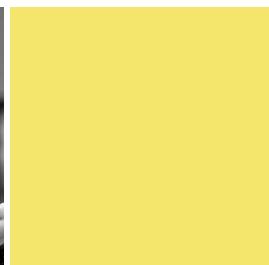
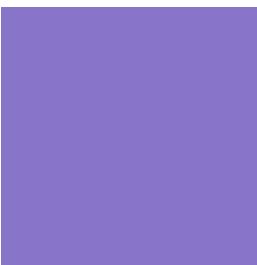
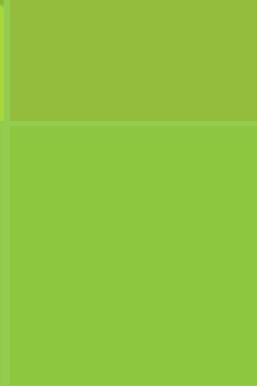
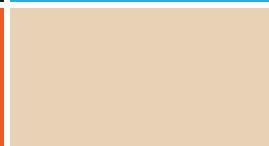
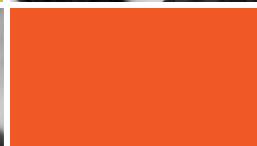
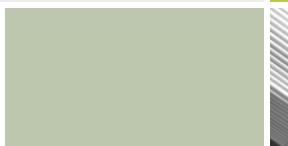
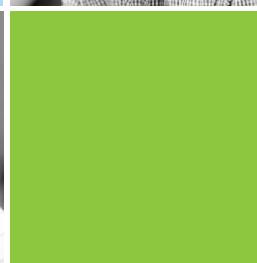
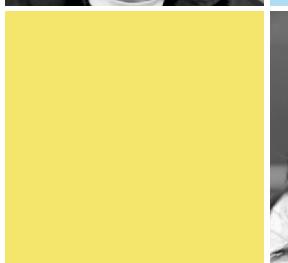
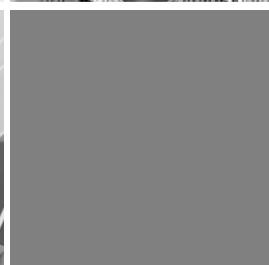
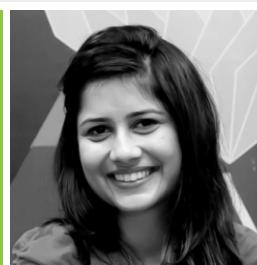
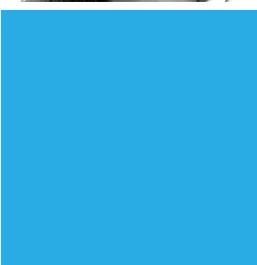


EMPOWERING
MINDS
SINCE 1994



Information Brochure



AIMS INSTITUTES

Peenya, Bangalore

CONTENTS

Trail Blazers, Vision, Mission, Quality Policy.....	2
CEO's Message.....	3
Quality Initiatives.....	4
Focussed of Excellence	5
International AIMS.....	6
Corporate And Public Relations.....	7
Admissions.....	8
Value Additions.....	10
Doctoral Programmes	16
Master of Business Administration (MBA).....	17
Post Graduate Diploma in Management (PGDM).....	18
Post Graduate Diploma in Management (Business Analytics)	19
Executive PGDM in Business Analytics	20
Post Graduate Program in International Business (PGPIB).....	21
Bachelor of Business Administration (BBA).....	22
Master of Commerce (MCOM) UOM.....	23
Master of Commerce (MCOM) BU.....	25
Bachelor of Commerce (BCOM).....	26
Master of Computer Applications (MCA).....	27
Master of Science (Mathematics).....	28
Bachelor of Computer Applications (BCA).....	29
Master of Tourism & Administration (MTA).....	30
Bachelor of Hotel Management (BHM).....	31
Bachelor of Arts (Hotel Administration & Event Management)	32
Bachelor of Arts (Psychology, Journalism & Optional English)	33
Bachelor of Arts (Psychology, Sociology & Economics)	34
Bachelor of Arts (Performing Arts)	35
Master of Arts in English Literature (MA).....	36
Master of Social Work (MSW).....	37
PUC (+2).....	38
The Legend of our Logo.....	39
Our Associations	40
Route Map.....	41
Contact Information	42



TRAIL BLAZERS

- ★ NAAC Accreditation with 'A' Grade (*CGPA 3.46 on a Scale of 4*)
- ★ IACBE Accreditation for the AIMS-B School
- ★ 18th Best Private B-School in India (Business Today, 2014)
- ★ 21st Best Private B-School in India (Businessworld, 2014)
- ★ 22nd Best B-School in India (*Times B-School Survey, 2015*)
- ★ 31st Best Private B-School in India (The Week, 2014)
- ★ 36th 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)
- ★ 2nd Best Hotel Management Institute in India (GHRDC, 2014)
- ★ 6th Best Private Hotel Management Institute in India (The Week, 2014)
- ★ No.1 Private Hotel Management Institute in Bangalore (CSR-GHRDC, 2007,08,09)
- ★ 12th 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 pursuant 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	MANUFACTURING	CONSUMER DURABLES
Deloitte Consulting	Bridgestone India Pvt. Ltd	Blue Star Limited
Deutsche Bank	KotakUrja	Reliance Digital
HSBC Bank	Berger Paints	TELECOM
IDBI Bank	Ceasefire Industries	BhartiAirtel
Canara Bank	Havells India	Matrix Cellular
ICICI Bank	D-LINK India	Reliance Communication
ICICI Securities	Kurl On	Vodafone
Karvy Stock Broking Ltd	HAVELLS India Limited	
Kotak Mahindra Bank		
Kotak Securities		
Mahindra & Mahindra Finance	MEDIA & ADVERTISING	
The South Indian Bank	Deccan Chronicle	
Thomson Corporation (International Ltd)	Business Standard	
ERNST & YOUNG	BRAND COMM	
	4TH Room Advertising	
CONSULTANCY & RECRUITMENT	TIMES OF INDIA	
Empower Research	Forbes India	
Deloitte Consulting	Shiksha.com	
Helix Technology Solutions	Andhra Jyothi	
Wenger & Watson		
Career Net Consulting	AUTOMOBILES	
Naukri.com	FORD INDIA	
	Toyota Kirloskar	
FMCG	Rane Group	
Coca-cola		
Dabur India	MARKET RESEARCH	
Eli & Lilly	Datamonitor	
Colgate Palmolive	AC Nielsen	
Reckitt Benckiser		
Eureka Forbes	HOUSEHOLD	
Johnson & Johnson	Berger Paints	
Nestle India	Eureka Forbes	
Proctor & Gamble	Ricoh Global	
AIRLINES	INFORMATION TECHNOLOGY	
Jet Airways	Accenture	
Indigo	IBM	
	Tally Solutions	
INSURANCE	ZycusInfotech	
HDFC Standard Life Insurance	SAP Labs	
ICICI Prudential	SECON India Pvt. Ltd	
Kotak Life Insurance	Squotient [Microsoft Partner]	
Max New York Life Insurance	WEBYOG	
Reliance Life Insurance	Wipro Technologies	
	L&T Infotech	
	Magnasoft	
	Quadwave	
	Tesco	
		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) Step 1	COUNSELLING (optional) Step 2	ELIGIBILITY CHECK Step 3	SELECTION PROCESS (MBA / PGDM only) Step 4
PROVISIONAL ADMISSION & DOCUMENT SUBMISSION (photocopies) Step 5	FINAL ADMISSION & DOCUMENT SUBMISSION Step 6	FRRO VISIT (foreign nationals only) 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

Director Admission: rojareddy@theaims.ac.in

Manager Admission: 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 Swachch 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.

Value Additions

SCHOOL OF BUSINESS

MBA - Master of Business Administration / **PGDM** - Post Graduate Diploma in Management (AIMA) / **PGDM** (Business Analytics) / **PGPIB** - Post Graduate Program in International Business

- Business Simulation Games
- Apple Training & Certifications
- 100% placement assistance in companies of repute for all meritorious students
- International Exchange Programmes
- Global Immersion Programmes
- Adjunct faculty from Universities abroad
- Augmentation programmes technical and Non-technical.
- Industrial tours, Get-togethers, Cultural activities, Fests, Seminars, Workshops,
- Conferences, Student Activities form a part of the all-round development of the students.
- Regular Seminars, presentation of business plans and various business related activities to give hands on exposure.
- Excellent results.

BBA - Bachelor of Business Administration

- Business Simulation Games
- Apple Training & Certifications
- 100% placement assistance in companies of repute for all meritorious students
- Tie up's with the industries for industrial training, Industrial visits, visiting faculty, and live Case studies
- Cultural activities, Club Activities, Fests, Seminars, Workshops, Conferences, and Student Activities form a part of the all-round development of the students.
- Regular Seminars, presentation of business plans and various business related activities to give hands on exposure.
- Preference given to the BBM students of AIMS in case they want to continue their Masters degree at AIMS.
- Presence of the International students and students from all over the country for crosscultural exposure.
- Intensive Mentoring program for interested students in association with NEN E Week Championship
- Guest Lectures.
- Excellent results.

AIMS CENTRE FOR EXECUTIVE EDUCATION

EPGDM in Business Analytics

- Industry-relevant curriculum, designed in association with IBM
- Hands-on training on respective tools and technologies
- Delivered by academicians and industry experts in business analytics
- Case-study and interactive teaching
- Projects-based evaluation that helps in applying the concepts taught
- 100% placement assistance in companies of repute for all meritorious students
- Delivered by faculty from AIMS School of Business and IBM
- Great opportunity to make a career in one of the fastest growing industries globally
- Enables to fill the gap in the industry which has a shortfall in skilled professionals.

Value Additions

SCHOOL OF COMMERCE

MCOM - Master of Commerce

- Industrial tours, cultural activities, fests, seminars, workshops, conferences, case studies, group discussions, role play, student activities form a part of the all-round development of the students.
- Regular Seminars, presentation of business plans and various business related activities to give hands-on exposure.
- Augmentation Programmes technical & Non-technical
- Excellent results.
- 100% placement assistance in companies of repute for all meritorious students

BCOM - Bachelor of Commerce

- Industrial tours, Get-togethers, Cultural activities, Fests, Seminars, Workshops, Conferences, Club activity, Student Activities form a part of the all-round development of the students.
- Regular Seminars, presentation of business plans and various business related activities to give hands on exposure.
- Preference given to the B.Com students of AIMS in case they want to continue their Masters degree at AIMS.
- 100% placement assistance in companies of repute for all meritorious students
- Augmentation programmes like Tally, etc.
- Non technical soft skills, Job skills and Language program.
- Presence of the International students and students from all over the country for cross-cultural exposure.
- Excellent results.



