalities and submission of required documents.

### ADMISSION PROCESS

The following is the admission process at AIMS:

|  |   |  |  |
|--|---|--|--|
| ENQUIRY (optional)<br>Step 1   | COUNSELLING (optional)<br>Step 2                | ELIGIBILITY CHECK<br>Step 3                      | SELECTION PROCESS<br>(MBA / PGDM only)<br>Step 4 |
| PROVISIONAL ADMISSION & DOCUMENT SUBMISSION<br>(photocopies)<br>Step 5 | FINAL ADMISSION & DOCUMENT SUBMISSION<br>Step 6 | FRRO VISIT<br>(foreign nationals only)<br>Step 7 |  |

#### 1. ENQUIRY (optional)

In this stage the candidate can enquire about the course, eligibility, college, and any other query that a candidate has. Generally, all the information is available on the AIMS website, therefore this is optional.

#### 2. COUNSELLING (optional)

If a candidate needs further clarifications on the courses (how it would enhance their career, placement opportunities, etc.), or needs help on choosing the right course, then they can opt for a counseling session with one of the counsellors at AIMS.

#### 3. ELIGIBILITY CHECK

At this stage, the candidate needs to submit the photocopies of all the documents like mark sheets, and entrance exam score cards (for MBA / PGDM only) so that the eligibility of the candidate for the opted course is checked and confirmed by the respective authorities at AIMS.

In order to know the eligibility for a course, you can refer the website / contact the AIMS Admission Center / refer the AIMS brochure meant for the opted course.

#### 4. SELECTION PROCESS (MBA / PGDM only)

All the candidates who opt for MBA / PGDM course need to attend the selection process conducted by AIMS. For more information on the test scores accepted, minimum eligibility to attend the selection process, etc., refer the brochure / website or contact the Admission Office.

#### 5. PROVISIONAL ADMISSION & DOCUMENT SUBMISSION (photocopies)

A candidate may take provisional admission in the opted course by paying the Registration Fee along with submission of necessary supporting documents & testimonials.

\* Loan assistance is given in terms of documentation on the completion of provisional admission formalities. Admission letter along with documents required to process an education loan are sent to the students which helps students to obtain a Loan easily.

## 6. FINAL ADMISSION & DOCUMENT SUBMISSION (originals)

The final admission process takes place once the candidate brings along all the original documents required for admission and approval, pay the necessary fee, complete all the necessary formalities like filling in the required forms, and giving the measurements for uniform, etc. Once the final admission process is completed, a student can start attending the classes.

## 7. FRRO VISIT (Foreign Nationals Only)

It is a mandatory requirement for all Foreign nationals arriving on long term Student (S) visa to register themselves within 14 days of their first arrival in India, irrespective of duration of stay. Besides, the foreigners are required to adhere to any observation made on the Indian Visa.

Registration facilities are not provided at the airport and are carried out in the office of FRROs or District Superintendents of Police (FROs).

For updated information on immigration, visit <http://boi.gov.in/>

## MBA/PGDM

Candidates seeking admission into MBA / PGDM course need to attend the AIMS Selection Process. For more information regarding the schedule, venue, etc., contact the admission office.

For Admissions & Enquiries, contact

AIMS Admission Centre

AIMS INSTITUTES

1st Cross, 1st Stage, Peenya, Bangalore - 560 058, INDIA

Tel: +91 80 2839 1531 / 32 / 33

Fax: +91 80 2837 8268

Mob: +91 93439 78115 / 116

Email: [admission@theaims.ac.in](mailto:admission@theaims.ac.in)

Director Admission: [rojareddy@theaims.ac.in](mailto:rojareddy@theaims.ac.in)

Manager Admission: [admission.mgr@theaims.ac.in](mailto:admission.mgr@theaims.ac.in)



## FOCUSSED CENTRES

### AEEC (AIMS ENTREPRENEURSHIP EXCELLENCE CENTRE)

With the Globalization Process stabilizing, the opportunities in the environment have enormously increased. Initiating an enterprise has become an accepted norm both by youth with few years of experience and among fresh graduates / post graduates.

