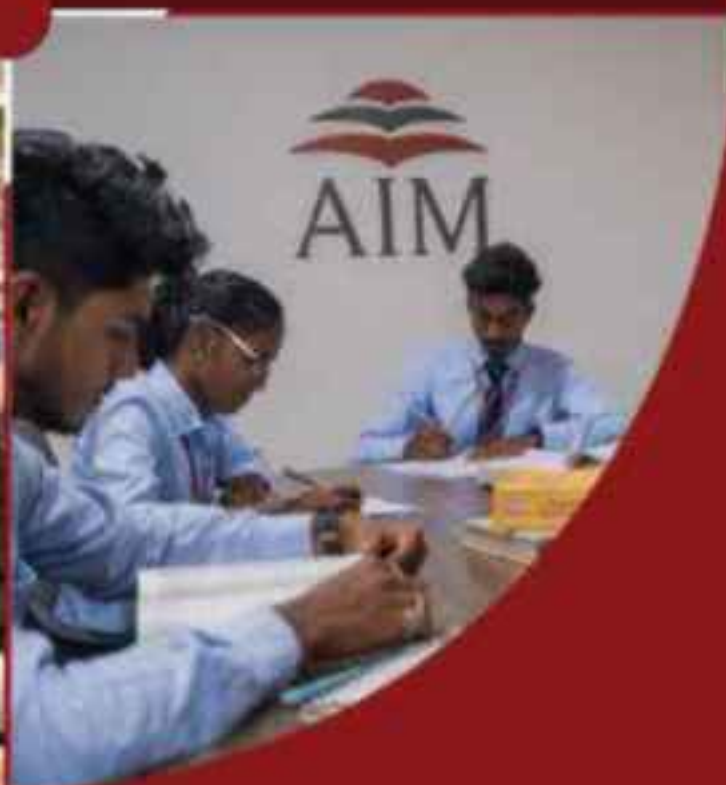




# ASAN INSTITUTE OF MANAGEMENT

(A Unit of Asan Memorial College of Arts and Science)  
(AICTE Approved & Affiliated to University of Madras)  
Velachery - Tambaram Road, Jalladianpet, Chennai - 600 100.



**SPECIALIZATION**  
Finance | HR | Marketing | Logistics

**MASTER OF COMPUTER APPLICATIONS**

**MASTER OF BUSINESS ADMINISTRATION**

**COUNSELLING CODE: 308**

AIM was established in the year 1997. It offers two Masters programme - Master of Business Administration (MBA) & Master of Computer Applications (MCA). The full time two year programme are approved by All India Council for Technical Education (AICTE) and affiliated to the University of Madras.



AICTE Approved - 2 years Programme



Affiliated to University of Madras



AIM



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# The Founder



Shri. A. K. Gopalan, the founder Secretary and Chairperson of the Asan Memorial Association was an eminent civil engineer and a philanthropist with over 60 years of experience in the construction industry. A visionary with extraordinary capabilities, he founded the Asan Group of Institutions to contribute to the noble task of fostering higher education. The Association was established in 1965 as a tribute to the memory of Mahakavi Kumaran Asan, the late Poet Laureate of Kerala.

Shri. A. K. Gopalan rose to great heights through his hard work and dedication. He was driven by a vision and dedicated his life to establish quality higher education and this vision is brought to life through the educational institutions affiliated to the Association.

## ABOUT THE COLLEGE

Asan Memorial College of Arts & Science established in 1994 has been fostering educational excellence since its inception while focusing on holistic student development. The college is affiliated to University of Madras and is governed by the Asan Memorial Association.

The college was inaugurated by Shri. K. R. Narayanan, the then Vice President of India, along with Mr. Vakkom Purushothaman, the Lt. Governor of Andaman and Nicobar.

Starting with just four undergraduate courses and six faculty members, the college has grown significantly over the years. Today, it offers 15 undergraduate courses in fields such as Arts, Science, Commerce and Management, as well as four postgraduate courses in Science and Management. The institution continues to provide high quality education to its students.







## Vision

To educate individuals to become intellectually enlightened, professionally capable, morally upright and socially committed.



