



MBA

MCA

ASAN INSTITUTE OF MANAGEMENT

(A Unit of ASAN Memorial College of Arts & Science)

Affiliated to University of Madras

Approved by AICTE & Re-accredited by NAAC



5 reasons for studying in **AIM**

Quality - High quality teaching from a dedicated team of staff.

Student life - An exciting new journey, that will open your mind to new experiences, ways of thinking, and friendships, many of which will last for a lifetime.

Campus - An inspiring and safe campus with excellent facilities where you can concentrate on achieving the best.

Enrichment - Widen interests and strong focus on learning, skills and creativity along with opportunities to work with industry experts.

Success - 100% achievement in all the courses.

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Management



- Mahakavi Kumaran Asan
(1873-1924)

“ The Association is truly
a living tribute to the memory of
Mahakavi Kumaran Asan,
the late Poet Laureate
of Kerala ”

Management:

AIM is a part of the Asan Group of Educational Institutions governed by the Asan Memorial Association, Chennai. Established in the year 1965, the Association is truly a living tribute to the memory of Mahakavi Kumaran Asan, the late Poet Laureate of Kerala.

Founded by eminent Malayalees, settled in Chennai from different walks of life and dedicated to the noble cause of education, the Association under the leadership of Founder Secretary Shri. A. K. Gopalan, continues to be the guiding star and moving spirit behind the Asan Memorial Educational Institutions.

Having successfully embarked upon and achieving considerable progress in promoting educational activities, the Asan Association has now to its credit the following list of institutions:

- Asan Memorial Matriculation Higher Secondary School
- Asan Memorial College of Arts & Science
- Asan Memorial Senior Secondary School
- Asan Memorial Institute of Management
- Kumaran Asan Memorial Higher Secondary School
- Asan Memorial College of Engineering & Technology
- Asan Memorial Dental College & Hospital
- Asan Business School
- The Carousel - Asan Play School
- AKG Public School

Our Institute

Who are We

ABOUT:

Asan Institute of Management (AIM) was established in the year 1997, in recognition of the vital need to develop competent managers and IT professionals to meet the growing needs of the country. During the short span, the Institute has emerged as one of the premier institutes in the South, providing high quality education in the areas of Management and Information Technology. The full time MBA and MCA programmes offered are affiliated to the University of Madras, approved by AICTE and Ministry of HRD, Government of India.

MISSION:

The mission of the Institute is to achieve excellence through high quality and need-based education with focus on development of individual potential. In tune with this, the courses offered will be contemporary in nature and directly relevant to the market needs. The Institute will provide a conducive and stimulating environment that will lead to academic excellence, character formation and development of individual talents and abilities.



Am I Ready?

The Institute currently provides full-time study in MBA & MCA Programmes, affiliated to the University of Madras and are approved by the All India Council for Technical Education (AICTE), Ministry of HRD, Government of India. We further aim at emerging as a centre for Research in Management with facilities for offering M.Phil. and Ph.D. programmes. In collaboration with regional, national or international agencies/institutions we also intend to offer training and consultancy services in Management, IT and other related areas.

A Course to Suit you

MBA : AIM offers its flagship MBA programme with Dual Specialization in various specializations including Human Resources, Finance and Marketing.

Duration : 2 years full-time

Eligibility criteria - Bachelor's Degree in any discipline with minimum 50% marks in aggregate in core subjects. For SC/ST candidates, eligibility criteria will be a pass in the Bachelor's Degree.

Students applying for MBA course are required to appear for the Management Aptitude Test (MAT) conducted by the All India Management Association, New Delhi or any other approved common entrance tests.



MCA: Master of Computer Applications

Duration: 3 yrs. full-time or Lateral Entry 2 yrs full time (only for B.Sc Computer Science and BCA Students)

Eligibility Criteria - A pass in a recognized Bachelor's Degree from recognized University of minimum THREE (3) years duration in 10+2+3/ 4 years (or) 10+3 years Diploma or 3 years pattern in any discipline with Mathematics at +2 level and had obtained atleast 50% (45 % in case of candidates belonging to reserved category) at the Qualifying Examination.