Value Additions

SCHOOL OF INFORMATION TECHNOLOGY & SCIENCES

MCA - Master of Computer Applications

- Technical (Advanced Java, Dot Net, PHP & MySql, etc.) and non-technical augmentation Programmes to enhance IT and soft skills of a student.
- Apple Training & Certifications
- iOS Application Development Programme (application development for iPhone, iPad, & iPod touch)
- Hands-on experience to interested students on software development in a software company.
- Excellent results with University Ranks.
- Industrial tours, Get-togethers, Cultural activities, Fests, Seminars, Workshops, Conferences, Student Activities form a part of the all-round development of the students.
- 100% placement assistance in companies of repute for all meritorious students
- Alumni are in top positions of top IT companies and very strong interface between alumni and the students.
- Pre Placement and soft skills training.



M.Sc - Master of Science (Mathematics)

- Required skills for the placements are imparted through continuous augmentation programs –technical and Non-technical.
- Guest Lectures from Industry Experts
- Industrial visit, Get-togethers, Cultural activities, Fests, Seminars, Workshops, Conferences, Student Activities form a part of the all-round development of the students.
- 100% placement assistance in companies of repute for all meritorious students

BCA - Bachelor of Computer Applications

- Apple Training & Certifications
- 100% placement assistance in companies of repute for all meritorious students
- iOS Application Development Programme (application development for iPhone, iPad, & iPod touch)
- Concessional fee structure for BCA students of AIMS to pursue Masters Degree
- State-of-the-art computer labs and latest software's available to facilitate hands-on experience.
- Industrial tours, Get-togethers, Cultural activities, Fests, Seminars, Workshops, Conferences, Student Activities form a part of the all-round development of the students.
- Technical and non-technical augmentation program to enhance the IT and soft skills.
- Excellent results with University Ranks
- Association with Wipro Wase – Earn / Learn program after completion of BCA
- AIMS is an MSDN Alliance partner with Microsoft
- Institutional membership with computer society of India-CSI.
- Intensive Mentoring program for interested students in Entrepreneurship in association with NEN.



Value Additions

SCHOOL OF HOSPITALITY & TOURISM

MTA - Master of Tourism Administration

- Required skills for the placements are imparted through continuous augmentation programs –technical and Non-technical.
- Guest Lectures from Industry Experts
- Industrial visit, Get-togethers, Cultural activities, Fests, Seminars, Workshops, Conferences, Student Activities form a part of the all-round development of the students.
- Excellent results with University Ranks.
- Foreign languages apart from French are taught by the Language department of the Institute depending upon the choice of the student.
- Dissertation (Live Research)
- 100% placement assistance in companies of repute for all meritorious students



BHM - Bachelor of Hotel Management

- AICTE Approved Programme
- Excellent Industry interface with top hotels
- 100% placement assistance in companies of repute for all meritorious students
- International Placements
- Students Enhanced Experience
- International exposure during the internship
- International Exchange Programs
- Foreign languages apart from French are taught by the Language department of AIMS depending upon the choice of the student.
- Industrial tours, Get-togethers, Cultural activities, Fests, Seminars, Workshops, Conferences, Student Activities form a part of the all-round development of the students.
- Flight Catering and Hotel Visit
- Pre-Industrial Exposure training
- Tie-ups with all the star hotels for training.
- Excellent Results
- Wide Range of placement options for the students-MNC, Airlines, Cruise, Hotels, Hospitals and Malls Etc.

BA (HAEM) - Bachelor of Arts in Hospitality Administration and Event Management

- 20 Years of existence & excellence in the hospitality education
- Tailor-Made syllabus supported by industry leaders & experts worldwide
- Industry experienced faculty from India & Abroad
- State-of-the-art Infrastructure
- Value added programmes
- 100% Placement & Internship assistance in India & Abroad
- Excellent academic results
- Interested and short-listed candidates have the opportunity to enrol into International programmes offered by our partner universities
- Dual Degree opportunities (one degree from University in India + one degree from Partner University abroad).
- Credit Transfer facility for the students interested in culinary specialization programme offered by ALMA-Italy
- Internship opportunity in USA, Germany, France, Singapore

Value Additions

SCHOOL OF ARTS & HUMANITIES

MA - Master of Arts in English Literature

- Excellent results with University Ranks
- Required skills for the placements are imparted through continuous augmentation programs technical and Non-technical.
- Career orientated guest lectures are organized frequently.
- Study tours, Get-togethers, Cultural activities, Seminars, Workshops, Student Activities form a part of the all-round development of the students.
- A unique program called Student Research Project exposes the student to academic research
- Presence of the International students and students from all over the country provides crosscultural exposure.
- Student exchange program within the university
- 100% Results



MSW - Master of Social Work

- " Education is the manifestation of perfection in a human being " – is what drives the department of social work towards the 21st century.
- Required skills for the placements are imparted through continuous augmentation programs technical and Non-technical.
- 100% Excellent results with university ranks.
- Filed work visits to NGO'S, Industries, CSR Foundations communities
- Orientation visits to various government organizations NGO'S, Hospitals Industries
- Social work camp, summer placements, internship and project work.
- Study tour(National or International)
- Exposure visits to communities (Eg: Myrada and Bagalkot)
- 100% placement assistance in companies of repute for all meritorious students

BA - Bachelor of Arts (Psychology, Journalism & Optional English)

- Enjoy the interlinked study of three major courses Psychology, Journalism and Optional English
- 100% placement assistance in companies of repute for all meritorious students
- Value added programmes based on the Career Prospects
- Preference given to the students of AIMS in case they want to continue their Master degree at AIMS
- Numerous activities, seminars and panel discussions to enhance learning and other necessary skills

BA - Bachelor of Arts (Psychology, Sociology & Economics)

- Enjoy the interlinked study of three major courses Psychology, Sociology, Economics
- 100% placement assistance in companies of repute for all meritorious students
- Preference given to the students of AIMS in case they want to continue their Master degree at AIMS
- Covers contributions of eminent Indian Sociologists and substantial themes of Indian Society are included in the syllabus.
- Numerous activities, seminars and panel discussions to enhance learning and other necessary skills
- Service Learning is incorporated into some of the papers offered

Value Additions

BA - Bachelor of Arts (Performing Arts)

- To be the world class Centre for Performing Centre through value-integrated education & training, research & development, production & performance, extension & outreach programs
- Create opportunities for students and young artists to develop their potential through competitions, festivals and electronic media
- Train students in various forms of Indian Performing Arts Conduct Cultural Festivals, workshops, seminars, Aradhana Mahotsavas, etc



Doctoral Programmes

Affiliation - University of Mysore
Duration - 3 Years

Recognition - University of Mysore, Mysore
Offered by - AIMS Centre for Advance Research

AIMS Centre for Advanced Research is a recognised centre of research of University of Mysore. This centre offers Ph.D programmes in the departments of Management, Commerce and English.

ELIGIBILITY

Any candidate who meets the following requirements is eligible to seek registration for a Ph.D. programme:

1. A candidate shall have **Masters Degree** or any other Degree / Diploma of the University or any other Degree / Diploma of any other University / Institution recognised as equivalent thereto, with minimum of **55% marks** or equivalent Cumulative Grade Point Average (CGPA) or an equivalent Grade. However, this condition is relaxed to **50%** in case of:
 - (a) SC/ST/Cat-I candidates.
 - (b) In service candidates with a minimum of five years of regular experience associated with teaching profession as teachers/library professionals/physical education instructors/laboratory staff in educational institutions.
2. **ENTRANCETEST:** Admission to Ph.D. shall be through an Entrance Test.

Applications for Entrance Test shall be invited only once a year and the entrance test is conducted generally during September / October. The Registrar (Evaluation) shall invite application from the eligible candidates. The Entrance Test shall consist of one paper on the broad area of Ph.D. of 100 marks with 3 hours duration. Syllabus of the paper shall be framed by the respective Boards of Studies based on UGC / CSIR National Eligibility Test (NET) pattern. The question paper shall contain 50 objective type questions of one mark each, and essay type / short answer questions for 50 marks. For candidates intending to do inter / multidisciplinary research, the Entrance Test shall be a common Entrance test in a general paper and the syllabus of the paper shall be framed by the inter/ Multidisciplinary Board of Studies. A candidate securing at least 55 marks out of 100 (50 marks out of 100 i.e 50% in case of SC/ST candidates) in the Entrance Test shall be declared as eligible to apply for admission to Ph.D.

It should be noted that successful completion of entrance test just implies the eligibility of a candidate for admission to Ph.D. degree in the University, but shall not guarantee an admission to Ph.D. degree program. The results of the Entrance Test shall be declared by the Registrar (Evaluation) who shall issue the eligibility certificate to successful candidates in the Entrance Test. The **eligibility certificate shall be valid for three years** from the date of the entrance test. The process of entrance test is applicable to all candidates who intend to pursue research leading to Ph.D. degree and it shall be conducted for all research centres recognised by the University coming under the University by the Department concerned.

A candidate shall be guided by a Research Guide recognised by the University in the concerned subject. In case where the research of a candidate is inter/multi-disciplinary in nature, the candidate may opt for a Co-guide, who shall also be a recognised Guide of the University in the concerned or related subject. However, the main responsibility of supervising the research work is vested with the Guide and the candidate shall finalise and submit the thesis through the Guide giving due acknowledgment and credit to the Co-guide which shall also be mentioned in the Ph.D. Notification by the Registrar (Evaluation) after successful completion of Ph.D.

3. **Provisional Registration / Enrollment:** Candidates shall apply for Provisional Registration as Doctoral Candidates after payment of stipulated fee to the University.
4. Candidates who have qualified for **UGC / CSIR JRF** fellowships through UGC / CSIR NET Examinations are **exempted from Entrance test**. Candidates who have completed **M. Phil** course are also exempted from the entrance test provided the M.Phil course was through an entrance exam. Such candidates who hold fellowships / Scholarships **can apply directly** to the Registrar (Evaluation) whenever they become eligible by obtaining the consent/acceptance letter from the guide, if vacancies are available.

Candidates who are interested to pursue Ph.D in Management / Commerce / English can contact the us in person for further details.

Master of Business Administration (MBA)

Affiliation - Bangalore University
Duration - 2 Years (4 Semesters)

Approval - AICTE
Recognition - Govt. of Karnataka
Offered by - AIMS Institute for Higher Education

ELIGIBILITY (Indian Students)

- 50% aggregate marks in a 3 or 4 years bachelors program from a recognized body (45% in case of SC / ST candidates)
- Relaxation of 5% in minimum marks required for S/C, S/T & Cat-1 (for Karnataka students)
- 60 percentile and above in MAT / C-MAT / CAT / ATMA / XAT.
- Satisfactory performance in the AIMS Selection rounds.
- One year work experience preferred.

ELIGIBILITY (International Students)

GCE/IGCSE/GCSE Certification with passes in a minimum of FIVE subjects at 'O' level & TWO subjects at 'A' level.

(OR)

Pass certificate / Diploma of a Secondary Stage Level Examination (TWELVE Years) of any discipline, recognized by the national level board / council of any country.