With over 1400 young minds in the campus, AEEC was established in April 2007 to create and promote entrepreneurial culture in AIMS.

### ACR (AIMS CENTRE FOR RESEARCH)

ACR is a vibrant research centre involved in creating an academic environment that is suitable for sustainable research activities. ACR is proud of conducting national and international seminars apart from other academic events.

### ACS (AIMS CENTRE FOR SUSTAINABILITY)

AIMS Centre of Sustainability was established with the sole purpose of contributing and finding solutions which society is facing in terms of sustainable development. The cities are fast growing and in an unplanned manner which may be detrimental to society in the long run. ACS' one of the objectives is to align with the national policy of Swachh Bharat.

ACS seeks to study best practices followed by Cities, Municipal corporations, corporate institutes, and public at large to develop practical models which can be implemented at a micro level and then at macro level to address the issue of sustainability.

### ACSD (AIMS CENTRE FOR STUDENT DEVELOPMENT)

AIMS Centre for Student Development (ACSD) ensures welfare of the students on and of campus. It is also responsible for training & development activities that enables the students of AIMS to bridge the gap between their current skills and the skills required to meet the expectations of industry. This center collects the feedback from industry in terms of the latest skill set requirement and develops the training programmes for the students and staff of AIMS.

It assists the departments in strategizing training, development and career progression programs through Augmentation Courses and Certified Programs in Competence Building in Soft skills and Technical / Business Management Skills.

### ACIL (AIMS CENTRE FOR INTERNATIONAL LIAISON)

ACIL was established in the year 2009 with an aim to facilitate tie-ups with the foreign universities for student exchange, faculty exchange, research collaborations, and plan international trips to the students of AIMS.

### ACCS (AIMS CENTRE FOR COMMUNITY SERVICE)

The ACCS was established in July 2009. Before July 2009 the community services were been carried out by the Department of Social Work, AIMS but it was given a status of 'Centre of Excellence' in 2009 to make the students of other departments participate in the activities to accomplish following objectives.

### ACC (AIMS CENTRE FOR CONSULTING)

AIMS Centre for Consulting has been a recent addition to the Centres of Excellence. The primary objective of this centre is to explore and make use of the opportunities for knowledge and experience sharing with other organizations through consulting services.

## THE LEGEND OF OUR LOGO



- » **Knowledge** is power and is represented in the flame red colour. Knowledge is expansive and acquired in stages represented in the graphic of the blossoming Lotus.
- » The green stalk and the pink petals suggest blooming of the **undergraduate** to **postgraduate** eminence that AIMS enables with a strong foundation.
- » All with objective of **empowering minds** to reach perfection represented by the upward pointing triangle.

