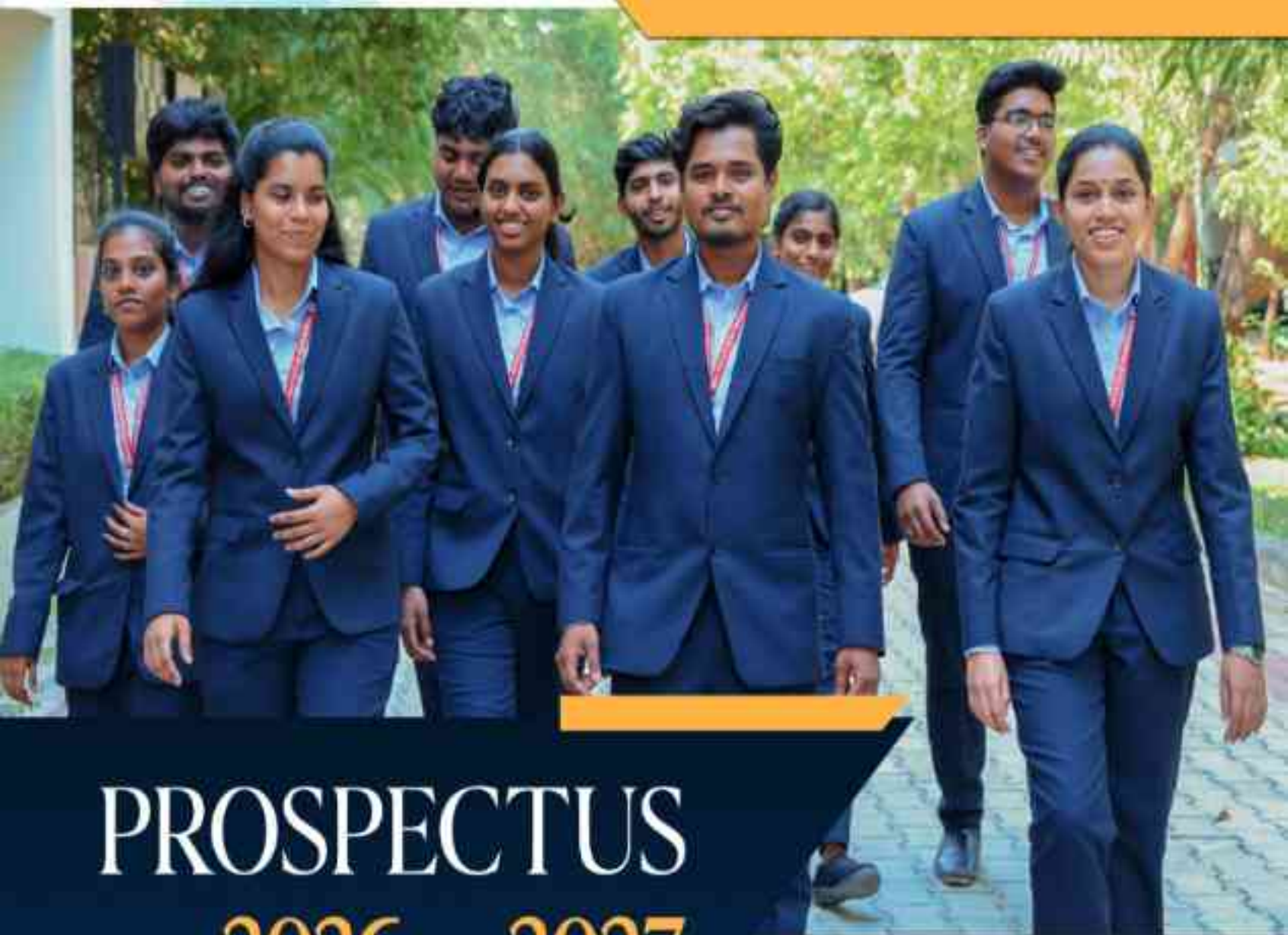




ASAN INSTITUTE OF MANAGEMENT

(A Unit of Asan Memorial College of Arts and Science)
Velachery - Tambaram Road, Jalladianpet, Chennai - 600 100.