(AND)

Undergraduate degree of any discipline, offered by approved universities at the national level of any country.

In case you qualify the eligibility criteria for the programme of your choice, kindly mail us scanned copies of the following documents to verify your eligibility.

Degree Marks Card (1+2+3) GCE / IGCSE / GCSE Certification with pass in a minimum of Five subjects at 'O' level & Two subjects at 'A' level.

(OR)

Pass Certificate / Diploma of a Secondary Stage Level Examination (Twelve years) of any discipline, recognized by national level board/council of any country AND Undergraduate Degree of any discipline, offered by approved universities at the national level of any country.

- Two sets of photocopies / transcripts of all the academic years of the Qualifying Examination
- Two sets of photocopies of Certificates of the Qualifying Examination
- Two sets of photocopies of Student Passport
- Four Passport Size Photos

COURSE CONTENT

I Semester

- 1.1 Economics for Managers
- 1.2 Organizational Behavior
- 1.3 Accounting for Managers
- 1.4 Statistics for Management
- 1.5 Marketing for Customer Value
- 1.6 Business and Industry
- 1.7 Communication Skills (soft core)

II Semester

- 2.1 Technology for Management
- 2.2 Management Research Methods
- 2.3 Entrepreneurship and Ethics
- 2.4 Human Capital Management
- 2.5 Financial Management
- 2.6 Quantitative Techniques and Operations Research
- 2.7 Innovation Management (soft core)

III Semester

Core Subject: Strategic Management & Corporate Governance Projects & Operations Management

Elective Subjects:

Finance (3 Electives in Specialization Streams)
Marketing (3 Electives in Specialization Streams)
Human Resources (3 Electives in Specialization Streams)
Healthcare Management (3 Electives in Specialization Streams)
Banking Finance & Insurance service management (BFIS)
Startups & SMEs Management
Open Elective: project work for 4 weeks

IV Semester

Core Subject: International Business Dynamics

Elective Subjects:

Finance (3 Electives in Specialization Streams)
Marketing (3 Electives in Specialization Streams)
Human Resources (3 Electives in Specialization Streams)
Healthcare Management (3 Electives in Specialization Streams)
Banking Finance & Insurance service management (BFIS)
Startups & SMEs Management

DISSERTATION FOR 6 WEEKS

Post Graduate Diploma in Management (PGDM)

Approval - AICTE & DEC

Duration - 2 Years (4 Semesters)

Approved - All India Management Association,
New Delhi

Offered by - AIMS Academy for Higher Education

ELIGIBILITY (Indian Students)

- Graduates in any discipline from a recognised university with a minimum of 50% of marks (or equivalent grades)
- 60 percentile and above in MAT / C-MAT / CAT / ATMA / XAT.
- Satisfactory performance in the AIMS Selection rounds.
- One years work experience preferred.

ELIGIBILITY (International Students)

GCE/IGCSE/GCSE Certification with passes in a minimum of FIVE subjects at 'O' level & TWO subjects at 'A' level.

(OR)

Pass certificate / Diploma of a Secondary Stage Level Examination (TWELVE Years) of any discipline, recognized by the national level board / council of any country.

(AND)

Undergraduate degree of any discipline, offered by approved universities at the national level of any country.

In case you qualify the eligibility criteria for the programme of your choice, kindly mail us scanned copies of the following documents to verify your eligibility.

Degree Marks Card (1+2+3) GCE / IGCSE / GCSE Certification with pass in a minimum of Five subjects at 'O' level & Two subjects at 'A' level.

(OR)

Pass Certificate / Diploma of a Secondary Stage Level Examination (Twelve years) of any discipline, recognized by national level board/council of any country AND Undergraduate Degree of any discipline, offered by approved universities at the national level of any country.

COURSE CONTENT

I Semester

- Quantitative Techniques
- Management Functions & Organizational Behavior
- Financial Management
- Information Technology
- Managerial Economics
- Business Communications

II Semester

- Financial Management
- Research Methodology
- Marketing Management
- Human Resource Management
- Operations Management
- Economics and Social Environment

III Semester

Specialization Subjects (any one of the following subjects can be chosen)

1. Marketing Management

- Sales and Distribution Management
- Advertising and Sales Promotion Management
- International Marketing Management
- Marketing of Services
- Consumer Behavior

2. Financial Management

- Management Control System
- Security Analysis and Portfolio Management
- International Finance
- Corporate Finance
- Management of Financial Services

3. Human Resource Management

- Performance Management
- Training and Development
- International Human Resource Management
- Managing Change through Organizational Development
- Managerial Leadership

4. Operations Management

- Technology Management
- Project Management
- Supply Chain Management
- Quality Management
- Operation Strategy

IV Semester

- Business Law & Corporate Governance
- International Business
- Entrepreneurial Management
- Strategic Management & Ethics
- Project Work

Post Graduate Diploma in Management (Business Analytics)

Approval - AICTE & DEC

Duration - 2 Years (3 Semesters) & 6 Months

Dissertation

Approved - All India Management Association,

New Delhi

Offered by - AIMS Academy for Higher Education

ELIGIBILITY (Indian Students)

- Graduates in any discipline from a recognised university with a minimum of 50% of marks (or equivalent grades)
- 60 percentile and above in MAT / C-MAT / CAT / ATMA / XAT.
- Satisfactory performance in the AIMS Selection rounds.
- One years work experience preferred.

ELIGIBILITY (International Students)

GCE/IGCSE/GCSE Certification with passes in a minimum of FIVE subjects at 'O' level & TWO subjects at 'A' level.

(OR)

Pass certificate / Diploma of a Secondary Stage Level Examination (TWELVE Years) of any discipline, recognized by the national level board / council of any country.

(AND)

Undergraduate degree of any discipline, offered by approved universities at the national level of any country.

In case you qualify the eligibility criteria for the programme of your choice, kindly mail us scanned copies of the following documents to verify your eligibility.

Degree Marks Card (1+2+3) GCE / IGCSE / GCSE Certification with pass in a minimum of Five subjects at 'O' level & Two subjects at 'A' level.

(OR)

Pass Certificate / Diploma of a Secondary Stage Level Examination (Twelve years) of any discipline, recognized by national level board/council of any country AND Undergraduate Degree of any discipline, offered by approved universities at the national level of any country.

Note:"A student would be awarded both the degrees only if he / she successfully completes the respective programmes as per the norms of the AIMA /AIMS (associated with IBM)."

COURSE CONTENT

I Semester

- Quantitative Techniques
- Managerial Economics
- Financial & Management Accounting
- Overview of Analytics and Analytics Syllabus
- Operational Analytics
- Foundation Course in Predictive Analytics
- Project - 1

II Semester

- Operations Management
- Human Resource Management
- Marketing Management
- IBM Info Sphere Big Insight
- E commerce
- Financial Statement Analysis
- R Programming
- Project - 2

III Semester

Marketing Analytics

Elective 1*

- IBM Cognos TM1(Foundation Course)
- Data Warehousing & Data Mining

Elective 2**

- Web & Social Media Analytics
- Digital Marketing Analytics
- Project 3

IV Semester

- Final Project

Elective 1

- Product Based Analytics
- Pricing Analytics
- Retail Analytics
- Health Telecom Analytics

Elective 2

- Web Commerce Security
- Sustainable Business Success Factors
- Business Models & Technology
- Financial Analytics

Executive PGDM in Business Analytics

Approval - AICTE & DEC

Duration - 2 Years (18 months + 6 months Dissertation)

Approved - All India Management Association,

New Delhi

Offered by - AIMS Academy for Higher Education

ELIGIBILITY (Indian Students)

- For working professionals only
- Graduates in any discipline from a recognised university with a minimum of 50% of marks (or equivalent grades)
- Strong foundation in mathematics and statistics.
- Minimum work experience of 2 years.
- Satisfactory performance in the AIMS Selection rounds.

DOCUMENTS CRITERIA

STAGE	DOCUMENTS	XEROX	ORIGINAL
FINAL ADMISSION	10th Marks Card	2 Copies	Nil
	12th Marks Card	2 Copies	Nil
	Degree Marks Card	2 Copies	Yes
	Entrance Test Score Card	2 Copies	Yes
	Photos (PP & SS)	Nil	8 Nos
	Two Letters of Recommendation	2 Copies	Yes
	Resume	Nil	Yes
	Provisional Certificate	2 Copies	Yes
	Migration Certificate	2 Copies	Yes
	Transfer Certificate	2 Copies	Yes
	Documents for Concession (If applicable)	2 Copies	Nil
	Passport Copy (If applicable)	2 Copies	Nil
	Address Proof (If not submitted while provisional admission)	2 Copies	Nil
	Medical Certificate	2 Copies	Yes

Note:"A student would be awarded both the degrees only if he / she successfully completes the respective programmes as per the norms of the AIMA /AIMS (associated with IBM)."

COURSE CONTENT

I Semester

- Quantitative Techniques
- Managerial Economics
- Financial & Management Accounting
- Overview of Analytics and Analytics Syllabus
- Operational Analytics
- Foundation Course in Predictive Analytics

II Semester

- Operations Management
- Human Resource Management
- Marketing Management
- IBM Info Sphere Big Insight
- E commerce
- Financial Statement Analysis
- R Programming

III Semester

Marketing Analytics

Elective 1

- Product Based Analytics

- Pricing Analytics

- Retail Analytics

- Health, Telecom Analytics

IBM Cognos TM1(Foundation Course)

Elective 2

- Web Commerce Security
- Sustainable Business Success Factors
- Business Models and Technology
- Financial Analytics

- Web & Social Media Analytics
- Digital Marketing Analytics

Open Elective:

- Project Work for 4 Weeks

IV Semester

- Project

Post Graduate Program in International Business (PGPIB)

Offered By - AIMS Academy for Higher Education

Duration - 4 Modules, 6 months each

ELIGIBILITY

- Any 3 or 4 years Bachelors degree with the first class.
- 60 percentile and above in MAT / C-MAT / CAT / ATMA / XAT.
- Satisfactory performance in the AIMS Selection rounds.
- Two years work experience preferred.

NOTE: Along with PGPIB a two year PGDM / PGDITM program of AIMA is also offered.