## Mission

- To equip young men and women with knowledge and skill.
- To impart value-based education and foster right attitude, good character and human values.
- To develop the learner's personality and prepare him/her for the larger world outside.
- To conserve our rich traditions and cultivate respect for our heritage.







## From the desk of the **Principal**

It is with great pride that I introduce Asan Institute of Management which offers MBA and MCA professional programs designed to meet the evolving demands of today's global workforce. These programs are more than just academic qualifications; they are structured pathways that empower students with the knowledge, skills, and confidence required to thrive in a fast-changing professional landscape.

The curriculum has been structured to ensure a balance between theoretical understanding and practical application. Alongside core academic modules, students are exposed to industry-driven electives, hands-on projects, internships, and regular interactions with professionals from the field. These elements are purposefully integrated to enhance employability and open diverse career avenues in management, technology, and entrepreneurship.

We are committed to nurturing well-rounded professionals equipped not just with subject expertise but also with essential soft skills, leadership qualities, and ethical values. Our goal is to ensure that every student graduating from this institution is prepared to contribute meaningfully to their chosen field and society at large.

I invite you to discover the enriching opportunities offered through our professional programs and to join an academic environment dedicated to excellence, innovation, and lifelong learning.

**Dr. T.S. Santhi**







## From the desk of the Dean

It is with great pleasure that I welcome you to the Professional Programme at Asan Institute of Management – an institution driven by excellence, innovation, and industry relevance.

In today's ever-evolving global business environment, management education must extend beyond traditional classroom instruction. At AIM, our objective is clear: to cultivate professionally competent, technically adept, and socially responsible business leaders. Our pedagogical approach integrates rigorous academic learning with practical exposure through interactive seminars, hands-on workshops, industry guest lectures, and structured industrial visits. These initiatives are designed not only to enhance subject matter expertise but also to develop effective communication, analytical thinking, and leadership abilities—skills that are indispensable for any management professional.

Our faculty comprises experienced academicians and industry practitioners who bring real-world insights into the learning process. In addition, our emphasis on case-based learning, collaborative projects, and continuous skill-building ensures that students graduate with both conceptual clarity and applied knowledge.

As you consider your academic and professional journey, I invite you to explore how our MBA programme can serve as a launchpad for your aspirations. We are committed to supporting your growth every step of the way—transforming ambition into achievement.

**Dr. M. Jaya**

Dean – Academics & Research





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 ₹6 lakhs per annum, progressing to potential earnings of ₹25 lakhs per annum or beyond with experience.

Upon completion of their MCA degree and continuous skill development in their chosen specialization, graduates can begin their careers with an initial salary of ₹5 lakhs per annum. With experience and expertise gained in the field of computer science, they have the potential to increase their earnings of ₹30 Lakhs per annum or higher.

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

Discover our vibrant Master of Computer Applications (MCA) 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.



# Campus Life

- ◈ Air conditioned Classrooms
- ◈ State-of-the-art computer labs
- ◈ Well-designed Seminar halls / Spacious conference rooms
- ◈ Extensive, well-stocked Library
- ◈ Cafeteria & Dining space.





# Curriculum

## Why MBA @ AIM?



### Cutting-Edge Curriculum:

At Asan Institute of Management, our curriculum blends theory with practical skills to prepare students with the latest industry insights.



### Experimental Learning:

Our MBA program emphasizes learning by doing, offering internships, projects, and case studies to apply classroom knowledge to real-world business challenges.



### Industry Connections:

AIM's strong corporate ties provide students with networking opportunities and insights through expert - led lectures, workshops, and industry interactions.



### Global Perspective:

AIM's International Lecture Series gives students global perspectives from experts worldwide, preparing them for a globalized economy.



### Skill Development:

Our MBA program fosters holistic growth, developing leadership, communication, analytical, and problem-solving skills for well-rounded professionals.



### Career Advancement:

AIM prioritizes career readiness with dedicated mentorship and placement support, guiding students toward their goals and connecting them with relevant opportunities.



# Why MCA @ AIM?



## Comprehensive Curriculum:

AIM's comprehensive MCA programme equip students with on-demand industry skills and covers key areas like Software Programming, Software Engineering, Databases, Web and Mobile Application Development, Data Science, and IT Management.



## Experienced Faculty:

Our experienced faculty are dedicated professionals and researchers committed to student success.