UNIQUE FEATURES

The programmes follow the scheme and syllabus prescribed by the University of Madras. However, in order to build-up a distinctive character and give a developmental orientation, the Institute has introduced several special modules aimed at enhancing the techno managerial capabilities and sharpening the skills amongst the participants. These modules include:

- De-freezing and confidence building
- Executive communication skills
- Extensive hands-on-experience in computers & internet browsing
- Group dynamics and interpersonal skills
- Personality development
- Special lectures and seminars on current trends and emerging areas in I.T. and Management.
- Value added programmes in ERP & SAP



How Is My **Study** Structured?

CURRICULUM
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Teaching Methodology - The teaching methodology followed at the Institute makes extensive use of participative methods. A balanced mix of case analysis, group presentations, seminars, syndicate methods, group discussions, role-play and lecture sessions are used to provide for intense intellectual stimulation and development of techno-managerial skills. The training sessions are supplemented by the use of modern teaching aids such as video films, LCD Projector, overhead projectors and slide projectors.

Curriculum

MBA PROGRAMME:

Semester - I

- Management Principles and Business Ethics
- Quantitative and Research Methods in Business
- Organisational Behaviour
- Accounting for Managers
- Managerial Economics
- Innovation and Entrepreneurship
- Soft Skills - I

Semester - II

- Legal Systems in Business
- Applied Operations Research
- Human Resources Management
- Marketing Management
- Operations Management
- Financial Management
- International Business
- Soft Skills - II
- Summer Internship

Semester - III

- Strategic Management
- Management Information Systems
- Elective 1 - Marketing
- Elective 2 - Finance
- Elective 3 - HR & Systems
- Soft Skills - III

Semester - IV

- Elective 4
- Elective 5
- Project Work & Viva-Voce
- Soft Skills - IV

MCA PROGRAMME:

Semester - I

- Mathematics for Computer Science
- Programming in C & Unix
- Digital Computer Fundamentals
- Systems Software
- Practical I: Programming in C
- Practical II: Unix & Shell Programming
- Soft Skills - I

Semester - II

- Microprocessors and its Applications
- Statistical Methods
- Object Oriented Programming with C++
- Data Structures
- Practical III: Data Structures using C++
- Practical IV: Microprocessors Lab
- Soft Skills - II
- Summer Internship

Semester - III

- Software Engineering
- Computer Graphics
- Java Programming
- Operating Systems
- Accounting & Financial Management
- Practical V: Java Programming Lab

- Practical VI: Operating Systems Lab
- Soft Skills - III

Semester - IV

- Computer Networks
- Database Management Systems
- Design and Analysis of Algorithms
- Software Project Management
- Elective I
- Practical VII: RDBMS Lab
- Practical VIII: Based on Elective I
- Soft Skills - IV

Semester - V

- Software Testing
- Elective II
- Elective III
- Elective IV
- Practical IX: Web Application Lab
- Practical X: Mini Project
- Soft Skills - V

Semester - VI

- Soft Skills - VI
- Project Work & Viva Voce

How **To** Enroll?

Admission, Selection Process & Fees

Applications can be obtained either in person/ post or can be downloaded from our website www.asaneducation.com. Cost of the Application is Rs.350/- by post or Rs.300/- in person payable by cash/DD drawn in favour of "Asan Memorial Association", Chennai - 600 006. Completed applications along with necessary enclosures must be submitted/sent to the college address on or before the last date specified for registration.

Candidates awaiting results for the Bachelor's Degree examinations results may also apply, provided the degree/provisional certificate and mark lists are produced before the last date specified for admission by the Institute.

Selection Process

Government Quota:

Admissions to the Government Quota are handled by the Directorate of Technical Education (DOTE), Government of

Tamilnadu. The Single Window Counseling takes place at the Government College of Technology, Coimbatore.