AIMS  
EMPOWERING MINDS

# Our Associations

AIMS B-SCHOOL ACCREDITED BY

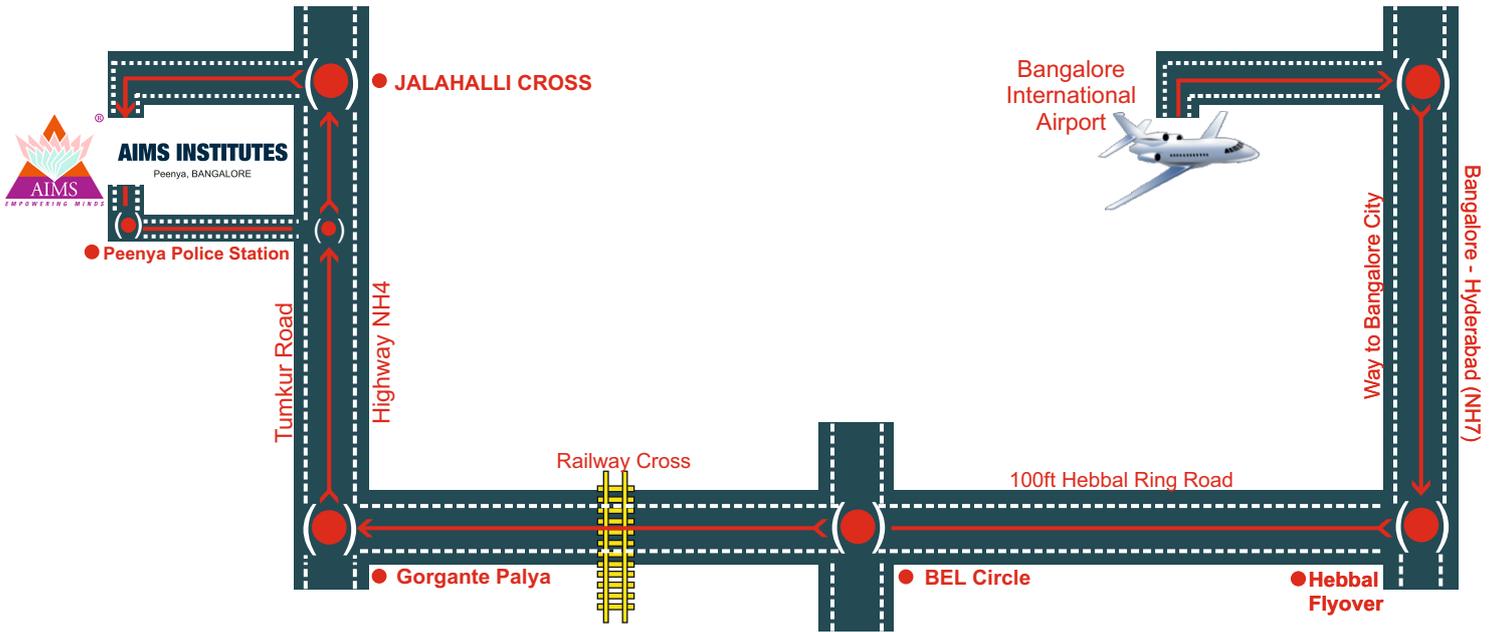


AIMS

EMPOWERING MINDS

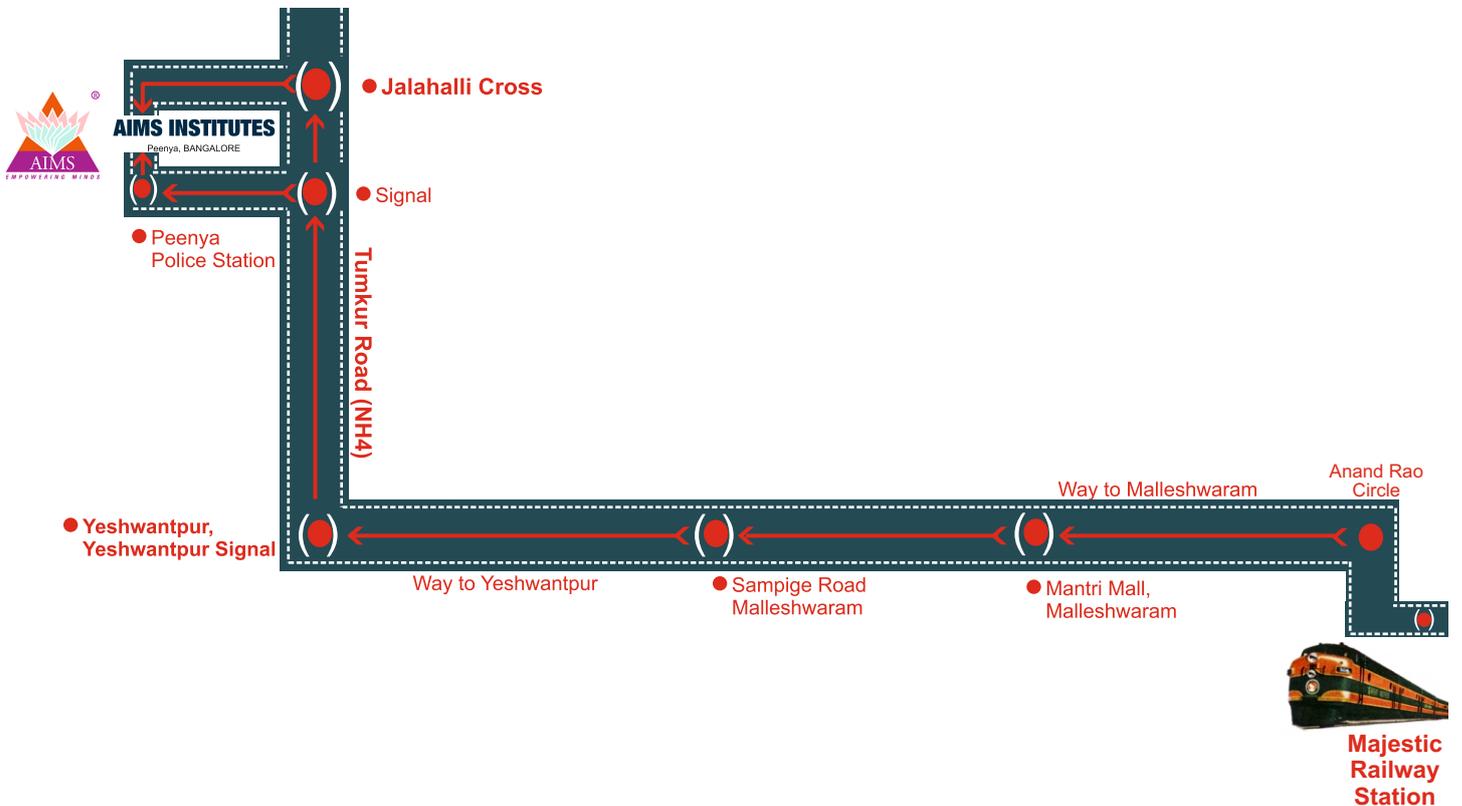


## Bangalore International Airport to AIMS



“Maps are indicative only, not actual route maps”

## Majestic Bus / Railway Station to AIMS



“Maps are indicative only, not actual route maps”

## CONTACT INFORMATION

### MAILING ADDRESS

AIMS INSTITUTES  
1st cross, 1st stage,  
Peenya,  
Bangalore - 560 058,  
INDIA.

### ACADEMICS & ADMINISTRATION

Tel : +91 80 2837 6430 / 2839 0433 / 2839 0434  
Fax : +91 80 2837 8268  
E-mail : registrar@theaims.ac.in  
principal@theaims.ac.in

### AIMS ADMISSIONS CENTRE

Tel : +91 80 - 2839 1531 / 2839 1532 / 2839 1533  
Mob: +91 93439 78115 / 93439 78116  
