

PROSPECTUS

*For Admission to
2 Year Full Time Master of Business Administration
(MBA Programme)
Batch (2023-2025)*



MASTER OF BUSINESS ADMINISTRATION PROGRAMME

*Affiliated to:
Assam Science and Technology University (ASTU)*

*Approved by:
All India Council for Technical Education (AICTE)
Government of India*



Assam Institute of Management
A GOVERNMENT OF ASSAM SOCIETY

Campus Address: Bigyan Path, Opposite IASST, Paschim Boragaon, Guwahati-781035
Contact no: 098640-97462 (m), Email: mail@aimguwahati.edu.in; Website: aimguwahati.edu.in

GOVERNING BODY OF ASSAM INSTITUTE OF MANAGEMENT

1.	Hon'ble Minister, Education, Assam.	Chairman
2.	Principal Secretary to the Government of Assam, Planning & Development Department	- Member
3.	Commissioner & Secretary to the Government of Assam, Industries and Commerce, Department	- Member
4.	Commissioner & Secretary to the Government of Assam, Higher Education (Technical) Department	- Member
5.	Commissioner & Secretary to the Government of Assam, PWD (Building) Department	- Member
6.	Deputy Commissioner, Kamrup (Metro), Assam	- Member
7.	Director, Rajib Gandhi Indian Institute of Management, Shillong	- Member
8.	Director, Indian Institute of Technology, Guwahati	- Member
9.	Director, Higher Education, Assam	- Member
10.	Managing Director, Numaligarh Refinery Limited	- Member
11.	Managing Director, Premier Cryogenics Ltd.	- Member
12.	Nominee of Secretary, NEC, Shillong	- Member
13.	Nominee of V. C. Guwahati University	- Member
14.	Dr. B. K. Das, Former Managing Director, Numaligarh Refinery Ltd	- Member
15.	Nominee of FINER	- Member
16.	Director, Assam Institute of Management	- Member Secretary
17.	Shri Shantikam Hazarika, Former Director Assam Institute of Management	- Special Invitee

FACULTY PROFILE

CORE FACULTY

Dr. Sanjib Raj, Associate Professor and Director (i/c)

BE (Electronics) (NIT-Surat), MBA, Ph. D.

- 35 years in Industry and Academics as well as youth counselor

Dr. Irfan Ullah, Sr. Assistant Professor

MBA, Ph. D., FDP (IIMA)

- 19 years in Industry, Academics, Training and Placement.

Dr. Karabi Goswami, Sr. Assistant Professor

MBA, Ph. D.

- 19 years in Industry and Academics

Dr. Mreeshi Agarwala, Sr. Assistant Professor

M. Sc. (Rural Development), MBA (HR), Ph. D.

- 19 years in Academics

Dr. Sinmoy Goswami, Assistant Professor

BE (Mechanical), M.B.A., Ph. D.

- 15 years in Industry and Academics

Dr. Shazeed Ahmed, Assistant Professor

MBA, MA. (DE), MCJ, Ph. D., UGC-NET, B. Ed.

- 22 years in Industry and Academics

VISITING PROFESSORS

Dr. Bhupati Kr. Das

Former Managing Director - NRL & BORL, Professor Emeritus-D.U.

B.E.(BITS-Pilani), PGDM (IIM-A), Ph. D. (G.U.)

Shri Shantikam Hazarika

Founder Director, Assam Institute of Management

B.E. (BITS-Pilani), PGDM (IIM-A)

ADJUNCT FACULTY

Shri Manas Borah

B. Tech. (Textile), ADMM (IGNOU), MBA (University of Ljubljana, Slovenia)

Former Executive Director (HR), Indian Oil Corporation Ltd.