Candidates seeking admission under the Government Quota must have written the TANCET Exam conducted by the Anna University.

Management Quota:

Candidates seeking MBA admissions under the Management Quota are required to appear for the Management Aptitude Test (MAT) or other approved tests such as TANCET, CAT, CMAT, GMAT or CET.

Candidates seeking MCA admissions under the Management Quota must have written any one of the Entrance tests - TANCET or CET.

Fee:

Management reserves its rights to revise the fee for the course of study at the beginning of the academic year, if necessary. Fees once paid will not be refunded under any circumstances. A student who withdraws from the Institute during the year will have to pay fees for the full year and a penalty for the remaining period.

Life @ AIM

The College is located on a twelve acre campus at Jaladampet (near Pallikaranai) on Velachery-Tambaram Road around 20 Kms from the heart of the Chennai city and about 10 Kms from Saidapet. The campus is beautifully spread out with landscaped gardens and has excellent facilities for sports and games. It also has spacious grounds for Cricket, Hockey and Football and well-prepared courts for Basketball, Volleyball and Badminton.

The College has large and impressive building (nearly One lakh sq. ft. area) with well laid out classrooms, well equipped laboratory facilities, library, conference hall, etc. for various departments. A large and impressive auditorium with a seating capacity of over 1000 is also available in the campus.

Library

The Institute has a spacious library having an excellent selection of latest books, magazines, journals and periodicals on Management and Information Technology. The back volumes of leading management journals are also available. The library remains open for nearly 12 hours on all working days for the benefit of students and faculty.

Audio visual lab

A modern Audio Visual Lab with the-state-of-art equipment like OHPs, Slide Projection system has been set up. A large collection of management and information technology films are also available.



Computer lab

Separate computer labs for MBA and MCA programmes are available to meet present and future needs. The labs are well equipped with the latest Pentium IV based multimedia systems. Students are provided hands on experience on all the latest programming languages, in addition to the internet facility.

Transport

The campus is well connected to the Chennai city by public transport services. Bus numbers are: 5A, E51, 51D and 51H to Saidapet and A51, D51, PP51, H51 to Broadway / Parrys. The College operates bus facility for the staff and day scholars covering all the major areas of Chennai city.

Canteen

A modern and well-furnished canteen with seating capacity for 60 persons is available in the campus. The canteen serves nutritious and tasty vegetarian & non-vegetarian food.

Hostels

Hostel accommodation is provided separately for boys and girls. Wholesome food (vegetarian and non-vegetarian) is served. The hostel blocks have large open space in order to provide a healthy living environment within the campus.

Placement cells

We are proud to list the companies in which our aspirant Managers and IT professionals are placed on and off campus.

Standard Chartered Bank, UTI Bank, IDBI Bank, RBS, CavinKare, Capgemini, Mahindra, Muthoot Group, Sundaram Finance Group, HSBC, Geojit, Tata Consultancy Services, ABN-AMRO, HCL, LG, WIPRO, Indiabulls, Polaris, Citibank, ICICI Bank, IBM, Deutsche Bank, Accenture, Lucas-TVS, Amrutanjan, TCL, BNP Paribas.



Beyond Class Rooms

Sports:

Sports at Asan Memorial College generates a lot of enthusiasm not only within the college but amongst other colleges in the city too. Excellent facilities are available for various sports events like badminton, table tennis, cricket, volley ball, basketball etc.

MAGMA - Management Meet:

Magma is the Mega Management event conducted by the MBA students, each year. Magma revolves around varieties of themes and it's events are centered on it. The event has been consistently successful in attracting the brightest minds around the city. It acts as a panel for management students across the city to exhibit their managerial skills and also focuses on the current issues faced by Indian economy.

Induction Program:

The Induction program at Asan helps an Organization in Knowledge management process and is intended to enable the beginners to become useful and integrated members of the team. The Induction program helps the students to develop their confidence, communication skills, management skills, time management etc.

