

A JAIN INSTITUTION



# ADARSH INSTITUTE OF MANAGEMENT & INFORMATION TECHNOLOGY (AIMIT)

[ A Unit of Adarsh Group of Institutions ]

Affiliated to Bengaluru City University  
Approved by AICTE, Recognized by UGC & MHRD

**TRIPLE** Course Advantage

**DUAL** Specialization

**MBA**

MBA Program Package for

**PGCET Students**

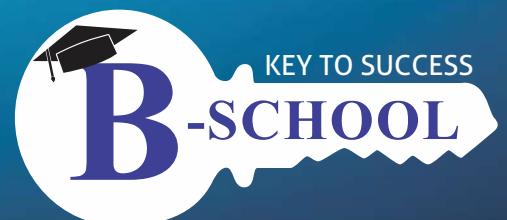
**KEA - PGCET CODE**

**MBA**

**B361**

**adarsh**  
**AIMIT**

Indian Values \* Global Perspectives



At AIMIT, you can specialize in a range of business and Management Functions.

## Areas of Specialization

Finance

Marketing

Human Resource

Business Analytics

100% RESULTS

Production & Operations Mgt.

Entrepreneurship & Startups



## Areas of Certification Program

Digital Marketing

Market Analytics

Retail Mgt.

Stock Market

Financial modeling

HR Analytics

International Business

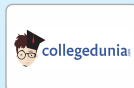
Information Technology

Logistic & Supply Chain Mgt.

### our PROFESSIONAL MEMBERSHIP / KNOWLEDGE PARTNERS



### our ASSOCIATES



A JAIN INSTITUTION



# ADARSH INSTITUTE OF MANAGEMENT & INFORMATION TECHNOLOGY (AIMIT)



## Congratulations

for securing  
1<sup>st</sup> and 5<sup>th</sup> Rank in

**MBA  
Program**

**1<sup>st</sup>  
RANK**

&

**5<sup>th</sup>  
RANK**

**Tejaswini D**

**BENGALURU  
CITY UNIVERSITY**

**Jovita  
Ephrem M**

We are happy to announce Adarsh Group students hold 1st Rank and 5th Rank in MBA Program Affiliated to Bengaluru City University. Hearty congratulations to Tejaswini D and Jovita Ephrem M.

## ACCREDITATION & RANKING



Affiliated to  
Bengaluru City University



Approved by AICTE New Delhi



Recognized by UGC, Govt. of India



Approved by MHRD, Govt. of India

No. 2 among  
Bangalore  
University  
affiliated colleges  
(2018)

business today

No. 1 among  
management  
schools affiliated  
to Bangalore  
University (2018)

BusinessWorld  
We are an Institution.

Ranked amongst  
15 B-School as  
Non-IIM Member  
Institution

IIM (CAT 2016)

1 among  
Top 10 in  
Bangalore City  
(October 2017)

business today

# CIBP

## Certification in Business Proficiency

**Certification in Business Proficiency (CIBP)** is developed to enhance the knowledge and competence of students to become more valuable in their future positions in industry.

This Program equips them with a wide range of skills that can enhance their success in their careers. It enables a student to understand and learn the fundamental skills that are required in business management. It comprises of a total 5 courses, which are spread across first two semesters.

Course Code	Course Title	Semester
CIBP 101	Business English	I
CIBP 102	Foreign Languages Spanish / French / German	I
CIBP 103	Microsoft Office	I
CIBP 104	Six Sigma Workshop	II
CIBP 105	Industry Analysis - A team activity	I & II
CIBP 106	Edge Clinic	I to IV

### EDGE Clinic - Exploring the Dimensions of Growth through Experiential Learning

The EDGE clinic helps the students in their overall development through ongoing engagements and programs, which are spread across all the four semesters. A few of them are highlighted here :

#### A. Toastmasters - International

#### B. Industry Institution Interface

1. Guest lectures
2. Seminars
3. Workshops by Corporates
4. CEO Speaks
5. Training under industry experts
6. Industrial visits:  
National and International visits