- 37 years in Industry

Dr. Pradip Baishya

B. E. (Mech), M.Tech (Industrial & Production Engg.), Ph.D.

Associate Professor, Assam Engineering College

- 15 years in Academics

Shri Partha Bhowmick

B. E., M. Tech (Computer Science Engineering)

Assistant Professor, Assam Engineering College

- 15 years in Academics

Shri Monjit Borah

PG Diploma in Business Finance, FRM (USA), CMA (USA)

Capital Market Professional

- 18 years in Industry and Academics

Shri Pranjoy Arup Das

B. Com, PGDM

Management Consultant, Lecturer and Trainer

- 16 years in Industry and Academics

ADMINISTRATION

Sri Nakul Chandra Kalita

Administrative & Accounts Officer

- 36 years in academics and administration

Sri Chandan Borah

Senior Programme Officer (Academic) & Deputy Controller of Examinations

- 29 years in industry and administration

Sri Kishore Hazarika

Senior Programme Officer (MDP) & Purchase cum Procurement Officer

- 25 years in administration

Sri Manabendra Deka

Program Officer (Admin)

- 13 years in industry and administration

Assam Institute of Management

(A Government of Assam Society)

AIM GENESIS

The Assam Institute of Management was established in 1988 as an autonomous institute of Government of Assam. Prior to that, several diagnostic studies were conducted by the State Government, which identified management inefficiency and dearth of professionally trained management personnel as the main reason for the underperformance of the State Level Public Enterprises and various government sponsored projects. In that context, the Government of Assam promoted the Assam Institute of Management as an autonomous institute under the Public Enterprises Department. In 1997, the Government of Assam changed the Institute's reporting department by a Cabinet Resolution under its Administrative Reforms Programme. Considering the contribution of the Institute in management education, the Government of Assam has restructured and broadened the Governing Body of the Institute and vide a circular in September, 2008, the Institute was brought under the Directorate of Technical Education of Government of Assam. In 2022, the Institute has been brought under the Directorate of Higher Education of Government of Assam.

AIM VISION

Management education, training and development have been regarded as one of the basic human development requirements in the development process of any region. It is believed that inadequate manpower development of the North East Region in the field of Management has been the cause of its relative underdevelopment. The Vision for AIM is to *'develop appropriate human capital infrastructure to meet the growing developmental needs of the strategically located and resource-rich North Eastern Region of India'*.

AIM MISSION

The mission of the Assam Institute of Management is to be a *CENTRE OF EXCELLENCE* by carrying out teaching, training, research, consultancy and networking in the field of Management as also in allied disciplines in the most effective manner.

AIM OBJECTIVES

The aim and objectives of the Assam Institute of Management, laid down to work towards this mission, are:

1. To provide for and promote education and training in various fields of management and allied disciplines;
2. To assist organisations in problem-solving and improving their functioning;
3. To carry out conceptual and applied research in fields relevant to regional development; and
4. To interact with industries and institutions to further the management movement and thus facilitate regional development

AIM ACCOMPLISHMENTS SO FAR

A true Institute of management has to not only provide management education, but also carry out research, undertake consultancy works and conduct management development and training programmes. AIM has excelled in all these areas. Since its inception, AIM has pioneered well designed

management education and executive development programmes in North-East. The Institute has assisted many government and semi-government organisations through management consultancies and studies. The institute has conducted more than 300 Management Development Programmes with participants from State and Central Government departments and undertakings as well as private sector organisations. Today, AIM graduates are found in various parts of India as well as the Globe, working in organisations of repute. AIM faculty has also won national recognition in the field of research. With its multifarious activities, AIM has been able to carve a niche for itself in the national management scenario. However, there is a long way to go and AIM is fully aware of the challenges ahead.

MASTER OF BUSINESS ADMINISTRATION (MBA 2023-2025 Session)

The Assam Institute of Management announces the admission to its 2-year full time programme leading to *Master of Business Administration (MBA) for the 2023-2025 session*. The programme is affiliated to Assam Science and Technology University (ASTU) and approved by All India Council for Technical Education (AICTE), a Statutory Body of the Government of India for approving such courses.