Personality Development:

Personality development classes are conducted in Asan every semester to help students for identifying and understanding oneself. "Self knowledge is the beginning of self improvement."



Group Discussion:

Group discussion is the modern technique of assessing students' personality. It's both a technique and an art, a comprehensive tool to judge the worthiness of the student and his appropriateness for the job.

Guest lectures:

As part of the MBA/MCA programme, eminent business personalities and IT professionals are invited to the campus to share their experiences and current scenarios in the business world. The students get a golden opportunity to know about the latest trends in the business and the latest happenings in the business industry. The entrepreneurs also get to know about the mindset of the challenging managers.

Industrial Visits:

The Industrial visit helps the students to get an idea of the real world of manufacturing sector. It helps to know about the manufacturing industries and the experiences help the students to understand the various manufacturing processes. This basic exposure is what helps the students to develop their interest in a particular area and can lead to a life-time career choice.

News Hour:

Asan Institute of Management has introduced 'News Hour' which helps the students to know about the current happenings in the business environment and the economy of our country. It keeps the students updated on the current affairs which makes them prepared for interviews or to become successful entrepreneurs.

Byte IT:

The State-level technical symposium is organised by the students of MCA department every year. In the last Byte IT conducted, Mr. C. Umashankar, IAS was the chief guest and students from 22 colleges participated in the various events like quiz, paper presentation, web designing, etc.



Rules & Regulations

1. The Management reserves the right to grant admission to students and their decisions shall be final and binding on all parties concerned.
2. Tuition fees and other prescribed fees should be paid in full on or before the stipulated date.
3. The students of the Institute are to conduct themselves on and off the campus in a disciplined and exemplary manner, so as to maintain the reputation of the Institute as well as their own.
4. Students are restrained from organizing any type of Union or Association other than those relating to curricular or co-curricular activities and with the prior approval of the Principal.
5. Students must not loiter in the Institute premises or cause disturbance to fellow students by moving or talking loudly on the corridors, staircases, etc. when the classes are in progress. Free time should be best spent in the Institute Library.
6. Students should cultivate the habit of reading notices put up on the various Institute Notice-Boards. Ignorance of any instructions as contained in the notice will not be accepted as an excuse for failing to comply with it.
7. Consumption of liquor, usage of drugs and smoking in the premises of the Institute is prohibited. Students found indulging in such bad habits will be summarily expelled from Institute forthwith.
8. Destruction of furniture and fittings, spitting, pasting posters scribbling on the tables & walls, throwing of waste paper and rubbish are strictly prohibited.
9. Any lost property found must be handed over to the Principal or Office Manager from whom the owner can reclaim it after establishing his/her ownership.
10. Students should wear decent dress; Girls shall wear preferably Churidars with Dupattas and Sarees. No casual wear is permitted.
11. The students participating in intercollegiate events should behave decently to keep up the dignity and reputation of the Institute.
12. The Principal may expel a student whose work or conduct is not satisfactory and the fees paid by him/her will automatically be forfeited. Students who do not take their examinations with due earnestness and diligence are also likely to be dealt with, in the same manner.
13. No student will be allowed to take part in politics. No student should communicate any information or write about matters dealing with the administration of the Institute to the press or to any outside agency / organisation.
14. Any student convicted for an offence of any nature will be dismissed from the institution as per the Government Ordinance.
15. The Institute assigns top priority to regular attendance in all classes. Students are expected to secure 100% attendance for all theory and practical classes. However, the eligibility for appearing in University examinations with minimum of 75% attendance will be accepted subject to valid explanation for absence.
 - a. For absence due to illness, the request has to be supported by a detailed medical report from a Registered Medical Practitioner.
 - b. For absence due to participation in College or University programmes – request for such leave should be duly authorised and submitted in advance.
 - c. The Institute encourages active participation in sports, games and college approved extracurricular activities. Provision to meet attendance and other academic requirements will be made only when the student represents the Institute, the University, the State or the Country. An official letter duly signed by the organising

agency and Head of the Department has to be filed in the Principal's Office along with a letter from parents.