PROSPECTUS 2026 - 2027

**MASTER OF BUSINESS
ADMINISTRATION**

**MASTER OF COMPUTER
APPLICATIONS**

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).



AICTE Approved - 2 years Programme



Affiliated to University of Madras



AIMM

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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 AIM

With a proud legacy that traces back to 1997, *Asan Institute of Management (AIM)* has consistently stood at the forefront of academic excellence and professional transformation. Over the years, the institute has built a strong reputation for shaping skilled managers and technology professionals who have excelled across diverse industries. Through its well-structured MBA and MCA programs, AIM blends rigorous academic learning with practical exposure, fostering innovation, critical thinking, and ethical leadership. Supported by experienced faculty and modern infrastructure, the institution creates a dynamic learning environment that prepares students to meet global challenges with confidence. Today, AIM continues to uphold its tradition of excellence, empowering ambitious learners to achieve meaningful and successful careers.





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 <<



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 can commence their career with a starting salary of ₹6 lakhs per annum, progressing to potential earnings of around ₹25 lakh 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 will have the potential to increase their earnings to ₹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 & Infrastructure

- ◆ 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 1-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

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 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.

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 PROGRAMS



Training Programs based on Specialization



Upskilling and Knowledge Enhancement Program



PG DIPLOMA PROGRAMS

SPECIALIZATION BASED PG DIPLOMA PROGRAMS

- PG Diploma in Financial Management
- PG Diploma in Marketing Management
- PG Diploma in Human Resource Management
- PG Diploma in Logistics and SCM
- PG Diploma in Programming in Python & Data Structures



PG Diploma Programs



Upskilling & Knowledge Enrichment Programme



Employability Training



Professional Skills



CLUBS & CELLS

The college has established several clubs to allow students to explore their interests in arts, culture, and social service.

These clubs provide opportunities for students to enhance their existing skills and acquire new ones through workshops and events organized by the clubs. They also serve as a platform for students to engage with one another in various focused activities. AMCAS is always proud to have won the Best NSS Unit Award at the University level for the year 2022-2023.

Student welfare clubs and committees are also major attractions of the college.

- WOMEN GRIEVANCES AND REDRESSAL CELL
- ANTI RAGGING CELL
- INTERNAL COMPLIANCE COMMITTEE
- ANTI SEXUAL HARASSMENT CELL
- ANTI-NARCOTIC CELL
- LIBRARY
- NATIONAL SERVICE SCHEME
- CAREER GUIDANCE CELL
- ROTARACT
- YOUTH RED CROSS
- CONSUMER CLUB
- ENACTUS
- WOMEN'S STUDIES CELL
- THIRUVALLUVAR TAMIL ILAKKIYA CLUB
- LITERARY CLUB
- RED RIBBON CLUB
- DRAMATICS CLUB
- ASAN PLACEMENT CELL

Rotaract	Rotaract	Youth Red Cross	Consumer Club	CC
enactus INDIA	T.NATIVE CLUB	PLACING THEM	WOMEN'S STUDIES CELL	WOMEN'S STUDIES CELL
Drama CLUB	Library Club	Internal Quality Assurance Cell	WOMEN'S STUDIES CELL	WOMEN'S STUDIES CELL
LA	Library Learning Committee	OFFICIAL NORTHERN STUDENTS CELL	SING SING	ALUMNI ASSOCIATION
SAC	SAC	scholar	WOMEN'S STUDIES CELL	WOMEN'S STUDIES CELL
DISCIPLINE	PRESS	WOMEN'S STUDIES CELL	WOMEN'S STUDIES CELL	WOMEN'S STUDIES CELL
RAGGING	WOMEN'S STUDIES CELL	SURYA	WOMEN'S STUDIES CELL	WOMEN'S STUDIES CELL
Logo of a person	Logo of a person	Logo of a person	Logo of a person	Logo of a person



SPORTS

The college gives pride of place to sports activities.

