



**ASAN INSTITUTE OF MANAGEMENT**

(A Unit of Asan Memorial College of Arts and Science)

(AICTE Approved & Affiliated to University of Madras)

Velachery - Tambaram Road, Jalladianpet, Chennai - 600 100.



# MASTER OF BUSINESS ADMINISTRATION

## SPECIALIZATION

Finance | HR | Marketing | Logistics

Master of Business Administration (MBA) was established in the year 1999. The programme is approved by All India Council for Technical Education (AICTE) and affiliated to the University of Madras. The MBA programme is a full-time, two-year postgraduate programme with four semesters.



**AICTE Approved  
2-year Programme**



**Affiliated to  
University of Madras**



In today's swiftly evolving corporate landscape, there is unprecedented demand for skilled and adaptable professionals. Global industries seek individuals proficient in leadership, critical thinking, problem-solving, and technology, alongside academic excellence. Strong leadership abilities drive innovation and teamwork, while critical thinking and problem-solving skills ensure effective decision-making in dynamic environments.

Proficiency in modern technologies is essential for productivity and competitiveness. Embracing these competencies is key to success in the rapidly changing global economy.

**“Depending on their chosen domain and continuous skill enhancement, an MBA graduate could commence their career with a starting salary of Rs. 6 lakhs per annum, progressing to potential earnings of Rs. 25 lakhs per annum or beyond with experience”**

**Welcome to the Asan Institute of Management,  
where industry expertise ignites academic excellence!**

Discover our vibrant Master of Business Administration (MBA) programme offered by AIM, crafted to empower students with the knowledge and skills essential for success in the dynamic, fast-paced modern workplace.

Blending classroom learning with hands-on real-life projects, we help you master the latest industry techniques to prepare for real-world challenges. We connect you with exciting job opportunities upon graduation, leveraging our strong industry connections to maximize your career prospects and showcase your talents.

# MBA

## Why MBA @ AIM?



### Cutting-Edge Curriculum:

At Asan Institute of Management, we offer a meticulously crafted curriculum that combines theoretical knowledge with practical applications, ensuring that students are equipped with the latest industry-relevant skills and insights.

### Experiential Learning:

We believe in learning by doing. Our MBA programme provides ample opportunities for hands-on experience through internships, industry projects, and case studies, allowing students to apply classroom knowledge to real-world business challenges.

### Industry Connections:

With strong ties to the corporate world, AIM facilitates numerous industry interactions, guest lectures, and workshops conducted by industry experts. These connections offer students invaluable networking opportunities and insights into current industry trends and practices.

### Global Perspective:

AIM is committed to providing students with a global outlook. Through our International Lecture series students gain different perspectives from experts across the globe, preparing them to thrive in a globalized economy.





### Skill Development:

Our MBA programme goes beyond academic excellence to focus on holistic skill development. From leadership and communication skills to analytical thinking and problem-solving abilities, we nurture and empower our students to become well-rounded professionals.



### Career Advancement:

With a strong emphasis on employability and career readiness, AIM offers comprehensive career services and placement support. Our dedicated Mentorship Initiative and placement cell works closely with students to identify their career goals, connect them with relevant opportunities, and provide guidance and support throughout the recruitment process, ensuring their success in the competitive job market.



## Infrastructure

- Airconditional Classrooms
- State-of-the-art computer labs
- Well-designed seminar halls / Spacious conference rooms
- Extensive, well-stocked Library
- Cafeteria & Dining space, Accessible to all students

## MASTER OF BUSINESS ADMINISTRATION:

### MBA CURRICULUM :

#### SEMESTER 1

- Management Principles and Business Ethics
- Quantitative Techniques and Research Methods in Business
- Managing Organisational Behaviour
- Accounting for Managers
- Managerial Economics
- Legal System in Business
- Entrepreneurship Development
- Soft Skills 1-Executive Communication

#### SEMESTER 2

- Applied Operations Research
- Human resource Management
- Marketing Management
- Operation Management
- Financial Management
- Strategic Management
- International Business
- Soft skills II - Business Etiquette
- Soft skills III - Computing Skills

#### SEMESTER 3

- 3 Electives
- Information System For Business
- Employability Skills
- Soft Skills IV - Leadership and Team Building Skills
- Summer Internship

#### SEMESTER 4

- Project Work & Viva-Voce



## SEMESTER 3 ELECTIVES

### HR

- Human Resource Development
- Performance Management
- Industrial and Labour Relation



### Marketing

- Advertising Management and Sales Promotion
- Sales and Distribution Management
- Customer Relations Management



### Finance

- Security Analysis and Portfolio Management
- Banking and Insurance
- Merchant Banking and Financial Services



### Logistics

- Inventory & Warehousing Management
- Principles & Practices of Logistics Management
- Supply chain management



### COMBINATIONS OFFERED:

4 OPTIONS:

HR | FINANCE | LOGISTICS | MARKETING

### COMBINATIONS WE CURRE OFFER:

- Finance & HR
- Finance & Logistics
- HR & Marketing
- Marketing & Logistics



At ASAN INSTITUTE OF MANAGEMENT, we offer an array of enriching programme, in addition to the prescribed curriculum, designed to enhance your skill set and broaden your horizons.

## English Proficiency Programme (QUEST)

Master the English language with confidence and finesse. Our programme ensures you reach your fluency goals under able guidance through practical sessions

## AIM To Stay Current

Stay abreast with Current Affairs and significant trends in the business world with our engaging initiative. Regular news snippets and frequent quizzing to stay up to date and make an impression during interviews and group discussions.

## SPSS and Business Analytics Course

Dive into the realm of data analysis and business intelligence, acquiring essential skills in SPSS, Tableau and Power BI. Cutting-edge analytics techniques to drive informed decision-making.

## NPTEL Programme

Explore advanced topics with our curated NPTEL programme, designed to expand your knowledge and expertise in areas of specialization.

## Specialized Seminars and Programme

Participate in tailored seminars and programme aligned with your interests and career goals, providing unique opportunities for personal and professional growth.

## ELIGIBILITY:

- A minimum aggregate of 50% in any Under Graduate Degree from a recognized University

## ADMISSION PROCESS:

### STEP 1:

Fill the Application Form

- Register by filling the Online application form.
- Provide degree qualifying examination documents.

### STEP 2:

Profile Evaluation and Screening

- Entrance test, score and/or interview based on profile.

### STEP 3:

Join the Programme

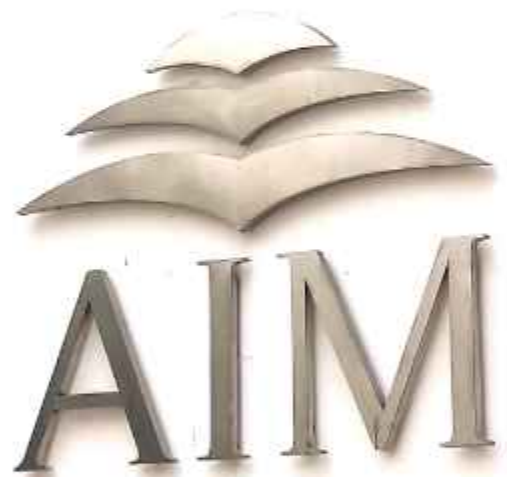
- Secure your seat by paying the admission fee.





# Our Recruiters:





REGISTER NOW

AIM WEBSITE

For Enquiry :

93848 23699 / 91763 16656