#### C. Real learning from Live projects

1. Case study on Mumbai Dabbawalas
2. Industrial live projects
3. Internships under specialization
4. Clubs for all specializations

#### D. Beyond Classroom

1. Conversation skills
2. Communication skills
3. Presentation skills
4. Time management
5. Motivation
6. Leadership skills

#### 7. Mentoring

8. Open house discussion
9. Corporate Quiz
10. Management games
11. Business writing
12. Creative thinking
13. Group dynamics and team building
14. Public relation and work life balance
15. Interpersonal relation
16. Stress management
17. Positive health-Yoga and meditation

#### E. Employability skills

1. Career Counselling session
2. Grooming and Etiquettes workshop
3. Interview skills
4. Group discussions
5. Interview preparation
6. Resume building
7. Video resume
8. Business Plan
9. Budgetary Analysis
10. CEO/Directors interviews

#### 11. Career Mapping

12. Psychometric test
13. Aptitude test
14. Personality test

#### F. Outbound Training

#### G. Inter collegiate fest

#### H. Academic Social Responsibilities (ASR)

- a. National Social Services (NSS)
- b. Blood donation camp
- c. Swatch Bharat Campaigns
- d. Street plays
- e. Flash mobs

# 2 years program **FOR MBA** **MBA + PGPM + CIBP** **Dual Specialization**

## 3 Core Qualifications

- MBA + Dual Specialization ( Bengaluru City University )
- MBA + PGPM ( Post Graduate Program in Management )
- MBA + CIBP ( Certification in Business Proficiency )

## Certificate Programs

- Business English
- SAP Certification
- Foreign Language - ( Choose any one ) Spanish, French, German
- Six Sigma Basic Level Certification
- Toastmasters International
- Essential Stock Market Skills Certification
- Digital Marketing
- Massive Open Online Courses (MOOCs)
- Proficiency in Microsoft Word, Excel, Powerpoint
- Analytics

## International Certificate Programs <sup>★</sup>

- RMIT University - Australia
- SHRI University - Singapore
- Stevenson University - U.S.A.

## value adds

- Paid Internships & Industry Projects
- Ideation & Intellectual Property (Cell)
- National Level Fest & Inter Collegiate Competitions
- Campus to Corporate Programs
- Knowledge Exchange Series Cell
- Student Development Cell
- Student Seminar Series Cell
- Career Guidance & Mentoring
- Entrepreneurship & Incubation Center
- 100% Placement Assistance
- National Industry Visits & Tours <sup>★</sup>
- International Immersion Programs - visit to Dubai / Singapore / Malaysia / Sri Lanka <sup>★</sup>

**TRIPLE** Course Advantage

**DUAL** Specialization

*★Additional Charges Applicable*

# PGPM

## Post Graduate Program in Management

**Post Graduate Program in Management (PGPM)** will prepare the students for roles in a range of fields of Management. It helps to develop the necessary skills and knowledge to excel in their chosen areas of specialization. This intensive learning program equips the students with certification courses in Marketing/Finance/Human Resources.

Students are expected to complete two certification courses along with the compulsory certifications

Course Code	Course Title	Semester
PGPM 101	SAP (Compulsory)	III
PGPM 102	MASSIVE OPEN ONLINE COURSES	III
PGPM 103- A	Certification in Marketing- Digital Marketing Market analytics	III
PGPM 103- B	Certification in Finance- Stock Markets Anti Money Laundering and Know Your Customer Financial Modelling	III
PGPM 103 - C	Certification in Human Resources- H R Analytics Counseling Skills	III
PGPM 103 - D	International Business Certification	III
PGPM 103 - E	Information Technology Certification	III
PGPM 103 - F	Logistics and Supply Management Certification	III
PGPM 103 - G	Retail Management Certification	III
PGPM 104	Business Analytics	III
PGPM 105	Advanced Excel Certification	III



# Course Completion Certificate

Member  
SAP Student Academy Program



## SAP TRAINING

Financial Management - FI

With BCU Reg. No. :

Student of Adarsh Institute of Management and Information Technology  
has attended SAP Student Academy Program in \_\_\_\_\_

SAP Partner

College Seal.