THE SALIENT FEATURES OF AIM MBA PROGRAMME

The AIM MBA Programme is one of the most unique and innovative programmes in the country. It has introduced courses and programmes which are now being emulated by many leading institutes of the country. The highlights are:

- i) **Trimester system of education:** AIM MBA programme follows the trimester system. Such a system makes it possible to broaden the course contents and introduce more innovative and contemporary courses.
- ii) **Committed and dedicated band of full-time faculty:** AIM has a very versatile set of fulltime faculty members, with substantial organisational experience. They get regular opportunities to develop and upgrade themselves, by presenting papers in National and International Seminars, through interactions with industry personnel and leaders and by attending faculty development programmes.
- iii) **Strict adherence to a time-bound Academic Calendar:** At the beginning of each academic year, each student is given a printed academic calendar where the dates of End term tests, holidays and any other student related activities are clearly specified. Students are required to strictly adhere to the calendar and plan their own schedules accordingly. This ensures course completion in time and makes the students disciplined & time bound.
- iv) **Unfailing compliance to norms of the All India Council for Technical Education (AICTE) and Assam Science and Technology University (ASTU):** AIM is very conscious about complying with the AICTE & ASTU norms, in terms of course content, contact sessions, programme structure and evaluation guidelines.
- v) **Compulsory and comprehensive computer education:** The institute has a fully functional Computer Laboratory with LAN, multimedia access with Language Lab. Computer literacy is a must in AIM. In addition, AIM is offering advanced programmes for interested students in Computer Based Management. Students are allowed considerable freedom regarding access to the institutes' computer facilities along with Wi-Fi facilities.

- vi) **Strong inputs of case studies and other real life inputs:** In line with the trends in the premier management institutes of the world, and keeping the background of the students in mind, AIM ensures an adequate balance between cases, lectures, assignments, field studies and project works for its students.
- vii) **Continuous stress on participants' self-development and improvement of their communication abilities:** AIM believes that students of the NE require soft skills development so that they can compete with graduates of other leading management institutes. Accordingly, AIM spends considerable time and efforts in developing the communication and presentation skills of its students. The institute also takes help of external organizations in this regard. The students are required to organise events, attend mock interviews etc, so that their individual skills are developed. Written analysis and Communication (WAC) and Executive Effectiveness (EE) are two papers which are conducted round the year to emphasise on the skill requirements of the students.
- viii) **Continuous evaluation and feedback:** In AIM, evaluation is done on a continuous basis. Apart from end-term examinations, the students are evaluated on the basis of their class performance, presentations, class assignments, quizzes, projects etc. The students are given regular feedback about their performances. Necessary counseling is also done as and when required.
- ix) **Inclusion of human values and ethics, exposure to *Yogasana*:** AIM is one of the first institutes in India where values and ethics have been integrated to the learning process on a compulsory basis. The students are required to attend programmes on spirituality and Yoga conducted by Vivekananda Kendra, Guwahati. They also do compulsory social works among the socially deprived section of the society. Ethics and Non Corporate Management is a unique paper of the Institute.
- x) **State-of-the-Art syllabus, which is continuously upgraded:** The institute constantly upgrades and modifies its syllabus. The institute interacts with leading management educators and industry leaders to find out industrial requirements and contemporary management trends. On the basis of information garnered, the institute revises its syllabus and teaching inputs to make its students “industry ready” by the time they graduate.
- xi) **Regular interactions with industry through industrial visits, guest lectures etc:** To augment the learning process, the students are taken on industrial visits to local units, Numaligarh Refinery Ltd, along with out-side North East visit. at Goa and International visit at Malaysia where they interact with field personnel to get realistic input into corporate lives. The institute also gets frequent guest speakers from industry, academia and bureaucracy to talk and interact with the students.
- xii) **Heavy and continuous workloads with limited number of holidays:** The learning workload is very heavy and students have to come fully prepared to class. Students are expected to study at least four hours every day. The institute has fewer holidays than others. Classes are often held on holidays.
- xiii) **Networking with institutions and organizations of repute on global basis:** AIM faculty members maintain a regular network with their peers in the industry and academia. Currently a number of industry and academia interface is going on in the Institute. The ONGC Chair at AIM is quite vibrant and is only one of the few institutes of the country, ONGC Chair has been commissioned. Assam Institute of Management (AIM) signed a MoU with Numaligarh Refinery Limited on 22nd December, 2021 to carve out industry-academia collaboration in various shared