- d. All leave applications must be countersigned by Parent / Guardian / Warden and must be recommended by the Head of the Department.
- e. Attendance is compulsory on the re-opening and closing day of the Vacation & festival holidays if any, failing which severe action will be taken against the absentees.
- f. Absence from Class tests and Model examinations will be severely dealt with.

16. Ragging is strictly prohibited within and outside the campus. Prompt and severe action will be taken against those indulging in Ragging activities as per the Tamil Nadu Prohibition of Ragging Act 1997. The relevant provisions of this Act are given below:

- a. **DEFINITION:** As per the Act, ragging means display of noisy, disorderly conduct, doing any act which causes or is likely to cause physical or psychological harm or raise apprehension or fear, shame or embarrassment to a student in any educational institution and includes;
 - i. Teasing, abusing, playing practical jokes or causing hurt to such student.
 - ii. Asking the student to do any act or perform something which such student will not in the ordinary course willingly do.
- b. **PROHIBITION OF RAGGING:** Ragging inside or outside the campus is prohibited.
- c. **PENALTY FOR RAGGING:** Whoever directly or indirectly commits, participates abets or propagates "ragging" inside or outside any educational institution shall be punished with imprisonment for a term which may extend to two years and shall also be liable to a fine which may extend to twenty five thousand rupees.
- d. **DISMISSAL OF STUDENT:** Any student convicted of an offence under the Act shall also be dismissed from the educational institution and such student shall not be admitted in any other educational institution.

e. **SUSPENSION OF STUDENT:**

i. Whenever any student complaints of ragging to the Head of an educational institution or to any other person responsible for management of the institutional he/she shall enquire into the same immediately and if found true shall suspend the student who has committed the offence, from the educational institution.

ii) The decision of the Head of the educational institution or the person responsible for the management of the educational institution that any student has indulged in ragging shall be final.

17. Every student of this Institute is required to possess and wear an Identity Card with his/her passport size photo affixed and signature attested by the Principal. Since duplicate copies of I.D. Cards are not normally issued, the students are advised to keep their I.D Cards safely.

18. Redress or any grievance is by mutual discussions or arbitration only. No student or parent shall demonstrate against the Management on any ground, nor shall go for any legal action against the Principal or the Management.

19. Non-compliance with the rules of the Institute will attract penalties, suitable fines, apart from other punitive measure.

20. Decisions on matters not covered by the existing rules are at the absolute discretion of the Principal.

ANTI-RAGGING MEASURES IN THE CAMPUS

Ragging in any form is an offence and punishable. The students and parents are expected to give the declaration as per the guidelines given by the DCI at the time of admission. The Anti-Ragging committee and the anti-ragging squad and every employer of the Institute are in vigil. The students and parents are informed to report any incident of ragging found in the classroom, campus, transport and in the library: both during and before and after the college hours. Prompt and severe action will be taken against those indulging in Ragging activities as per the Tamil Nadu Prohibition of Ragging Act 1997.

ASAN

EDUCATIONAL INSTITUTIONS



ASAN Business School



ASAN Memorial Dental College & Hospital



ASAN Memorial College of Engineering & Technology



ASAN Memorial College of Arts & Science



ASAN Memorial Institute of Hotel Mgmt., & Catering Tech.,



ASAN Institute of Management



ASAN Memorial Senior Secondary School



ASAN Memorial Matriculation Higher Secondary School



Kumaran ASAN Memorial Higher Secondary School



The Carousel Play School



AKG Public School

11

Institutions

48

Departments

80

Acres of Infrastructure

587

Well Qualified Faculty

7600

Plus Students

1 LAKH

Plus Alumni

15 LAKH

Sq.ft. built up area



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