Director/Principal  
Adarsh Institute of Management and Information Technology

"This Certificate is valid for the person mentioned herein only and is non-transferable."

## why choose **ADARSH?**

### PROVEN PEDAGOGY

With a background of educational experience and excellence since 1971, Adarsh today contributes towards high standards of academic governance.

### INDUSTRY MENTOR FACILITATION SKILL AUGEMENTATION

Adarsh has commendable national & international associations which give the institute and its students an additional recognition and value-add to overall learning.

### SKILLED DELIVERY

Highly qualified and skilled teachers dedicated to student learning. Our faculty members provide Adarshites an unmatched educational experience that goes beyond the set curriculum.

### TRAINING INTERNSHIP

At Adarsh, the approach is led with a 360 degree view from a students career - life perspective. The programs are designed for students to face real life challenges & add value to life.

### CAREERS & PLACEMENTS

The students are nurtured with professionalism to excel and succeed in all their endeavours. A 100% placement & internship assistance speaks of our commitment to students' careers.

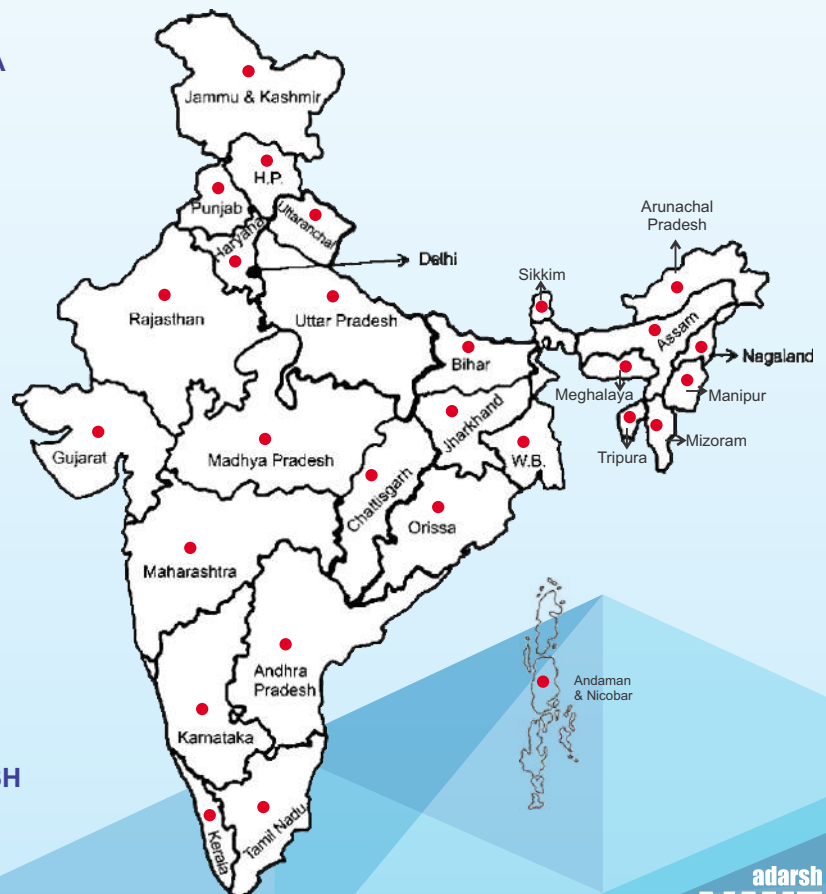
## STUDENTS FROM ALL PARTS OF KARNATAKA AT ADARSH AIMIT

- BENGALURU
- BELGAVI (BELGAUM)
- BELLARY
- BIDAR
- BAGALKOT
- CHAMARAJNAGAR
- CHICKMAGALUR
- CHIKKABALAPUR
- CHITRADURGA
- DAVANGERE
- DHARWAD
- KALBURGI (GULBARGA)
- GADAG
- HASSAN
- HAVERI
- HOSPET
- KOLAR
- KODAGU
- KOLLEGALA
- MANDYA
- MANGALORE
- MYSURU (MYSORE)
- RAICHUR
- RAMANAGARA
- TUMKUR
- UDUPI
- VIJAYAPURA (BIJAPUR)
- SHIMOGA