E-mail : admission@theaims.ac.in  
Director Admission : rojareddy@theaims.ac.in

### INTERNATIONAL RELATIONS

E-mail : acil@theaims.ac.in,  
Chief Operating Officer : priyanandan@theaims.ac.in

### AIMS PU Collage

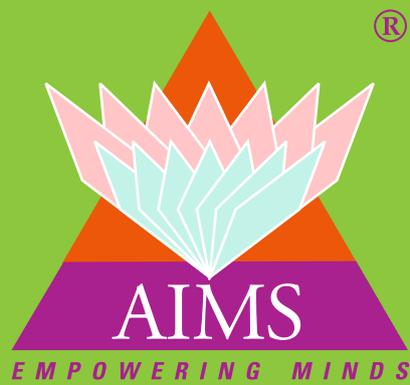
Tel: +91 2837 6430 / 4117 9588 / 4125 3496 / 2839 1531 / 32 / 33  
Mob: +91 94484 78268 Fax: +91 80 2837 8268  
E-mail : pucadmission@theaims.ac.in



## AIMS INSTITUTES

Peenya, Bangalore

- AIMS INSTITUTE OF HIGHER EDUCATION
- AIMS ACADEMY FOR HIGHER EDUCATION
- AIMS CENTRE FOR ADVANCE RESEARCH
- LEADERSHIP INSTITUTE OF AIMS
- AIMS PU Collage



[www.the\*\*aims\*\*.ac.in](http://www.theaims.ac.in)

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E-mail : [admission@the\*\*aims\*\*.ac.in](mailto:admission@theaims.ac.in)