domains. The MoU aims to strengthen Industry-academia linkage by adopting acceptable means for mutual benefit of both the organizations and to develop a closer relationship to help and promote mutual interest by arranging joint events, sharing knowledge and information etc. Under the MoU, NRL will provide facility to the students of AIM to undergo internship training, to jointly develop industry relevant research project and to host joint events like management development programme (MDP), seminars, workshops and special talks by eminent industry persons etc. In the similar line, AIM has also signed MoUs with ONGC, OIL, AGCL, BCPL, NEILT, Moksha Consultancy Private Limited, Magitech Innovision LLP, Mindmatrix Services Pvt. Ltd. and Rashtriya Gramin Vikas Nidhi. This will provide internship opportunity for the students of AIM and will develop relevant research projects jointly.

ELIGIBILITY FOR ADMISSION TO THE MBA PROGRAMME

A candidate seeking admission to the Two Year Programme would have to be a graduate in any discipline, except Fine Arts, with a minimum of 50% of aggregate marks. SC/ST applicants with minimum 45% marks would also be eligible.

PROVISIONAL ADMISSIONS

Applicants who may not have obtained a Bachelor's degree at the time of applying may also apply provided their Final Degree Examination is **completed in all respects** before commencement of the course and only their results are due for declaration. They **MUST NOT** have any backlogs or pending works connected with their graduation studies, once they join the MBA programme.

Such applicants, if they get selected for admission through the selection process, would be admitted only on **PROVISIONAL** basis. They shall have to produce evidence of passing the Bachelor's Degree examination with 50% marks (45% for SC/ST) before start of the university registration process. In case the final examination of provisionally admitted participants are not **completed in all respects** before the commencement of the course, their admission will be cancelled and fees and other charges paid by them would NOT be refunded. Similarly, if such participants fail to get 50% marks in aggregate in their final graduation examination (45% in case of SC/ST) when the results are declared or if their final results are withheld for some reasons, they shall have to withdraw from the course and fees paid would **STAND FORFEITED**.

RESERVATION

Reservation of seats for SC/ST applicants would be as per Government norms { ST(H) - 5%; ST(P) - 10%; SC - 7% and OBC/MOBC - 27% }. AIM will have three seats reserved for foreign / NRI-sponsored applicants. AIM also have two seats each reserved for students from Arunachal Pradesh, Manipur, Meghalaya, Mizoram, Nagaland, Tripura and Sikkim for which nomination from respective state governments are essential.

SELECTION PROCESS

Admission to AIM is through a three-tier selection process comprising of a written test, group discussion and personal interview. Assam Institute of Management accept the Scores of Common Entrance Tests like CAT, CMAT, ATMA, MAT, XAT. In addition, applicants will also have to apply to AIM by filling up a separate Application Form which can be downloaded from the AIM website or can fill up online from the AIM website. On the basis of the marks scored in one of the above test and the information provided in the AIM Application Form, shortlisted candidates would be called for Group Discussion and Personal Interview at Guwahati for final selection.

PROCEDURE TO APPLY AT AIM

Candidates, who have valid scores from any of the tests as specified above, may apply online for MBA 2023–2025 batch through AIM website www.aimguwahati.edu.in. Candidates must fill the requisite details on the online form itself. Payment of Application fee of Rs.1000/- should also be done online.

CRITERIA

- Candidates having uniformly good academic background will be given preference.
- The following are the weightage criteria for MBA admission: Academic Background - 15%; Entrance Score - 50%; Group Discussion - 15%; Personal Interview- 15%; Work Experience - 5%.
- Selected students have to produce **original copy of Migration Certificate and Students with Gap period in academics will have to submit Gap Certificate** for submission to Assam Science and Technology University during registration process after admission.

FEE STRUCTURE

The fees stated below include the cost of Books and Study materials, etc. Students will be provided the Books for all the Trimesters. The Registration Fee & Examination Fee Payable to the University will be paid by the Institute on behalf of the students enrolled with AIM.