COURSE CONTENT

I Semester

- Quantitative Techniques
- Management Functions & Organizational Behavior
- Financial Management
- Information Technology
- Managerial Economics
- Business Communication

II Semester

- Financial Management
- Research Methodology
- Marketing Management
- Human Resource Management
- Operations Management
- Economics and Social Environment

III Semester

Common Papers

- International Marketing Management
- International Finance
- International Human Resource Management
- Organization Study with Special Task
(Report to be submitted with the certificate of the company)

IV Semester

Workshops

- Indian Foreign Trade
- Import Export Documentation
- Globalization of Business

Subjects

- Business Law & Corporate Governance
 - International Business
 - Entrepreneurial Management
 - Strategic Management & Ethics
- Project Work

Specialization Subjects

(any one of the following subjects can be chosen)

1. Marketing Management

- Sales and Distribution Management
- Advertising and Sales Promotion Management
- Marketing of Services
- Consumer Behavior

2. Financial Management

- Management Control System
- Security Analysis and Portfolio Management
- Corporate Finance
- Management of Financial Services

3. Human Resource Management

- Performance Management
- Training and Development
- Managing Change Through Organizational Development
- Managerial Leadership

4. Operations Management

- Technology Management
- Project Management
- Supply Chain Management
- Quality Management
- Operation Strategy

Bachelor of Business Administration (BBA)

Affiliation - Bangalore University

Duration - 3 Years (6 Semesters)

Recognition - Govt. of Karnataka

Offered by - AIMS Institute of Higher Education

ELIGIBILITY (Indian Students)

Pass in PUC or any other equivalent examination. Students with good communications skills are preferred.

ELIGIBILITY (International Students)

GCE / IGCSE / GCSE Certification with passes in a minimum of TWO subjects at 'O' level & TWO subjects at 'A' level.

(OR)

Pass Certificate / Diploma of a Secondary Stage Level Examination (TWELVE Years) of any discipline, recognized by national level board / council of any country.

COURSE CONTENT

I - Semester

Part I

1.1 Language: Kannada / Sanskrit / Urdu / Tamil / Telugu / Add. English / Marathi / Hindi / Malayalam

1.2 Language II: English

Part II optional

1.3 Fundamentals of Accounting

1.4 Business Organization & Environment

1.5 Quantitative Methods for Business - I

1.6 Management process

Part III

1.7 Foundation Course

1.8 CC & EC

II - Semester

Part I

2.1 Language: Kannada / Sanskrit / Urdu / Tamil / Telugu / Add. English / Marathi / Hindi / Malayalam

2.2 Language II: English

Part II optional

2.3 Financial Accounting

2.4 Quantitative Methods for Business - II

2.5 Organizational Behavior

2.6 Production & Operations Management

Part III

2.7 Foundation Course

2.8 CC & EC

III - Semester

Part I

3.1 Language: Kannada / Sanskrit / Urdu / Tamil / Telugu / Add. English / Marathi / Hindi / Malayalam

Part II optional

3.2 Soft Skills for Business

3.3 Corporate Accounting

3.4 Human Resource Management

3.5 Services Management

3.6 Corporate Environment

Part III

3.7 SDC

3.8 CC & EC

IV - Semester

Part I

4.1 Language: Kannada / Sanskrit / Urdu / Tamil / Telugu / Add. English / Marathi / Hindi / Malayalam

Part II optional

4.2 Business Research Methods

4.3 Marketing Management

4.4 Financial Management

4.5 Business Regulations

4.6 Cost Accounting

Part III

4.6 SDC

4.7 CC & EC

V - Semester

Part II optional

5.1 Entrepreneurial Management

5.2 Computer Applications in Business

5.3 Banking Regulations & Operations

5.4 Management Accounting

5.5 Elective Paper - I

5.6 Elective Paper - II

Part III

5.7 SDC

VI - Semester

Part II optional

6.1 International Business

6.2 E - Business

6.3 Income Tax

6.4 Strategic Management OR Project Report & Viva (Voce)

6.5 Elective Paper – I

6.6 Elective Paper – II

Part III

6.7 SDC

Specialization

Finance Group

Marketing Group

Human Resource Group

Master of Commerce (MCOM)

Affiliation - University of Mysore

Duration - 2 Years (4 Semesters)

Recognition - Govt. of Karnataka

Offered by - Leadership Institute of AIMS

ELIGIBILITY (Indian Students)

- Candidate should have passed 3 years Bcom/BBM Degree examination of any recognized university, should have secured a minimum of 50% aggregate marks.
- Relaxation of 5% in minimum marks required for S/C, S/T & Cat-1 (for Karnataka students)

ELIGIBILITY (International Students)

GCE / IGCSE / GCSE Certification with passes in a minimum of FIVE subjects at 'O' level & TWO subjects at 'A' level.

(OR)

Pass certificate / Diploma of a Secondary Stage Level Examination (TWELVE Years) of any discipline, recognized by the national level board / council of any country.

(AND)

Undergraduate degree of any discipline, offered by approved universities at the national level of any country.

In case you qualify the eligibility criteria for the programme of your choice, kindly mail us scanned copies of the following documents to verify your eligibility.

Degree Marks Card (1+2+3) GCE / IGCSE / GCSE Certification with pass in a minimum of Five subjects at 'O' level & Two subjects at 'A' level.

(OR)

Pass Certificate / Diploma of a Secondary Stage Level Examination (Twelve years) of any discipline, recognized by national level board/council of any country AND Undergraduate Degree of any discipline, offered by approved universities at the national level of any country.

- Two sets of photocopies / transcripts of all the academic years of the Qualifying Examination
- Two sets of photocopies of Certificates of the Qualifying Examination
- Two sets of photocopies of Student Passport
- Four Passport Size Photos

COURSE CONTENT

ODD SEMESTER

- Accounting Theory
- Corporate Governance
- Financial Management
- Marketing Management
- Business Research Methods
- International Business
- Business Policy and Environment
- Statistics for Business Decisions
- Management of Non-Profit Organizations
- Portfolio Management

Elective Group A: Agri- Risk Management

Paper:1 Agri- Commodity Derivatives

Elective Group B: Business Taxation

Paper 1: Indirect Tax Law and Practice

Elective Group C: Financial Accounting

Paper 1: Contemporary Areas of Financial Accounting

Elective Group D: Financial Management

Paper 1: Futures, Options and Swaps

Elective Group E: Human Resource Management

Paper 1: Strategic Management of Human Resources

Elective Group F: Management Elective

Paper 1: Marginal Costing and

Decision Making

Personal Financial Planning

EVEN SEMESTER

- Capital Market Instruments
- Human Resource Management
- Organizational Behavior
- International Accounting
- Operations Research
- Computer Applications in Commerce
- Strategic Management
- Foreign Exchange Management
- International Financial Management
- Project Work

Elective Group A: Agri- Risk Management

Paper 2: Weather Risk Management

Elective Group B: Business Taxation

Paper 2 : Indirect Tax Law and Practice

Master of Commerce (MCOM)

Elective Group C: Financial Accounting

Paper 1:Contemporary Areas of Financial Accounting

Elective Group D: Financial Management

Paper 2:Financial Derivatives as Hedging Tools

Elective Group E: Human Resource Management

Paper 1: Strategic Management of Human Resources

Elective Group F: Management Accounting

Paper 2: Tools and Techniques of Control

Retail Banking

Financial Accounting

Master of Commerce (MCOM)

Affiliation - Bangalore University

Duration - 2 Years (4 Semesters)

Recognition - Govt. of Karnataka

Offered by - AIMS Institute of Higher Education

ELIGIBILITY (Indian Students)

- Candidate should have passed 3 years Bcom/BBM Degree examination of any recognized university, should have secured a minimum of 50% aggregate marks.
- Relaxation of 5% in minimum marks required for S/C, S/T & Cat-1 (for Karnataka students)

ELIGIBILITY (International Students)

GCE / IGCSE / GCSE Certification with passes in a minimum of FIVE subjects at 'O' level & TWO subjects at 'A' level.

(OR)

Pass certificate / Diploma of a Secondary Stage Level Examination (TWELVE Years) of any discipline, recognized by the national level board / council of any country.

(AND)

Undergraduate degree of any discipline, offered by approved universities at the national level of any country.

In case you qualify the eligibility criteria for the programme of your choice, kindly mail us scanned copies of the following documents to verify your eligibility.

Degree Marks Card (1+2+3) GCE / IGCSE / GCSE Certification with pass in a minimum of Five subjects at 'O' level & Two subjects at 'A' level.

(OR)

Pass Certificate / Diploma of a Secondary Stage Level Examination (Twelve years) of any discipline, recognized by national level board/council of any country AND Undergraduate Degree of any discipline, offered by approved universities at the national level of any country.

- Two sets of photocopies / transcripts of all the academic years of the Qualifying Examination
- Two sets of photocopies of Certificates of the Qualifying Examination
- Two sets of photocopies of Student Passport
- Four Passport Size Photos

COURSE CONTENT

I Semester

- 1.1 Monetary System
- 1.2 International Business
- 1.3 Macro Economics for Business Decisions
- 1.4 Information Systems and Computers
- 1.5 Advanced Financial Management
- 1.6 Human Resource Management
- 1.7 **SOFT CORE:** Communication Skills

III Semester

IV Semester

Electives

Refer: www.bangaloreuniversity.ac.in

II Semester

- 2.1 Indian Banking
- 2.2 Risk Management
- 2.3 Advanced E – Commerce & Mobile Commerce
- 2.4 Business Research Methods
- 2.5 Operations Research & Quantitative Techniques
- 2.6 Business Marketing
- 2.7 **SOFT CORE:** Micro Finance

Bachelor of Commerce (BCOM)

Affiliation - Bangalore University

Duration - 3 Years (6 Semesters)

Recognition - Govt. of Karnataka

Offered by - AIMS Institute of Higher Education

ELIGIBILITY (Indian Students)

Pass in PUC or any other equivalent examination. Students with good communications skills are preferred.

ELIGIBILITY (International Students)

GCE/IGCSE/GCSE Certification with passes in a minimum of TWO subjects at 'O' level & TWO subjects at 'A' level.

(OR)

Pass Certificate / Diploma of a Secondary Stage Level Examination (TWELVE Years) of any discipline, recognized by national level board/council of any country.