## STUDENTS FROM PAN INDIA

- ANDAMAN AND NICOBAR
- ANDHRA PRADESH
- ARUNACHAL PRADESH
- ASSAM
- BIHAR
- CHHATTISGARH
- DELHI
- GOA
- GUJARAT
- HARYANA
- HIMACHAL PRADESH
- JAMMU AND KASHMIR
- JHARKHAND
- KARNATAKA
- KERALA
- MADHYA PRADESH
- MAHARASHTRA
- MANIPUR
- MEGHALAYA
- MIZORAM
- NAGALAND
- ODISHA
- PUDUCHERRY
- PUNJAB
- RAJASTHAN
- SIKKIM
- TAMIL NADU
- TELANGANA
- TRIPURA
- UTTAR PRADESH
- UTTARAKHAND
- WEST BENGAL



# Facilities at **adarsh AIMIT**



Air conditioned Auditorium



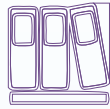
Seminar Hall



Placement Cell



Computer Lab



Well Equipped Digital Library



Business Lab



Incubation Center



Smart Class Rooms



Wifi Campus



Medical Facilities



Gym



Recreation room



Reading room



Play ground



Indoor games



Cafeteria



Well Furnished Hostel Facility



Lockers



Air Conditioned Campus



Rest Rooms



Covered Parking area



Surveillance Cameras



24/7 Security Guards & Many More.





“

*We all are proud to be  
Students of Adarsh Al  
from Karnataka*

ಕರ್ನಾಟಕದಲ್ಲಿ ಆದರ್ಶ್ ಐಮಿಟ್ ವಿ  
ನಾವೆಲ್ಲರೂ ಹೆಮ್ಮೆಪಡುತ್ತೇವೆ.



*Are you looking for MBA in Bengaluru ?*

MBA  
IMIT

ದ್ಯಾರ್ಶಿಗಳೆಂದು

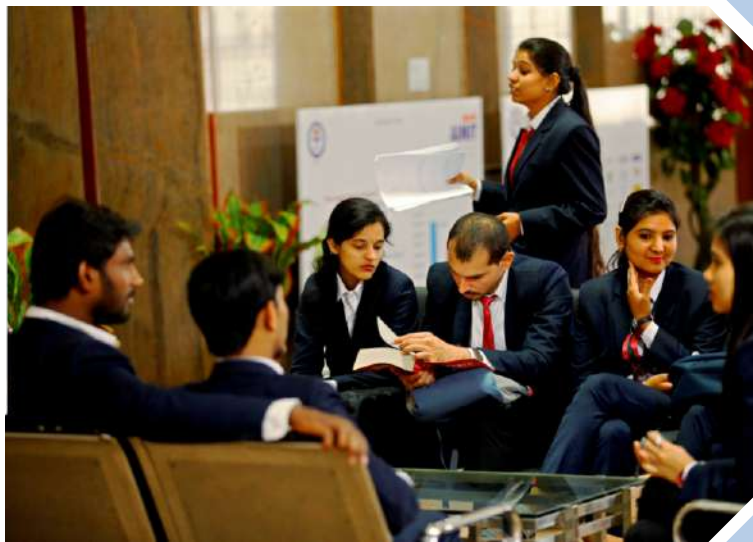
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visit : [www.adarshaimit.org](http://www.adarshaimit.org)