Components of Term Wise Fee for MBA Programme 2023-2025 Batch

1st Trimester – MBA 1st year

Particulars	Amount (Rs)
Admission Fee	12,000.00
Tuition Fee	40,000.00
Computer facilities	6,000.00
Library	2,000.00
Administrative Charges	7,500.00
Students' Activities	4,000.00
Examination Fee	3,000.00
Industrial Visits	1,000.00
Games & Co-curricular Fee	1,000.00
Books & Study materials	10,000.00
Refundable Caution Money (at the time of admission only)	5,000.00
Total Fee	91,500.00

2nd Trimester – MBA 1st year

Particulars	Amount (Rs)
Tuition Fee	40,000.00
Computer facilities	6,000.00
Library	1,500.00
Administrative Charges	7,500.00
Examination Fee	3,000.00
Books & Study materials	10,000.00
Total Fee	68,000.00

3rd Trimester – MBA 1st year

Particulars	Amount (Rs)
Tuition Fee	40,000.00
Computer facilities	6,000.00
Library	1,500.00
Administrative Charges	7,500.00
Examination Fee	3,000.00
Books & Study materials	10,000.00
Total Fee	68,000.00

4th Trimester – MBA 2nd year

Particulars	Amount (Rs)
Admission Fee	12,000.00
Tuition Fee	40,000.00
Computer facilities	6,000.00
Library	2,000.00
Administrative Charges	7,500.00
Students' Activities	4,000.00
Examination Fee	3,000.00
Industrial Visits	1,000.00
Games & Co-curricular Fee	1,000.00
Books & Study materials	10,000.00
Total Fee	86,500.00

5th Trimester – MBA 2nd year

Particulars	Amount (Rs)
Tuition Fee	40,000.00
Computer facilities	6,000.00
Library	1,500.00
Administrative Charges	7,500.00
Examination Fee	3,000.00
Books & Study materials	10,000.00
Total Fee	68,000.00

6th Trimester – MBA 2nd year

Particulars	Amount (Rs)
Tuition Fee	40,000.00
Computer facilities	6,000.00
Library	1,500.00
Administrative Charges	7,500.00
Examination Fee	3,000.00
Books & Study materials	10,000.00
Total Fee	68,000.00

Note:

Caution Money would be refunded after two-years only on successful completion of the programme. The Institute will help the students to avail Educational Loan from the Banks with the requisite references.

Accommodation:

Hostel accommodation is available inside the campus.

THE MBA PROGRAMME - OVERALL PROGRAMME DESIGN

The AIM two-year Master of Business Administration (MBA) programme is designed by an Academic Council, formed by the Government of Assam. The programme is affiliated to Assam Science and Technology University (ASTU) and approved by All India Council for Technical Education, AICTE a Statutory Body of the Government of India for approving such courses. The papers have been selected and designed after taking help from leading management educators and practitioners.

Each academic year would be divided into three terms, each term being called a trimester. Thus there would be six trimesters in the entire programme of two years. Each of the 6 trimesters would be of about 13 weeks. The first year curriculum would be common to all the students. The second year would contain core papers and optional papers leading to dual specialization.

The core and optional courses are so designed that each term builds upon the courses taught in the previous term, as well as the field experience. Formal classroom sessions would be supplemented by frequent guest lectures from visiting scholars, practitioners, administrators and organisation leaders. In addition, the students would have to frequently carry out field studies that would involve outdoor works. It has to be borne in mind by the applicants that the two-year MBA programme would be very heavy and demanding in nature. Right from day one, the participants would be subjected to a heavy workload. Normally three or four sessions would be held in a day, but the participants would have to devote equal amount of time every day for self-study. The Institute expects students to use its library resources effectively.

Therefore, it is imperative that those who are keen to join in the Assam Institute of Management are willing to work hard, are ready to make minor sacrifices and would devote most of their next two years to their studies and the various course requirements.