## Hand-On Learning:

Students benefit from state-of-the-art facilities, including advanced computer labs and modern libraries.



## Exposure to Industry trends:

We have strong industry partnerships with IT companies and startups, offering students internships, guest lectures, certifications, and training.



## Personal Growth & Development:

Our MCA curriculum encourages students to engage in extracurricular activities and campus events, fostering leadership, teamwork, and interpersonal skills.



## MBA CURRICULUM

### SEMESTER 1

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

### SEMESTER 2

- Applied Operations Research
- Human Resource Management
- Marketing Management
- Operation Management
- Strategic Management
- International Business
- Soft Skill II- Business Etiquette
- Soft Skill III- Computing Skills

### SEMESTER 3

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

### SEMESTER 4

- Project with Viva Voce





### 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



**SPECIALIZATIONS OFFERED - HR / FINANCE / LOGISTICS / MARKETING**

### COMBINATIONS

- Finance & Human Resource
- Finance & Logistics
- Marketing & Human Resource
- 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.



## MCA CURRICULUM

### SEMESTER 1

- Core-I Theory : Discrete Mathematics
- Core-II Theory : Data Structures and Algorithms
- Core-III Theory: Python Programming
- Core-IV Practical-I: Data Structures using Python Programming Practical
- Elective-I Theory
- Elective-II Practical-II

### SEMESTER 2

- Core-V Theory : Data Base Management System
- Core-VI Theory: Big Data Analytics
- Core-VII Theory: Computer Networks
- Core-VIII Practical-III : RDBMS with VB .NET Practical
- Elective-III Theory
- Elective-IV Practical-IV
- Soft Skill - I Fundamentals of Human Rights

### SEMESTER 3

- Core-IX Theory : Web Technology and Advanced Java Programming
- Core-X Theory: Artificial Intelligence
- Core-XI Theory: Advanced Machine Learning
- Core- XII Practical-V : Web Technology and Advanced Java Programming Practical
- Elective-V Theory
- Soft Skill- II Advanced Machine Learning Practical-VI
- Soft Skill-III Internship Industrial Activity

### SEMESTER 4

- Core-XIII Theory : Computer Vision
- Elective-VI Theory
- Core-XIV: Project with Viva Voce
- Soft Skill-IV Skill Enhancement Professional Competency Skill





## ELECTIVES – SEMESTER I

### Elective - I - Theory

- Data Engineering and Management
- Architecture and Frameworks
- Operating Systems and UNIX

### Elective - II – Practical

- Data Engineering and Management Practical
- Architecture and Frameworks Practical
- Operating Systems and Unix Practical

## ELECTIVES – SEMESTER II

### Elective - III - Theory

- Social Networking
- Cyber Security
- Block Chain Technologies

### Elective-IV - Practical

- Social Networking Practical
- Cyber Security Practical
- Block Chain Technologies Practical

## ELECTIVES – SEMESTER III

### Elective -V - Theory

- Software Development Technologies
- Cryptography and Network Security
- Cloud Computing

## ELECTIVES – SEMESTER IV

### Elective - VI - Theory

- Internet of Things
- High Performance Computing
- Parallel and Distributed Computing







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 program 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.

### Web Development Certificate Course

Certificate Course and Technical Development Training which cover Core Java, Advanced Java, Spring Framework, Spring Boot, Python Basics and Advanced, Database and SQL

### 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 & ADMISSION PROCESS



## MBA

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

## MCA

- Degree in B.C.A / B.Sc. (Computer Science) / any other equivalent degree and should have studied Mathematics / Business Mathematics / Statistics / Business Statistics at Degree / H.Sc Level.

## ADMISSION PROCESS:

### STEP 1: Fill the Application Form

- Register by filling up 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 Program

- If selected, you will receive a letter for the upcoming academic year.
- Secure your seat by paying the admission fee.