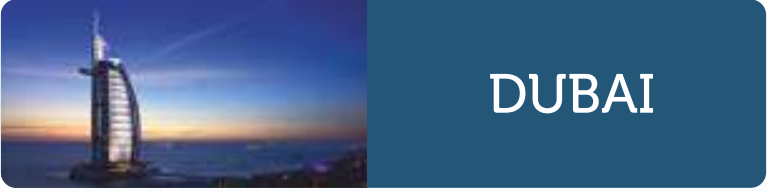
Whatsapp : +91 7406740077 / 88

adarsh  
Life at **AIMT**



# International Immersion Programs & Industrial Visits

We at Adarsh organise, at a subsidised additional cost, an International Tour, where students visit an Industry or an Educational Institution, or participate in an International Training. You will travel and experience destinations such as



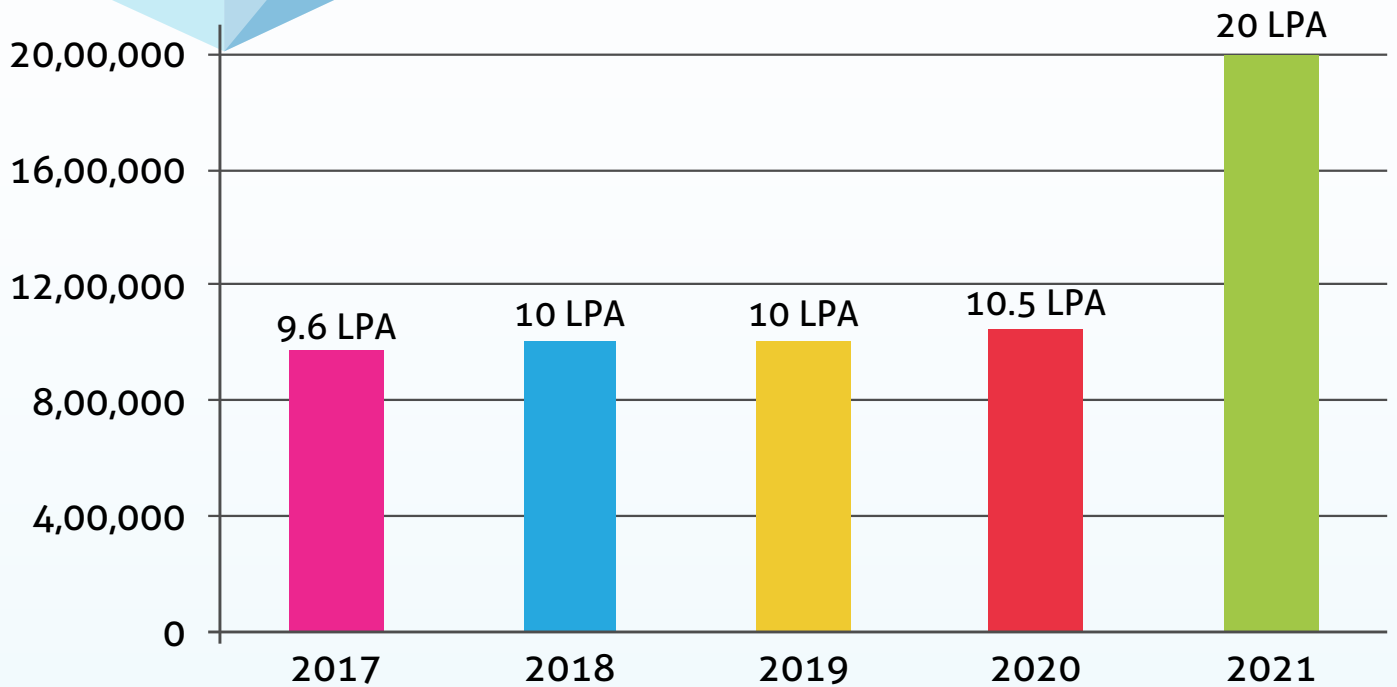
We aspire to have 1 or 2 tours during the tenure of the program