We motivate and encourage our students to participate in State and National level tournaments.

We also host intracollegiate and intercollegiate sports meets with participation from all the major city Colleges.



ACADEMIC ACTIVITIES



INDUCTION PROGRAM



ALUMNI INTERACTION



CERTIFICATION PROGRAMME



WORKSHOPS



INTERNATIONAL SEMINAR



SEMINAR



HR & FINANCE ANALYTICS COURSE



HR CONCLAVE



INDUSTRIAL VISIT



LOGISTICS TRAINING SESSION



AIM TO IGNITE - POSTER LAUNCH



TECHTANGLE FEST



ONA CHANDA



MAGMA - IPL AUCTION



32nd - COLLEGE DAY



MAGMA - OVERALL CHAMPIONSHIP

OUR PROUD ALUMNI



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



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



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



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



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



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



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



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

OUR PROUD ALUMNI



Mr. Ahamed Shahanaah
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 Lakshmiopathy
M.B.A (2015-2017)
Engineer - Cloud Computing
Tata Consultancy Services



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



Mr. VIJAY LEONARD
M.B.A (2017-2019)
Founder of Savit Groups and Director of VCC,
Wander Care



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



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



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



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



Academic Networking and Collaborations

AIM strives to ensure that its students receive an international quality learning experience. In this endeavour, AIM, has received accreditations and collaborations from leading National and International institutions and professional bodies.

Professional Membership

1. Madras Management Association
2. Madras Chamber of Commerce and Industry
3. ICT ACADEMY
4. Anna Centenary Library

Distinguished Adjunct Faculty

	<p>Dr. Trilochan Nayak Professor & Director (Corporate affairs) Artha school of management (Affiliated to Jyoti Patnayak University of Technology) Bhubaneswar.</p>
	<p>Mr. Dinesh Elango Associate Professor & Vice President Academics & Research London Business University & IBU International Singapore.</p>
	<p>Dr. Uma Nagarajan Associate Professor – Accounting & Finance, (Affiliated to the University of London with Academic Directions From London School of Economics) New Delhi.</p>
	<p>Dr. Sharan Kumar Shetty Associate Professor & Head International Relations & Governing Body Member, Msnim, Mangaluru.</p>
	<p>Mr. Chandrashekar Kupperi Founder-Anova Corporate Services Pvt.Ltd. Fca,Fcma,Fca,Smp From Iim-C, Cma(Us), Fipa(Aus), Mca(Uk), Mba</p>

Industry Collaborations



ASAN INSTITUTE OF MANAGEMENT

ACADEMIC LEADERSHIP TEAM



Dr. T.S. Santhi
Principal



Dr. M. Jaya
Dean – Academics & Research

MBA FACULTY



Mr. K. Iyyanar
Associate Professor



Dr. P. Parameswari
Associate Professor



Dr. S. Senthil Kumar
Assistant Professor



Dr. P. Suganya Devi
Assistant Professor



Mrs. S. Reegin Babila
Assistant Professor

MCA FACULTY



Dr. S. Jawahar
Associate Professor & HOD



Mrs. Jothilakshmi. S
Associate Professor



Dr. Y. Beulah Jeba Jaya
Associate Professor



Mrs. Akila
Assistant Professor

Culturals





ASAN INSTITUTE OF MANAGEMENT

OUR RECRUITERS





ASAN

EDUCATIONAL INSTITUTIONS



ASAN MEMORIAL SENIOR SECONDARY SCHOOL



ASAN SCHOOL OF HOSPITALITY (FORMERLY ASAN IHMCT)



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



Website



Reach out to AIM!

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Web: www.asaneducation.com/aim

Instagram



COUNSELLING CODE: 308