COURSE CONTENT

I Semester

1.1 Language: Kannada / Sanskrit / Urdu / Tamil / Telugu / Add. English / Marathi / Hindi / Malayalam

1.2 Language II: English

Part II optional

1.3 Financial Accounting

1.4 Indian Financial System

1.5 Marketing & Services Management

1.6 A. Corporate Administration OR

B. Methods and Techniques for Decisions
(Students can choose any one)

Part III

1.7 Foundation Course

1.8 CC & EC

II Semester

2.1 Language: Kannada / Sanskrit / Urdu / Tamil / Telugu / Add. English / Marathi / Hindi / Malayalam

2.2 Language II: English

Part II optional

2.3 Advanced Financial Accounting

2.4 Retail Management

2.5 Banking Law & Operations

2.6 Quantitative Analysis for Business Decisions – I

Part III

2.7 Foundation Course

2.8 CC & EC

III Semester

3.1 Language: Kannada / Sanskrit / Urdu / Tamil / Telugu / Add. English / Marathi / Hindi / Malayalam

3.2 Language II: English

Part II optional

3.3 Object Oriented Programming Using C++

3.4 Financial Accounting & Management

3.5 Operating System

3.6 Quantitative Analysis for Business Decisions – II

3.7 Public Relation & Corporate Communications

Part III

3.8 Foundation Course

3.9 CC & EC

IV Semester

4.1 Language: Kannada / Sanskrit / Urdu / Tamil / Telugu / Add. English / Marathi / Hindi / Malayalam

4.2 Language II: English

Part II optional

4.3 Advanced Corporate Accounting

4.4 Cost Accounting

4.5 E-Business and Accounting

4.6 Stock and Commodity Markets

4.7 Principles of Event Management

Part III

4.8 Foundation Course

4.9 CC & EC

V Semester

Part II optional

5.1 Entrepreneurship Development

5.2 International Business

5.3 Income Tax – I

5.4 Cost Management

5.5 Electives-I

5.6 Electives-II

Part III

5.7 SDC

VI Semester

Part II optional

6.1 Business Regulations

6.2 Principles and Practice of Auditing

6.3 Income Tax – II

6.4 Management Accounting

6.5 Elective Paper – I

6.6 Elective Paper – II

Part III

6.7 SDC

Specialization

Accounting & Taxation Group

Finance Group

Marketing Group

Information & Technology group

Human resource Group

Banking & Insurance Group

Master of Computer Applications (MCA)

Affiliation - Bangalore University

Duration - 3 Years (6 Semesters)

Recognition - Govt. of Karnataka

Approval - AICTE

Offered by - AIMS Institute of Higher Education

ELIGIBILITY (Indian Students)

Students seeking admission to the MCA program should have passed Bachelor (3 years) / master degree examination of any recognized education body in any discipline, and should have secured at least 50% marks in the aggregate [45% for sc/st candidates] with mathematics / computer science / statistics / computer applications / electronics as a subject in 12th standard or at degree level.

ELIGIBILITY (International Students)

GCE/IGCSE/GCSE Certification with passes in a minimum of FIVE subjects at 'O' level & TWO subjects at 'A' level.

(OR)

Pass certificate / Diploma of a Secondary Stage Level Examination (TWELVE Years) of any discipline, recognized by the national level board / council of any country.

(AND)

Undergraduate degree of any discipline, offered by approved universities at the national level of any country.

In case you qualify the eligibility criteria for the programme of your choice, kindly mail us scanned copies of the following documents to verify your eligibility.

Degree Marks Card (1+2+3) GCE / IGCSE / GCSE Certification with pass in a minimum of Five subjects at 'O' level & Two subjects at 'A' level.

(OR)

Pass Certificate / Diploma of a Secondary Stage Level Examination (Twelve years) of any discipline, recognized by national level board/council of any country AND Undergraduate Degree of any discipline, offered by approved universities at the national level of any country.

- Two sets of photocopies / transcripts of all the academic years of the Qualifying Examination
- Two sets of photocopies of Certificates of the Qualifying Examination
- Two sets of photocopies of Student Passport
- Four Passport Size Photos

COURSE CONTENT

I Semester

- 1.1 Problem Solving Techniques using C
- 1.2 Accounting and Financial Management
- 1.3 Digital Electronics and Microprocessor
- 1.4 Discrete Mathematics
- 1.5 C Programming Lab
- 1.6 Accounting Lab

II Semester

- 2.1 Data Structures
- 2.2 Database Management System
- 2.3 Computer Network
- 2.4 Operating System
- 2.5 Data Structures Lab
- 2.6 DBMS Lab

III Semester

- 3.1 File Structures
- 3.2 Object Oriented Analysis and Design using UML
- 3.3 Theory of Computation
- 3.4 Statistical Analysis
- 3.5 File Structures Lab
- 3.6 Object Oriented Analysis and Design using UML Lab
- 3.7 Soft Core – Quantitative, Teaching and Research Aptitude

IV Semester

- 4.1 Software Engineering
- 4.2 Computer Networks
- 4.3 Computer Graphics

4.4 Elective II

- 4.5 Elective III
- 4.6 Algorithm Lab
- 4.7 Graphics Lab

V Semester

- 5.1 Advanced Web Programming
- 5.2 Advanced Database Management Systems
- 5.3 Artificial Intelligence
- 5.4 Open Elective: Advance Web Programming Lab
- 5.5 Mini Project

VI Semester

- 6.1 Elective – I
- 6.2 Elective – II
- 6.3 Main Project

Specialization

- 1. Distributed Operating Systems
- 2. Software Testing
- 3. Parallel Algorithms
- 4. Compiler Design
- 5. Multimedia Communication
- 6. e-Governance
- 7. Image processing
- 8. Mobile Computing
- 9. TCP / IP
- 10. Cloud Computing
- 11. Storage Area Network
- 12. Data Mining
- 13. Big Data Analytics
- 14. Mobile computing

Master of Science (Mathematics)

Affiliation - Bangalore University

Duration - 2 Years (4 Semesters)

Recognition - Govt. of Karnataka

Offered by - AIMS Institute of Higher Education

ELIGIBILITY (Indian Students)

Candidate with 40% marks in the aggregate of all optional subjects and 50% of marks in the mathematics subject at the bachelor's degree level.

ELIGIBILITY (International Students)

GCE / IGCSE / GCSE Certification with passes in a minimum of FIVE subjects at 'O' level & TWO subjects at 'A' level.

(OR)

Pass certificate / Diploma of a Secondary Stage Level Examination (TWELVE Years) of any discipline, recognized by the national level board / council of any country. (AND)

Undergraduate degree of any discipline, offered by approved universities at the national level of any country.

In case you qualify the eligibility criteria for the programme of your choice, kindly mail us scanned copies of the following documents to verify your eligibility.

Degree Marks Card (1+2+3) GCE / IGCSE / GCSE Certification with pass in a minimum of Five subjects at 'O' level & Two subjects at 'A' level.

(OR)

Pass Certificate / Diploma of a Secondary Stage Level Examination (Twelve years) of any discipline, recognized by national level board/council of any country AND Undergraduate Degree of any discipline, offered by approved universities at the national level of any country.

- Two sets of photocopies / transcripts of all the academic years of the Qualifying Examination
- Two sets of photocopies of Certificates of the Qualifying Examination
- Two sets of photocopies of Student Passport
- Four Passport Size Photos

COURSE CONTENT

I Semester

- 1.1 Algebra - I
- 1.2 Real Analysis
- 1.3 Topology - I
- 1.4 Ordinary Differential Equations
- 1.5 Discrete Mathematics
- 1.6 **Practical:** Scilab and Maxima Practicals and Problem Working
- 1.7 **Soft Core:** Brief Biography of Eminent Mathematicians and History of Mathematics

II Semester

- 2.1 Algebra
- 2.2 Complex Analysis
- 2.3 Topology - II
- 2.4 Partial Differential Equation
- 2.5 Functional Analysis
- 2.6 **Practicals:** Practicals and Problem Working
- 2.7 Partial Differential Equations Practicals and Problem Working
- 2.8 **Soft Core:** Mathematical Modeling and Numerical Analysis - I

III Semester

- 3.1 Differential Geometry
- 3.2 Mathematical Methods
- 3.3 Fluid Mechanics
- 3.4 Numerical Analysis - II

3.5 **Practicals:** Mathematical methods practicals with free and Open Source Software (FOSS) tool and problem working

3.6 Numerical Analysis Practicals and Problem Solving

ELECTIVES

- Elementary Mathematical Modelling
- Mathematical Techniques
- Mathematical Modelling of Nanoliquids

IV Semester

- 4.1 Measure and Integration
- 4.2 **Practicals:** Latex and Problem Working
- 4.3 **Practicals:** Latex Beamer and Problem Working

ELECTIVES (If any)

- 4.4 Riemannian Geometry
- 4.5 Special Functions
- 4.6 Theory of Numbers
- 4.7 Entire and Meromorphic Function
- 4.8 Magnetohydrodynamics
- 4.9 Fluid Dynamics of Ocean and Atmosphere
- 4.10 Computational Fluid Dynamics (CFD)
- 4.11 Finite Element Method with Applications
- 4.12 Graph Theory
- 4.13 Design and Analysis of Algorithms

Bachelor of Computer Applications (BCA)

Affiliation - Bangalore University

Duration - 3 Years (6 Semesters)

Recognition - Govt. of Karnataka

Offered by - AIMS Institute of Higher Education

ELIGIBILITY (Indian Students)

Pass in 10 + 2 with 40% Marks in any discipline. Students with good communication skills are preferred.

ELIGIBILITY (International Students)

GCE/IGCSE/GCSE Certification with passes in a minimum of TWO subjects at 'O' level & TWO subjects at 'A' level.

(OR)

Pass Certificate / Diploma of a Secondary Stage Level Examination (TWELVE Years) of any discipline, recognized by national level board/council of any country.

COURSE CONTENT

I Semester

Part I

1.1 Language: Kannada / Sanskrit / Urdu / Tamil / Telugu / Add. English / Marathi / Hindi / Malayalam

1.2 Language II: English

Part II optional

1.3 Problem Solving Techniques Using C

1.4 Digital Electronics

1.5 Discrete Mathematics

1.6 C Programming Lab

1.7 Digital Electronics Lab

Part III

1.8 Foundation Course

1.9 CC & EC

II Semester

Part I

2.1 Language: Kannada / Sanskrit / Urdu / Tamil / Telugu / Add. English / Marathi / Hindi / Malayalam

2.2 Language II: English

Part II optional

2.3 Data Structures

2.4 Database Management System

2.5 Numerical and Statistical Methods

2.6 Data Structures Lab

2.7 DBMS Lab

Part III

2.8 Foundation Course

2.9 CC & EC

III Semester

Part I

3.1 Language: Kannada / Sanskrit / Urdu / Tamil / Telugu / Add. English / Marathi / Hindi / Malayalam

3.2 Language II: English

Part II optional

3.3 Object Oriented Programming using C++

3.4 Financial Accounting and Management

3.5 Operating System

3.6 C++ Lab

3.7 Accounting Package Lab

Part III

3.8 Foundation Course

3.9 CC & EC

IV Semester

Part I

4.1 Language: Kannada / Sanskrit / Urdu / Tamil / Telugu / Add. English / Marathi / Hindi / Malayalam

4.2 Language II: English

Part II optional

4.3 Visual Programming

4.4 Unix Shell Programming

4.5 Operation Research

4.6 Visual Programming Lab

4.7 Unix Lab

Part III

4.8 Skill Development Course

4.9 CC & EC

V Semester

Part II optional

5.1 Data Communication and Networks

5.2 Software Engineering

5.3 Computer Architecture

5.4 Java Programming

5.5 Microprocessor and Assembly Language

5.6 Java Programming Lab

Part III

5.7 Assembly Language Programming Lab

5.8 Project

5.9 Skill Development Course

VI Semester

Part II optional

6.1 Theory of Computation

6.2 System Programming

6.3 Cryptography and Network Security

6.4 Web Programming

6.5 Web Programming Lab

Part III

6.6 Project Work

6.7 Skill Development Course

Master of Tourism Administration (MTA)

Affiliation - Bangalore University

Duration - 2 Years (4 Semesters)

Recognition - Govt. of Karnataka

Offered by - AIMS Institute of Higher Education

ELIGIBILITY (India Students)

Graduate with 50% in aggregate (45% for SC/ST caste).