*International Industry Visits\**

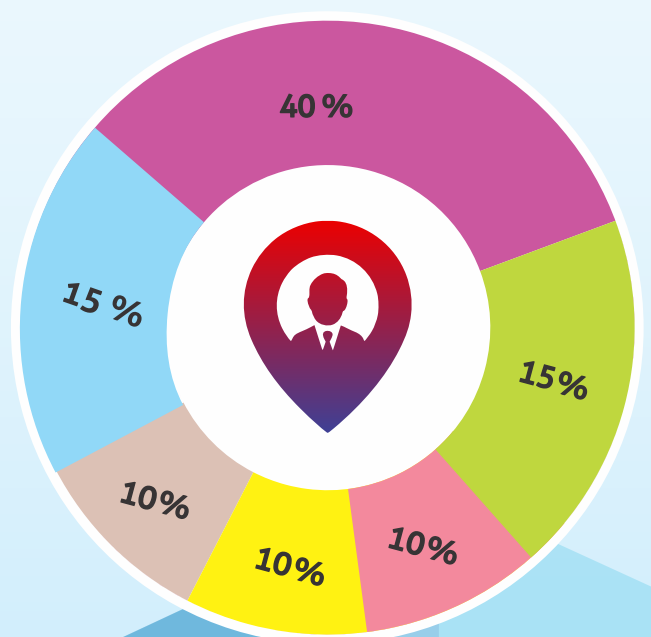
[www.adarshaimt.org](http://www.adarshaimt.org)

# Placement **STATISTICS**



Highest Placement Package

- INFORMATION TECHNOLOGY
- FINANCE, INSURANCE & BANKING
- FMCG
- REAL ESTATE
- HUMAN RESOURCE
- OTHERS



Placements Based on Sectors

# OUR RECRUITERS

500+ Companies have visited Adarsh AIMIT for campus Placement.



& many more...

# adarsh ALUMNI




**Chordiya Swapnil Manojkumar**  
Marketing  
Brigade Group




**Vasanthi Venkatesh**  
Sr. Analyst  
Northern Trust




**Geetha Harish**  
Asst Manager Sales  
Axis Bank




**Afsal Ashraf**  
System Analyst  
UAE Exchange, Dubai




**Sunny Ranka**  
Assistant Manager  
Ernst & Young




**Babin Paul**  
Manager - Marketing  
& Sales  
LM Exchange, Dubai




**Jaideep K Naidu**  
Admin Manager  
Direct Solutions




**Adithya**  
Recruitment Coordinator  
Amazon




**Srinath**  
Entrepreneur  
Insta Realtors




**Harsha T Gowda**  
Senior Analyst  
ANZ Bank




**Prashanth S**  
Principal  
Vasavi Vidyani Ketan  
PU College




**Priyanka Singhal**  
Financial Analyst  
Get Capital




**Renu Bothra**  
Senior Project Manager,  
BDO-i2i India,  
Federation of Indo-Isreal,




**Bhavana M.V**  
Entrepreneur  
ABG Construction






**Shivam Shekhar**  
Order Management Associate  
Thomson Reuters




**Sutapa Biswas**  
Motilal Oswal




**Kuldeep Soni**  
Financial Analyst  
JP Morgan

**Surbhi Gupta**  
Customer Acquisition  
Manager  
G7CR Technologies




**Nithin E**  
Marketing  
Byju's




**Tri San Shrestha**  
Section Officer  
Govt of Nepal





**Manpreet Arora**  
Tax Analyst  
Ernst & Young




**Selva Kumar**  
Senior Analyst  
Tesco




**Sminu Varghese Thachirathu**  
Business Manager  
WHSmith, UK




**Venkatakrishna Reddy**  
Software Engineer  
ATOS




**Nav Maharajan**  
NMB Bank Ltd.  
Sydney, Australia




**Rajendra Seervi**  
ISC Software Pvt Ltd.

"Climbing to the top demands strength, whether it is to the top of Mount Everest or to the top of your career"  
- Sir APJ Abdul Kalam

& many more making a mark every day

# Student TESTIMONIALS

AIMIT does not focus only on bookish knowledge; rather, it enforces students to do their best through experiential learning and a rich and wholesome experience of the business world. My experience at AIMIT has been awesome. The tutors are encouraging and my peers are ambitious and enthusiastic providing me with the right environment to learn.