# VALUE ADDED COURSES

- English Proficiency Programme (QUEST)
- SPSS and Business Analytics Course
- NPTEL Programme
- Specialized Seminars
- Technical Development Training
- Employment Training
- Post Graduate Diploma in specialization
- Certificate Programme - Finance / Logistics
- Add-on Programme
- AIM to Stay Current Affairs





# ACADEMIC ACTIVITIES



**INDUCTION PROGRAM**



**GRADUATION CEREMONY**



**CERTIFICATION PROGRAMME**



**WORKSHOPS**



**SEMINARS**



**HR CONCLAVE**



**TVS FINANCE ANALYTICS COURSE  
COMPLETION**



**SESSION ON HIGHER EDUCATION FOR  
COMPUTER SCIENCE STUDENTS**



**INDUSTRIAL VISIT**



**LOGISTICS TRAINING SESSION**



# BEYOND CLASSROOM



AIM TO IGNITE - POSTER LAUNCH



HACKON



ONA CHANDA



MAGMA - IPL AUCTION



31<sup>ST</sup> - COLLEGE DAY



MAGMA - OVERALL CHAMPIONSHIP



# OUR PROUD ALUMNI



**Mr. Akhil Pulakkat Melethil**  
**M.B.A (2021-2023)**  
Research and Development Specialist at the  
Observatory of Entrepreneurship



**Mr. VIJAY LEONARD**  
**M.B.A (2017-2019)**  
S.I Founder of Savid Group and Director of  
VCC, Wonder Care



**Mr. ANANYA CHOUDRY**  
**M.B.A (2015-2017)**  
First Abu Dhabi Bank, UAE



**Ms. R. G. PAVITHRA**  
**M.C.A (2019-2021)**  
BI Developer, Chennai



**Mr. R Ravichandran**  
**M.C.A ( 2012-2015)**  
MDM specialist, Chennai



**Mr. Balu Mohan**  
**MCA (1999-2002)**  
Senior Principal Software Engineer -  
Gen Digital, Chennai



**Mr. ARLJITH,**  
**M.B.A (2018-2020)**  
Operation Executive, Sharaf Group  
companies Dubai.



**Ms. SHIRUTHI GOVINDANKUTTY**  
**M.B.A (2012-2014)**  
Business Immigration Analyst at Fragomen  
Immigration services



**Ms. Janani**  
**M.B.A (2020-2022)**  
HR consultant at a private consultancy  
services.



# OUR PROUD ALUMNI



**Mr. Rohan Radhakrishnan**  
M.B.A (2015-2017)  
Team Lead - Corporate Actions  
Societe Generale Corporate & Investment  
Banking



**Mr. Suchmita Sen**  
M.B.A (2015-2017)  
Team Lead - Recruitment  
Hexaware Technologies



**Mr. Ahamed Shahanah**  
M.B.A (2015-2017)  
Senior Executive  
Recode Solutions



**Ms. Elango Soundarajan**  
M.B.A (2015-2017)  
Assistant Procurement Manager  
ITC Grand Chola Hotels  
Chennai,



**Mr. Srinath Lakshmipathy**  
M.B.A ( 2015-2017)  
Engineer - Cloud Computing  
Tata Consultancy Services



**Mr. A. Sriram**  
M.B.A ( 2006 - 2008)  
Senior Manager - Sales & Customer  
Relations  
OMSEVVEL SOFTWARE



**Mr. K. Kishore Kumar**  
M.B.A (2006 - 2008)  
Senior HR Business Partner  
Equitas bank



**Mr. Suresh**  
M.B.A (2006-2008)  
Assistant General Manager  
IDBI BANK



**Mrs. Surbhi Singh**  
M.B.A (2007 - 2009)  
HOD - Social Department and Career  
Councillor



To manage academic stress, personal challenges, and emotional difficulties college provides counselling services. These services are designed to ensure that students have the resources they need to thrive both academically and personally, fostering a healthier and more balanced college experience.