ELIGIBILITY (International Students)

GCE/IGCSE/GCSE Certification with passes in a minimum of FIVE subjects at 'O' level & TWO subjects at 'A' level.

(OR)

Pass certificate / Diploma of a Secondary Stage Level Examination (TWELVE Years) of any discipline, recognized by the national level board / council of any country.

(AND)



Undergraduate degree of any discipline, offered by approved universities at the national level of any country.

In case you qualify the eligibility criteria for the programme of your choice, kindly mail us scanned copies of the following documents to verify your eligibility.

Degree Marks Card (1+2+3) GCE / IGCSE / GCSE Certification with pass in a minimum of Five subjects at 'O' level & Two subjects at 'A' level.

(OR)

Pass Certificate / Diploma of a Secondary Stage Level Examination (Twelve years) of any discipline, recognized by national level board/council of any country AND Undergraduate Degree of any discipline, offered by approved universities at the national level of any country.

- Two sets of photocopies / transcripts of all the academic years of the Qualifying Examination
- Two sets of photocopies of Certificates of the Qualifying Examination
- Two sets of photocopies of Student Passport
- Four Passport Size Photos

COURSE CONTENT

I Semester

- 1.1 Tourism Industry :Principles, Policies & Practices
- 1.2 Geography of Tourism
- 1.3 Indian Cultural Heritage
- 1.4 Ethical, Business & Legal Environment of Tourism
- 1.5 Travel Trade management
- 1.6 Managing Behavioral Processes in the Organization
- 1.7 **Soft core:** Communication Skills

III Semester

IV Semester

Refer: www.bangaloreuniversity.ac.in

II Semester

- 2.1 Managerial Accounting for Tourism
- 2.2 Destination Marketing
- 2.3 Methodology of Research
- 2.4 E Tourism
- 2.5 Tourism Analysis for Policy Decision Maker
- 2.6 Sustainable Tourism
- 2.7 **Soft Core:** Personality Development
- 2.8 Compulsory Study Tour VIVA-VOCE

Bachelor of Hotel Management (BHM)

Affiliation - Bangalore University

Duration - 4 Years (8 Semesters)

Recognition - Govt. of Karnataka

Approval - AICTE

Offered by - AIMS Institute of Higher Education

ELIGIBILITY (Indian Students)

Students who have passed their Higher secondary / 10 + 2 / PUC or equivalent examinations in any discipline from recognized boards & universities. Students with good communication skills are preferred.

ELIGIBILITY (International Students)

GCE/IGCSE/GCSE Certification with passes in a minimum of TWO subjects at 'O' level & TWO subjects at 'A' level.

(OR)

Pass Certificate / Diploma of a Secondary Stage Level Examination (TWELVE Years) of any discipline, recognized by national level board/council of any country.

COURSE CONTENT

I Semester

- 1.1 Additional Language
(Kannada / Sanskrit/ Addl: Eng / Malayalam, etc)
- 1.2 Hospitality Communication - I
- 1.3 Food & Beverage Production - I
- 1.4 Food & Beverage Service - I
- 1.5 Front Office - I
- 1.6 Housekeeping - I
- 1.7 Hotel Financial Accounting

II Semester

- 2.1 Additional Language
(Kannada / Sanskrit / Addl: Eng / Malayalam, etc)
- 2.2 Hospitality Communication - II
- 2.3 Food & Beverage Production - II
- 2.4 Food & Beverage Service - II
- 2.5 Hygiene & Food Safety
- 2.6 Management Principles & Practices
- 2.7 Environmental Science

III Semester

- 3.1 Additional Language
(Kannada / Sanskrit / Addl: Eng / Malayalam, etc)
- 3.2 French - I
- 3.3 Food & Beverage Production - III
- 3.4 Food & Beverage Service - III
- 3.5 Front Office – II
- 3.6 Housekeeping - II
- 3.7 Fundamentals of Computers

IV Semester

- 4.1 Additional Language
(Kannada / Sanskrit / Addl: Eng / Malayalam, etc)
- 4.2 French - II
- 4.3 Food & Beverage Production - IV
- 4.4 Food & Beverage Service - IV
- 4.5 Front Office - III
- 4.6 Housekeeping - III
- 4.7 Indian Constitution

V Semester

- 5.1 Industrial Practicum
- 5.2 Project Report on Operational Aspects of Star Hotels

VI Semester

- 6.1 Food & Beverage Production Operations *
- 6.2 Food & Beverage Service Operations *
- 6.3 Front Office Operations *
- 6.4 House Keeping Operations *
- 6.5 Sales & Marketing Operations *
- 6.6 Hotel Economics & Statistics
- 6.7 Hospitality Law

VII Semester

- 7.1 Food and Beverage Production Management
- 7.2 Food and Beverage Service Management
- 7.3 Travel & Tourism Management
- 7.4 Hotel Costing
- 7.5 Organisational Behavior
- 7.6 Entrepreneurship Development
- 7.7 Computers in Hospitality Services - I

VIII Semester

- 8.1 Allied Hospitality Management
- 8.2 Accommodations Management
- 8.3 Marketing of Hospitality Services
- 8.4 Financial Management in Hotels
- 8.5 Project on Marketing Feasibility & Fin. Viability
- 8.6 Computers in Hospitality Services - II

Bachelor of Arts (Hotel Administration & Event Management)

Affiliation - University of Mysore

Duration - 3 Years (6 Semesters)

Approved - Govt. of Karnataka & UGC

Offered by - AIMS Academy for Higher Education

ELIGIBILITY (Indian Students)

Students who have passed their Higher secondary / 10 + 2 / PUC or equivalent examinations in any discipline from recognized boards & universities.

ELIGIBILITY (International Students)

GCE/IGCSE/GCSE Certification with passes in a minimum of TWO subjects at 'O' level & TWO subjects at 'A' level.

(OR)

Pass Certificate / Diploma of a Secondary Stage Level Examination (TWELVE Years) of any discipline, recognized by national level board/council of any country.

COURSE CONTENT

I Semester

- 1.1 Communication English-1
- 1.2 Food & Beverage Production-1
- 1.3 Food & Beverage Service - I
- 1.4 Front Office Operations - I
- 1.5 Housekeeping Operations - I
- 1.6 Hygiene & Sanitation

II Semester

- 2.1 Languages-Add-English / Italian / French
- 2.2 Food & Beverage Production - II
- 2.3 Food & Beverage Service - II
- 2.4 Front Office Operations - II
- 2.5 Housekeeping Operations - II
- 2.6 Food Science & Nutrition

III Semester

- 3.1 Food & Beverage Production - III
- 3.2 Food & Beverage Service - III
- 3.3 Hotel Accounts & Finance
- 3.4 Management Principles & Practices
- 3.5 Computer - 1
- 3.6 Basics of Event Management

IV Semester

- 4.1 Food & Beverage Production - IV
- 4.2 Food & Beverage Service - IV
- 4.3 Front Office Operations - III
- 4.4 Housekeeping Operations - III
- 4.5 Computers - II
- 4.6 Marketing Of Hotels

V Semester

- 5.1 Operational Aspects Of Star Hotels
Training Report
 - 5.2 Log Book
 - 5.3 Viva- Voce
 - 5.4 Food & Beverage Management
- Industrial Training: 3 Months in 5 Semester**

VI Semester

SPECIALISATION

- 6.1 Project Work Star Hotels
 - 6.2 Viva- Voce
 - 6.3 Human Resource Management in Hotels
- Project Duration: 3 Months in 6 Semester**



AIMS

EMPOWERING MINDS

Bachelors of Arts (Psychology, Journalism, Optional English)

Affiliation - Bangalore University

Duration - 3 Years (6 Semesters)

Approved - Govt. of Karnataka & UGC

Offered by - AIMS Institute of Higher Education

ELIGIBILITY (Indian Students)

Students who have passed their Higher secondary / 10 + 2 / PUC or equivalent examinations in any discipline from recognized boards & universities. Students with good communication skills are preferred.

ELIGIBILITY (International Students)

GCE/IGCSE/GCSE Certification with passes in a minimum of TWO subjects at 'O' level & TWO subjects at 'A' level.

(OR)

Pass Certificate / Diploma of a Secondary Stage Level Examination (TWELVE Years) of any discipline, recognized by national level board/council of any country.

COURSE CONTENT

I Semester

Journalism - I

1.1 Introduction to Mass Communication

Psychology - I

1.2 Basic Psychology Process

Optional English - I

1.3 Poetry - Chaucer to Marvell

1.4 Drama - Merchant of Venice

1.5 Prose - Bacon / Addison / Thomas Paine Aspects of Language

1.6 Lang: Kannada / Add. English / Urdu / Tamil / Telugu / Sanskrit / Marathi / Hindi / Malayalam

II Semester

Journalism - II

2.1 Fundamentals of Journalism

Psychology - II

2.2 Basic Psychology Process - II

Optional English - II

2.3 Poetry - Pope of Keats

2.4 Drama - Price and Prejudice

2.5 Prose - Dr. Johnson / William wordsworth / Charles Lamb Aspects of Language

2.6 Lang: Kannada / Add. English / Urdu / Tamil / Telugu / Sanskrit / Marathi / Hindi / Malayalam

III Semester

Journalism - III

3.1 Media Laws & Indian Constitution

Psychology - III

3.2 Child Psychology / Development Psychology

Optional English - III

3.3 British Poetry

3.4 Lang: Kannada / Add. English / Urdu / Tamil / Telugu / Sanskrit / Marathi / Hindi / Malayalam

IV Semester

Journalism - IV

4.1 Basic Audio - Visual Media

Psychology - IV

4.2 Child Psychology

Optional English - IV

4.3 American Poetry

4.4 Lang: Kannada / Add. English / Urdu / Tamil / Telugu / Sanskrit / Marathi / Hindi / Malayalam

V Semester

Journalism - V

5.1 Reporting Methods & Editing Techniques

Psychology - V

5.2 Abnormal Psychology

5.3 Counselling Psychology

5.4 Health Psychology

5.5 Industrial and Organisation Psychology

5.6 Practical I & II

Optional English - V

5.7 Literatures of India: An Introduction & European and Non-European Writing (Part 1)

VI Semester

Journalism - VI

6.1 Media Management & Introduction to Advertising & Public Relations

Psychology - VI

6.2 Abnormal Psychology

6.3 Counselling Psychology

6.4 Health Psychology

6.5 Industrial and Organisation Psychology

6.6 Practical I & II

Optional English - V

5.7 Literatures of India: An Introduction & European and Non-European Writing (Part 2)

Bachelors of Arts (Psychology, Sociology, Economics)

Affiliation - Bangalore University

Duration - 3 Years (6 Semesters)

Approved - Govt. of Karnataka & UGC

Offered by - AIMS Institute of Higher Education

ELIGIBILITY (Indian Students)

Students who have passed their Higher secondary / 10 + 2 / PUC or equivalent examinations in any discipline from recognized boards & universities. Students with good communication skills are preferred.