Trimester-wise break-up of the papers

(Subject to Modification from time to time by Board of Studies, ASTU)

1st Year: 1st Trimester

Paper Code	Papers	Credit	Marks
MBAT182101	Management: Evolution, Principles & Relevance (MEPR)	3	100
MBAT182102	Organisational Behaviour (OB)	3	100
MBAT182103	Principles of Marketing (MM-1)	3	100
MBAT182104	Financial Accounting (FA)	3	100
MBAT182105	Quantitative Techniques in Management (QTM)	3	100
MBAT182106	Managerial Economics (ME)	3	100
Total		18	600

1st Year: 2nd Trimester

Paper Code	Papers	Credit	Marks
MBAT182201	Operations Research (OR)	3	100
MBAT182202	Marketing Management (MM-2)	3	100
MBAT182203	Production and Operations Management-I (POM-1)	3	100
MBAT182204	Cost and Management Accounting (CMA)	3	100
MBAT182205	Legal Aspects in Business (LAB)	3	100
MBAT182206	Information Technology in Management (ITM)	3	100
Total		18	600

1st Year: 3rd Trimester

Paper Code	Papers	Credit	Marks
MBAT182301	Research Methodology (RM)	3	100
MBAT182302	Principles of Managerial Finance (PMF)	3	100
MBAT182303	Production & Operations Management – II (POM-2)	3	100
MBAT182304	Personnel Management & Industrial Relations (PMIR)	3	100
MBAT182305	Management Information System (MIS)	3	100
MBAT182306	Entrepreneurship & Non Corporate Management (ENCM)	3	100
MBAT182307	Written Analysis and Communication (WAC)	3	100*
MBAT182318	Year End Viva	3	100
Total		24	800

*N.B. WAC classes will be held throughout the 1st year.

2nd Year: 4th Trimester

Paper Code	Papers	Credit	Marks
MBAT182401	Indian and Global Economy (IGE)	3	100
MBAT182402	Innovation Management (IM)	3	100
MBAT182403	Summer Internship Programme (SIP)	3	100
SPECIALISATION AREAS			
MBAT182M404	Sales, Distribution and Retail Management (SDRM)	3	100
MBAT182M405	Consumer Behaviour (CB)	3	100
MBAT182F404	Investment Management & Portfolio Analysis (IMPA)	3	100
MBAT182F405	Management of Banking & Financial Services (MBFS)	3	100
MBAT182H404	Talent Management (TM)	3	100
MBAT182H405	Industrial Jurisprudence & Grievance Resolution (IJGR)	3	100
MBAT182O404	Operation Strategy Planning & Control (OSPC)	3	100
MBAT182O405	Services Operations Management (SOM)	3	100
Total		21	700

2nd Year: 5th Trimester

Paper Code	Papers	Credit	Marks
MBAT182501	Corporate Strategy & Planning (CSP)	3	100
MBAT182502	International Business (IB)	3	100
SPECIALISATION AREAS			
MBAT182M503	Emerging Areas of Marketing (EAM)	3	100
MBAT182M504	Marketing of Services (MS)	3	100
MBAT182F503	Business Taxation Laws & Practice (BTLP)	3	100
MBAT182F504	Capital Market & Security Analysis (CMSA)	3	100
MBAT182H503	Strategic Human Resource Management (SHRM)	3	100
MBAT182H504	Applied Human Resource Management (AHRM)	3	100
MBAT182O503	TQM & Six Sigma (TQMSS)	3	100
MBAT182O504	Logistics & Supply Chain Management (LSCM)	3	100
Total		18	600

2nd Year: 6th Trimester

Paper Code	Papers	Credit	Marks
MBAT182601	Quality Management (QLM)	3	100
MBAT182602	Resource, Environment and Energy Management (REEM)	3	100
MBAT182603	Project Management (PM)	3	100
MBAT182604	Rural development (RD)	3	100
MBAT182605	Executive Effectiveness (EE)	3	100
SPECIALIZATION AREAS			
MBAT182M606	Integrated Marketing Communication (IMC)	3	100
MBAT182F606	Corporate Financial Strategy (CFS)	3	100
MBAT182H606	Organizational Transformation & Development (OTD)	3	100
MBAT182O606	TPM & Lean Manufacturing (TLM)	3	100
Total		21	700

1st year Total Credit - 60 and Total Marks – 2000;

2nd year Total Credit - 60 and Total Marks – 2000;

Total Credit = 120 and Total Marks = 4000

Summer Placement

After the completion of 1st year, participants are required to undergo minimum 8 weeks of compulsory Summer Placement in any organisation of repute. The participants would have to make their own arrangements for fixing summer placement in suitable organisations.