## DISTINGUISHED ADJUNCT FACULTY



**Dr. TRILOCHAN NAYAK**  
PROFESSOR & DIRECTOR  
(CORPORATE AFFAIRS)  
ASTHA SCHOOL OF MANAGEMENT  
(AFFILIATED TO BIJU PATNAYAK  
UNIVERSITY OF TECHNOLOGY)  
BHUVANESHWAR

**Mr. DINESH ELANGO**  
ASSOCIATE PROFESSOR & VICE  
PRESIDENT OF ACADEMICS &  
RESEARCH  
LONDON BUSINESS UNIVERSITY &  
LBU INTERNATIONAL  
SINGAPORE



**Dr. UMA NAGARAJAN**  
ASSOCIATE PROFESSOR - ACCOUNTING &  
FINANCE, (AFFILIATED TO THE UNIVERSITY  
OF LONDON WITH ACADEMIC DIRECTIONS  
FROM LONDON SCHOOL OF  
ECONOMICS, NEW DELHI)

**Dr. SHARAN KUMAR SHETTY**  
ASSOCIATE PROFESSOR AND HEAD  
INTERNATIONAL RELATIONS &  
GOVERNING BODY MEMBER, MSNM,  
MANGALURU



**Mr. CHANDRASHEKAR KUPPERI**  
FOUNDER-ANOVA CORPORATE  
SERVICES PVT.LTD.  
FCA,FCMA,PFCKSMF from IIM-  
C, CMA(US), FIPA(Aus), MCH(UK), MBA

## VISITING FACULTY



**Mr. J. RAGUNATHAN**  
DIRECTOR AT ALPHAKITHM  
TECHNOLOGIES PVT.LTD.  
DIRECTOR AT KNOWLEDGE CAPITAL  
INVESTMENT GROUP(KCIG)  
CHENNAI

**Mr. S. CHANDRASEKAR**  
DIRECTOR OF HAND IN HAND  
ACADEMY  
KANCHEEPURAM



**Dr. R.UPPILY**  
SENIOR VICE PRESIDENT - CFD  
OPERATIONS  
INDUSIND BANK  
CHENNAI

**PROF. SRIDHAR NARAYANAN**  
FOUNDER OF GRAND ALLIANCE FOR  
MANAGEMENT EXCELLENCE AND  
CONSULTING  
ADVISOR IN ORDER THE GENIE SUPPORT  
SERVICES LLP, CHENNAI



**Ms. AMRITA ASHOK BHAGAT**  
ASSISTANT MANAGER - HR  
DIGITAL TRACK SOLUTIONS PRIVATE  
LIMITED



# COLLABORATIONS



HAND IN HAND ACADEMY  
FOR SOCIAL ENTREPRENEURSHIP  
(Department of Social Work)

HAND IN HAND ACADEMY FOR  
SOCIAL ENTREPRENEURSHIP



KNOWLEDGE CAPITAL INVESTMENT  
GROUP



GALAXY INTERNATIONAL INSTITUTE  
OF LOGISTICS



GRAND ALLIANCE FOR  
MANAGEMENT EXCELLENCE



DIGITAL TRACK



THE MADRAS CHAMBER OF  
COMMERCE & INDUSTRY



TIME IN SOLUTIONS



CAREERS SOFTWARE INSTITUTION  
PRIVATE LIMITED



CAMBTECH TRAINING AND  
PLACEMENT PVT LTD



X QUIZ IT



LOGISTICS SECTOR SKILL COUNCIL



TVS TRAINING & SERVICES LTD



CONSONARE MEDIA (OPC) PVT. LTD.



ANNA CENTENARY LIBRARY  
KOTTURPURAM CHENNAI



MA FOI



YOUTH EMPLOYABILITY SKILL  
TRAINING CO-OPERATIVE  
EDUCATIONAL SOCIETY LTD.





# OUR RECRUITERS







# ASAN

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## EDUCATIONAL INSTITUTIONS



ASAN MEMORIAL SENIOR SECONDARY SCHOOL



ASAN MEMORIAL COLLEGE OF ARTS & SCIENCE



ASAN INSTITUTE OF MANAGEMENT



ASAN MEMORIAL COLLEGE OF ENGINEERING & TECHNOLOGY



ASAN MEMORIAL DENTAL COLLEGE & HOSPITAL



THE CAROUSEL PLAY SCHOOL (COCHIN HOUSE)



AKG PUBLIC SCHOOL





**Reach out to AIM!**

Website



Phone : +91 93848 23699, +91 98415 99527 |  
+91 44 2246 1418, 2246 0216, 2246 0032  
E-mail : [info.aim@asaneducation.com](mailto:info.aim@asaneducation.com)  
Web: [www.asaneducation.com/aim](http://www.asaneducation.com/aim)

Instagram



**COUNSELLING CODE : 308**