ELIGIBILITY (International Students)

GCE/IGCSE/GCSE Certification with passes in a minimum of TWO subjects at 'O' level & TWO subjects at 'A' level.

(OR)

Pass Certificate / Diploma of a Secondary Stage Level Examination (TWELVE Years) of any discipline, recognized by national level board/council of any country.

COURSE CONTENT

I Semester

Psychology - I

1.1 Basic Psychology Process

Sociology - I

1.2 Fundamentals of Sociology

1.3 Social Institutions

1.4 Sociology of Mass Media & Communication

1.5 Anthropology

Economics - I

1.6 Business Economics

1.7 Lang: Kannada / Add. English / Urdu / Tamil / Telugu / Sanskrit / Marathi / Hindi / Malayalam

II Semester

Psychology - II

2.1 Basic Psychology Process - II

Sociology - II

2.2 Fundamentals of Sociology

2.3 Social Institutions

2.4 Sociology of Mass Media & Communication

2.5 Anthropology

Economics - II

2.6 Managerial Economics

2.7 Lang: Kannada / Add. English / Urdu / Tamil / Telugu / Sanskrit / Marathi / Hindi / Malayalam

III Semester

Psychology - III

3.1 Child Psychology / Development Psychology

Sociology - III

3.2 Fundamentals of Sociology

3.3 Social Institutions

3.4 Sociology of Mass Media & Communication

3.5 Anthropology

Economics - III

3.6 Economics of Infrastructure or Monetary Economics

3.7 Lang: Kannada / Add. English / Urdu / Tamil / Telugu / Sanskrit / Marathi / Hindi / Malayalam

IV Semester

Psychology - IV

4.1 Child Psychology

Sociology - IV

4.2 Fundamentals of Sociology

4.3 Social Institutions

4.4 Sociology of Mass Media & Communication

4.5 Anthropology

Economics - IV

4.6 International Business Environment or Public Economics

4.7 Lang: Kannada / Add. English / Urdu / Tamil / Telugu / Sanskrit / Marathi / Hindi / Malayalam

V Semester

Psychology - V

5.1 Abnormal Psychology

5.2 Counselling Psychology

5.3 Health Psychology

5.4 Industrial & Organisation Psychology

5.5 Practical I & II

Sociology - V

5.6 Women In India & Sociology in Health & Medicine

Economics - V

5.7 Corporate Economics (Compulsory) Electives

VI Semester

Psychology - VI

5.1 Abnormal Psychology

5.2 Counselling Psychology

5.3 Health Psychology

5.4 Industrial & Organisation Psychology

5.5 Practical I & II

Sociology - VI

5.6 Research Methods & Statistics & current Social Problem

Economics - VI

5.7 Human Resource Management (Compulsory) Electives

Specialization

Economics Electives

(V Semester) Electives

a) Mathematics for Economists

b) Economics of Tourism

c) Rural Development & Cooperation

(VI Semester)Electives

a) Statistics for Economists

b) Karnataka Economy

Bachelors of Arts (Performing Arts)

Affiliation - Bangalore University

Duration - 3 Years (6 Semesters)

Approved - Govt. of Karnataka & UGC

Offered by - AIMS Institute of Higher Education

ELIGIBILITY (Indian Students)

Students who have passed their Higher secondary / 10 + 2 / PUC or equivalent examinations in any discipline from recognized boards & universities. Students with good communication skills are preferred.

ELIGIBILITY (International Students)

GCE/IGCSE/GCSE Certification with passes in a minimum of TWO subjects at 'O' level & TWO subjects at 'A' level.

(OR)

Pass Certificate / Diploma of a Secondary Stage Level Examination (TWELVE Years) of any discipline, recognized by national level board/council of any country.

COURSE CONTENT

I Semester

Part - I

1.1 Lang: Kannada / Add. English / Urdu / Tamil / Telugu / Sanskrit / Marathi / Hindi / Malayalam

1.2 Language II: English

Part - II optional

1.3 Bharathanatyam (Theroy & Practicals)

1.4 Music (Theroy & Practicals)

Part - III

1.5 Foundation Course

1.6 CC & EC

II Semester

Part - I

2.1 Lang: Kannada / Add. English / Urdu / Tamil / Telugu / Sanskrit / Marathi / Hindi / Malayalam

2.2 Language II: English

Part - II optional

2.3 Bharathanatyam (Theroy & Practicals)

2.4 Music (Theroy & Practicals)

Part - III

2.5 Foundation Course

2.6 CC & EC

III Semester

Part - I

3.1 Lang: Kannada / Add. English / Urdu / Tamil / Telugu / Sanskrit / Marathi / Hindi / Malayalam

3.2 Language II: English

Part - II optional

3.3 Bharathanatyam (Theroy & Practicals)

3.4 Music (Theroy & Practicals)

Part - III

3.5 Foundation Course

3.6 CC & EC

IV Semester

Part - I

4.1 Lang: Kannada / Add. English / Urdu / Tamil / Telugu / Sanskrit / Marathi / Hindi / Malayalam

4.2 Language II: English

Part - II optional

4.3 Bharathanatyam (Theroy & Practicals)

4.4 Music (Theroy & Practicals)

Part - III

4.5 Foundation Course

4.6 CC & EC

V Semester

Part - II optional

5.1 Bharathanatyam (Theroy I & Practicals I)

5.2 Bharathanatyam (Theroy II & Practicals II)

5.3 Ahaaryabhinaya (Theroy I & Practicals I)

Part - III

5.4 Foundation Course

5.5 CC & EC

VI Semester

Part - II optional

6.1 Bharathanatyam (Theroy I & Practicals I)

6.2 Bharathanatyam (Theroy II & Practicals II)

6.3 Iconography and Natuvanga

Part - III

6.4 Foundation Course

6.5 CC & EC

Master of Arts in English Literature (MA)

Affiliation - Bangalore University

Duration - 2 Years (4 Semesters)

Recognition - Govt. of Karnataka

Offered by - AIMS Institute of Higher Education

ELIGIBILITY (Indian Students)

Candidate should have passed 3 years Bachelor Degree Examination of any recognized University in any discipline and should have secured minimum of 50% aggregate marks (45% aggregate marks for SC / ST candidates).

ELIGIBILITY (International Students)

GCE/IGCSE/GCSE Certification with passes in a minimum of FIVE subjects at 'O' level & TWO subjects at 'A' level.

(OR)

Pass certificate / Diploma of a Secondary Stage Level Examination (TWELVE Years) of any discipline, recognized by the national level board / council of any country.

(AND)

Undergraduate degree of any discipline, offered by approved universities at the national level of any country.

In case you qualify the eligibility criteria for the programme of your choice, kindly mail us scanned copies of the following documents to verify your eligibility.

Degree Marks Card (1+2+3) GCE / IGCSE / GCSE Certification with pass in a minimum of Five subjects at 'O' level & Two subjects at 'A' level.

(OR)

Pass Certificate / Diploma of a Secondary Stage Level Examination (Twelve years) of any discipline, recognized by national level board/council of any country AND Undergraduate Degree of any discipline, offered by approved universities at the national level of any country.

- Two sets of photocopies / transcripts of all the academic years of the Qualifying Examination
- Two sets of photocopies of Certificates of the Qualifying Examination
- Two sets of photocopies of Student Passport
- Four Passport Size Photos

COURSE CONTENT

I Semester

- 1.1 British Literature-Part-I
- 1.2 Literary Criticism & Critical Reading- Part-I
- 1.3 Gender Studies-Part-I
- 1.4 Indian Literatures in English-Part-I
- 1.5 Communicative English-Part-I
- 1.6 European Classics Revisited-Part-I
- 1.7 American Literature/World Literatures in English-Part-I
(soft core)

II Semester

- 2.1 British Literature-Part-II
- 2.2 Literary Criticism & Critical Reading- Part-II
- 2.3 Gender Studies-Part-II
- 2.4 Indian Literatures in English-Part-II
- 2.5 Communicative English-Part-II
- 2.6 European Classics Revisited-Part-II
- 2.7 American Literature/World Literatures in English-Part-II
(soft core)

III Semester

Compulsory Papers

- 3.1 Critical Theory-I
- 3.2 Postcolonial Studies-Part-I OR
- 3.2 Literature and Cultural Studies-Part-I
- 3.4 An Introduction to Modern Linguistics-Part-I
- 3.5 Teaching English Language and Literature-Part-I
- 3.6 Popular Literature / Write it Right (**Open Elective**)

IV Semester

Compulsory Papers

- 4.1 Critical Theory-Part-II
- 4.2 Postcolonial Studies-Part-II
- 4.3 Literary and Cultural Studies-Part-II
- 4.4 An Introduction to Modern Linguistics-Part-II
- 4.5 Teaching English Language and Literature-Part-II
- Project Work

Master of Social Work (MSW)

Affiliation - Bangalore University

Duration - 2 Years (4 Semesters)

Approval - AICTE

Recognition - Govt. of Karnataka

Offered by - AIMS Institute of Higher Education

ELIGIBILITY

Students seeking admission to the MSW program should have passed in BA / BSW Bachelor (3 years) degree examination of any recognized education body in any discipline, and should have secured at least 50% marks in aggregate.

ELIGIBILITY (International Students)

GCE/IGCSE/GCSE Certification with passes in a minimum of FIVE subjects at 'O' level & TWO subjects at 'A' level.

(OR)

Pass certificate / Diploma of a Secondary Stage Level Examination (TWELVE Years) of any discipline, recognized by the national level board / council of any country.

(AND)

Undergraduate degree of any discipline, offered by approved universities at the national level of any country.

In case you qualify the eligibility criteria for the programme of your choice, kindly mail us scanned copies of the following documents to verify your eligibility.

Degree Marks Card (1+2+3) GCE / IGCSE / GCSE Certification with pass in a minimum of Five subjects at 'O' level & Two subjects at 'A' level.

(OR)

Pass Certificate / Diploma of a Secondary Stage Level Examination (Twelve years) of any discipline, recognized by national level board/council of any country AND Undergraduate Degree of any discipline, offered by approved universities at the national level of any country.