Programme Duration and Timing

The regular classes would be normally held from 10.00 A.M. onwards. Each class would be of 1 hour 15 minutes. Between the first and the second and the second and the third trimesters, there may be breaks of one week each. Depending upon the course progress and operational requirements, classes may be held outside the hours and days stipulated, including holidays. The Institute draws up an Academic Calendar at the beginning of each year, which is strictly adhered to. Hence, participants must be willing to attend unscheduled classes on holidays or on irregular hours if decided by faculty to complete the academic stipulations as per schedule.

Attendance

75% attendance in each paper is required before a participant is considered eligible for sitting in each trimester ending test. Participants who fail to meet the minimum attendance stipulation in any paper may be treated as to have failed in that paper.

Evaluation

For each paper; the participants would be evaluated on the basis of the following: (i) Class tests/performance; (ii) Assignments/Projects; (iii) Field Work; (iv) Term-End Examinations; (v) Class Participation.

The weightage given to each of the above depend upon the individual Faculty and the norms suggested by Controller of Examination, AIM. Emphasis would be given to continuous evaluation rather than simply on a trimester-end examination. Therefore, participants would have to exert themselves for the programme from the very beginning and sustain efforts continuously throughout the programme. The break-up of marks would be as follows:

First Year:

18 papers in 3 terms @ 100 marks per paper	1800
Written Analysis & Communication	100
<u>Viva at the end of the each trimester</u>	<u>100</u>
Total =	2000

Second Year:

SIP presentation and report	100
18 papers (including elective) in the second year	1800
<u>Executive Effectiveness</u>	<u>100</u>
Total =	2000
Grand Total=	4000

SUPPORT FACILITIES

Library: The institute has a well-stocked library with more than 11500 volumes and subscribing to nearly 50 journals and magazines and daily newspapers. The library offers an excellent collection of books on management as well as on related disciplines and interests. The library also maintains (i) Newspaper clippings in diverse areas, (ii) Collection of corporate annual reports, (iii) Audio/video/CD reference materials, (iv) Reports of various projects undertaken by students, (v) Publications and reports of committees, etc.

Computer Centre: The Institute has a computer centre with fifty computers with printing facilities. The MBA participants are allowed liberal access to use the computers to augment their learning and supplement their assignments. The institute also has broadband Internet facilities supported by NKN for the students along with Wi-Fi facility throughout the campus.

Student activities: The institute runs many unique programmes and activities, which contribute to the overall development of the participants. The participants are required to conduct the following activities of their own, which involves planning, resource mobilization, implementation and assessment.

AIM-SPORTS - Annual Sports meet among the AIM students.

AIM-CULTURAL NIGHT- Annual Cultural Programme among the AIM students

SOCIAL ACTIVITY - In small groups the participants also render socially useful activities like organising sports meet for street children, conducting health and hygiene camps for slum dwellers, sensitizing students of non-elite schools to normal day-to-day hazards, volunteering for serving those who are mentally or physically challenged etc.

SEMINERS - In addition, the participants are also required to interact actively with the corporate sector and organise relevant corporate seminars.

BLOOD DONATION - Every year AIM organizes a voluntary blood donation camp, where a large number of students and faculty members donate blood.

PLACEMENT: From the information furnished by its alumni as well as its own information, the AIM alumni seems to have ready acceptance in industries. AIM alumni are posted in places like Kathmandu, Ahmedabad, Aurangabad, Hyderabad, Bangalore, Kolkata, Pune, Bhubaneswar, Delhi, Mumbai, etc. apart from being in various places in the North Eastern Region of the country. Assam Institute of Management is grateful to the above companies for their support and encouragement.