- Two sets of photocopies / transcripts of all the academic years of the Qualifying Examination
- Two sets of photocopies of Certificates of the Qualifying Examination
- Two sets of photocopies of Student Passport
- Four Passport Size Photos

COURSE CONTENT

I Semester

- 1.1 Introduction to social work and contemporary ideologies for social work profession
- 1.2 Social Science Perspective for Social Work Practice
- 1.3 Methods of working with people- I Social Case Work
- 1.4 Methods of working with people- II Group Work
- 1.5 Methods of working with people- III Community organization
- 1.6 Personal & Professional Growth
- 1.7 Social work concurrent field practicum - I:
Orientation visits

II Semester

- 2.1 Social policy & Social Legislation
- 2.2 Research in Social Work & Application of Computers & Statistics
- 2.3 Counselling, Theory and Practice
- 2.4 Social Work Practice with Vulnerable, Marginalised and Undeprived Privileged Sections of the Society
- 2.5 Communication for Social Work Practice
- 2.6 Social Work Field Practicum-II (Concurrent field work)
- 2.7 Social Work Field Practicum-III (Social work camp)

III Semester

- 3.1 Human Resource Development and Management
- 3.2 Organisation Behavior & Organisational Development
- 3.3 Social Work Intervention in Health Care
- 3.4 Urban, Rural and Tribal community Development
- 3.5 Social Movement and Social Action
- 3.6 Social work field Practicum-V; Visit to Innovative Project / Initiatives
- 3.7 Social Work Field Practicum-Iv: Concurrent field work

IV Semester

- 4.1 Industrial Relations & Labor Legislation
- 4.2 Medical & Psychiatric Social Work
- 4.3 Social Welfare & Development Administration
- 4.4 Rehabilitation and After Care Services
- 4.5 Project Formulation and Management
- 4.6 Social Work Field Practicum-VI: Concurrent field work
- 4.7 Social Work Field Practicum-VII: Block Placement

PUC (+2)

Affiliation - Director of Pre-University Education,
Karnataka

Recognition - Govt. of Karnataka
Offered by - AIMS PU College

SCIENCE

PCMB - Physics, Chemistry, Mathematics and Biology

PCMC - Physics, Chemistry, Mathematics and Computer Science

COMMERCE

CEBA - Computer Science, Economics, Business Studies, Accountancy

* Medium of Instruction is English

HOW TO APPLY

SCIENCE

PCMB - Physics, Chemistry, Mathematics and Biology

PCMC - Physics, Chemistry, Mathematics and Computer Science

ELIGIBILITY

A Candidate who has passed SSLC or equivalent examination approved by the Board of Pre-University Education, Government of Karnataka shall be eligible for admission to Pre-University. Students should have studied Mathematics & Science as compulsory subjects.

COMMERCE

CEBA - Computer Science, Economics, Business Studies, Accountancy

ELIGIBILITY

A Candidate who has passed SSLC or equivalent examination approved by the Board of Pre-University Education, Government of Karnataka shall be eligible for admission to Pre-University.

- Application for Admission in the prescribed form should reach the college on or before the specified date.
- Application will have to be accompanied by certified Photostat copies of:
 - Marks sheet of S.S.L.C or equivalent
 - Transfer Certificate from the previous institution
 - Conduct Certificate & 5 Passport Size & 3 Stamp size photographs at the time of admission & Migration Certificate (if applicable)
 - Admissions are made only after personal interview
 - Original documents & Certificates to be produced at the time of admission
 - Admission is provisional, subject to the approval by P.U. Board of Karnataka
 - Caste & Income Certificate (if applicable)

Note: Scholarships are awarded for merit students. Roster System is followed.

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.



Our Associations

AIMS B-SCHOOL ACCREDITED BY



IBM Business Analytics Lab

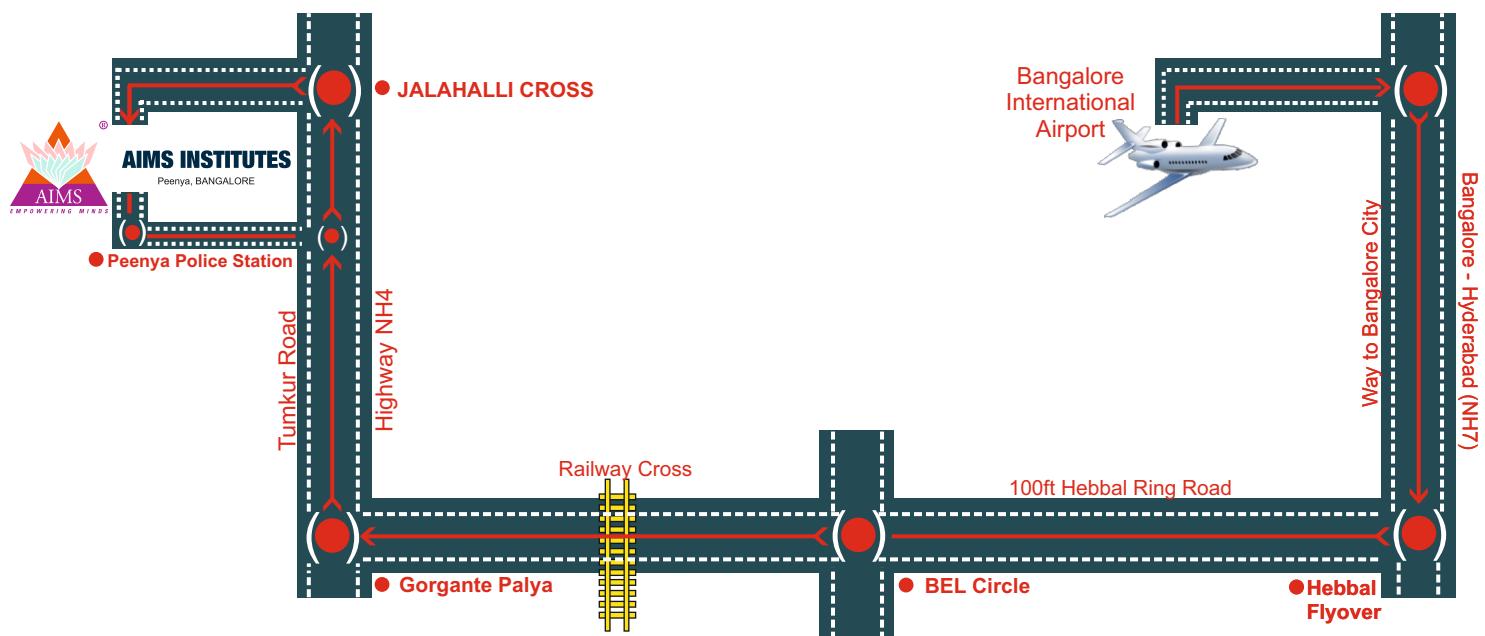
Initiative of the Career Education Program

In collaboration with:

AIMS Institutes

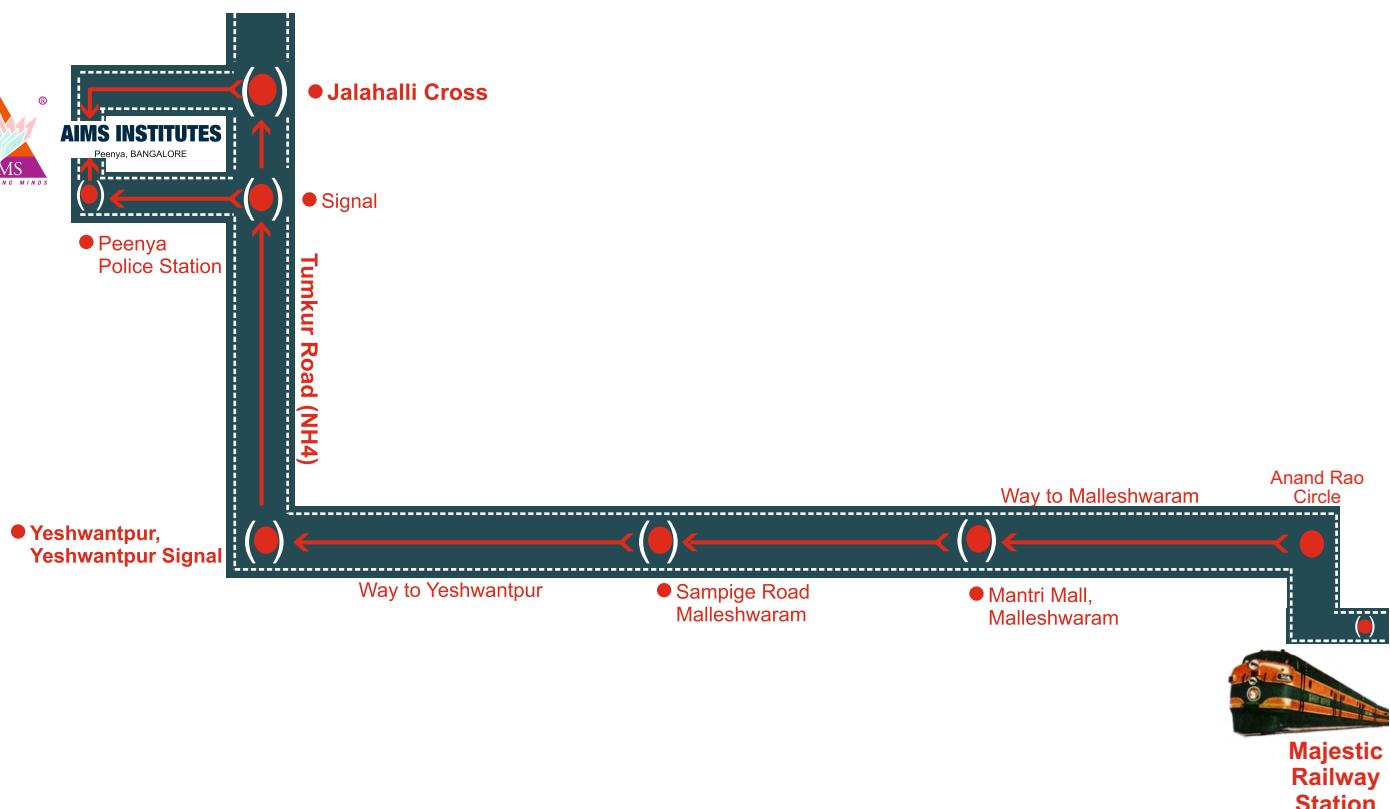


Bangalore International Airport to AIMS



"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

EMPOWERING MINDS

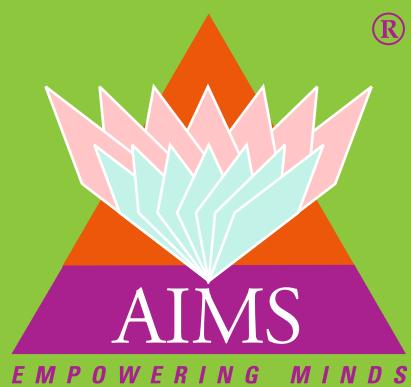


AIMS INSTITUTES

Peenya, Bangalore

■ AIMS INSTITUTE OF HIGHER EDUCATION ■ AIMS ACADEMY FOR HIGHER EDUCATION ■ AIMS CENTRE FOR ADVANCE RESEARCH

■ LEADERSHIP INSTITUTE OF AIMS ■ AIMS PU College



www.theaims.ac.in

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

Tel : +91 80 2837 6430 / 2839 0433 / 34
Fax : +91 80 2837 8268
E-mail : admission@theaims.ac.in