NOTE:

1. Participants admitted to the Two Year Programme would not be allowed to join any other course of study or allowed to appear in any other examination. Participants would not be allowed to join fulltime job during the course of the programme. Any student found violating this stipulation would be immediately expelled from the course. Even for part-time jobs, prior approval of the Director would be necessary. Strict adherence to attendance norms is followed in the Institute. Students failing to meet attendance norms are not allowed to appear in the examination.
2. Applicants must submit copies of their valid score card and any other relevant documents to substantiate their candidature along with their AIM application form. It may be clearly understood that the institute would reserve the right to evaluate these on the basis of criteria set for the same by the Institute itself. Mere submission of these would not automatically render an applicant eligible to be short-listed for final selection.
3. Please note original certificates and mark sheets would be required only if they are short-listed for Group Discussion / Personal Interview. Only copies of Mark sheet need to be attached with the application.
4. Applicants are requested to make sure they fulfill all eligibility requirements. Admission to the programme is at applicants' own risk and will not automatically render them eligible for consideration for the Master Degree if at later stage is found that any applicant does not meet the eligibility criteria **no refund of fees paid would be possible**.
5. The decisions of the Director of the Institute shall be final binding in matters relating to admission. All legal matters will be subject to Guwahati Jurisdiction only.
6. Candidates selected for admission to the programme will be informed about the date by which they must complete the admission formalities. If they fail to do, their admission may be withdrawn.
7. The interpretation of the Director of the Assam Institute of Management in respect of all clauses in this Prospectus shall be final and binding.
8. Candidates who secure admission to the institute by furnishing false information will be removed from the programme immediately on detection of the same and fees etc., already paid would not be refunded to them. If an applicant who has been selected to join the programme and has paid the fee, but fails to join the programme or abandons the programme mid-way, he/she will not be refunded any fee etc. paid by him/her.

Important Dates to Remember:

Last Date for Submission of Online Application	10th July 2023
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www.aimguwahati.edu.in

Our Recruiters



Nestle	Safe Chem	Pepsi	Loreal
HCL	CCD	E-Kart	OPPO
Vodafone Idea	Shalimar	Fortune Footprints	Rivigo Logistics
HDFC AMC	Big Bazar	Cavin Kare	Everest
Kent RO Systems Ltd.	Colgate – Palmolive	Perfetti Van Melle	Indian Oil
Cease Fire	Bridgestone	Kelloggs	North East Small Finance Bank
Marico	Kirloskar Oil Engines	STAR Cement	Amara Raja

400+

COMPANIES VISITED OUR COLLEGE FOR
CAMPUS RECRUITMENT SO FAR

14 LPA

HIGHEST CTC PAID TO OUR STUDENT

4 LPA +

AVERAGE CTC PAID TO OUR STUDENTS



STUDENTS IN A CLASSROOM SESSION



FORMER DIRECTOR OF AIM, PROF SHANTIKAM HAZARIKA CONDUCTING CLASS SESSIONS POST RETIREMENT



STUDENTS IN A SEMINAR PRESENTATION SESSION AT THE CONFERENCE HALL



THE INSTITUTE WITH A WELL-STOCKED LIBRARY WITH MORE THAN 10000 VOLUMES AND SUBSCRIBING TO NEARLY 50 JOURNALS AND MAGAZINES AND DAILY NEWSPAPERS



A WELL FURNISHED COMPUTER LAB WITH STATE OF ART TECHNOLOGY



BUILD LIFELONG FRIENDSHIPS WITH FELLOW STUDENTS WHO SHARE YOUR INTERESTS, PASSIONS, AND PERSPECTIVES



STUDENTS IN AN INFORMAL SOCIAL GROUP



JOLLY STUDENTS THE LIFELINE OF AIM



STUDENTS OF (2021-2023) BATCH IN A FUN ACTIVITY DURING FRESHERS

********Thank-You********