**1st Rank Holder in MBA Bengaluru City University**

Tejaswini D

Adarsh AIMIT helped me to shape from a shy, timid and inhibited person to a leader and get rank from University. The encouraging faculty, the workshops and seminars organized by the Institution helped me to groom my personality and exert my maximum efforts to be the best version of myself. I am delighted with my choice of the Institution.



**5th Rank Holder in MBA Bengaluru City University**

Jovita  
Ephrem M

Life has been full of ups and downs. But AIMIT has helped me widen my skills by exposing me to countless opportunities in academics and also in corporate world. The lecturers are very passionate about student's well being and they have taught me how to set up my priorities, the importance of thinking critically and the intricacies of professional life.



**Highest International Placement - 20 Lakhs Per Annum**

Rayyan Khan

I can positively say AIMIT has made me a better person. It has helped me develop a positive attitude towards my studies and discover more about myself. Teachers are very caring and interested in students' well-being. They make sure every class is fun, educational and interactive.



Likith T G

My association with AIMIT has been a wonderful experience. AIMIT has several strengths and one such strength is the faculty who provide immense guidance and support to the students. Each and every student is groomed by a separate mentor who motivates students to go ahead and realize their dreams. AIMIT is one of the few colleges which give importance to CSR activities and I am fortunate to be a part of it.



Aravind  
Rajashekar

I selected AIMIT to pursue my MBA after completing my UG in SRN Adarsh College and I continued my study in the same group of institutions - AIMIT as it feels like a second home to me. AIMIT has amazing infrastructure, knowledgeable teachers, fun filled learning environment. I feel very happy being an Adarshite



Nirmal Singh

From nurturing our inner talents to eradicating the fear to speak up, AIMIT has polished my skills and added a shine to personality. The trust that our college has in its students to run so many events is a standout feature. Great infrastructure, a library with a wide array of books and wonderful staff members to guide, I'm grateful to have experienced one of the MBA programmes.



Sripal L

# Student TESTIMONIALS

*AIMIT - a dream college for MBA aspirants!! My MBA journey at Adarsh kick started after a smooth admission process with orientation classes. The sessions conducted by motivational speakers and top class resource persons from various domains was really inspiring helpful both academic wise and personality development wise. The college which is known for academic excellence has faculty members with great amounts of knowledge and expertise in their domains. In addition to providing personal attention in academic matters they also mentor us in developing our overall personality and behaviour. I am proud being part of an institution with world class teaching and amenities*



Mintu T Yohannan

*"There are several MBA Colleges in Bangalore but the MBA program at Adarsh AIMIT stands out with its distinguished uniqueness. It is a perfect platform to polish one's skills and caliber as well as to nurture one's talents. The MBA program here has helped me to grow both professionally and personally by enhancing my managerial and Business skills.*



Manoj Yadhav. R

*" I am having a great experience at AIMIT. I think it was my best decision of life to opt for AIMIT for an MBA degree as / am understanding its worth now. I feel I am a part of the real industry now. Faculty are highly educated and supportive. Students get to learn all Kinds of skills needed to survive in the real world. Honestly AIMIT is a great place to learn and enjoy life to the fullest extent. Extracurricular activities are widespread like cultural, technical, sports etc. "*



Hemalatha P

*"There are lot of things distinctively inviting and unique about AIMIT. AIMIT is welcoming, informative and clearly dedicated towards equipping knowledge which can help us to make significant impact on our career. The Administrators and Professors are friendly and are always willing to help in any aspect through mentoring. The classes are interactive and very enriching.. AIMIT is a fun place to study as it offers a wide choice of social activities which includes concern for animals, environment and social issues. This management program has made me more candent and enriched my knowledge and perspective about business administration. "*



Dhanyashree

*" I chose AIMIT for pursuing my MBA program because the program is conducted in a very structured manner. The facilities provided by the college are many. Dual specialization is offered as a part of the program. Scheduled mentoring session conducted by the faculty members is the highlight of this program. College provides regular Industrial visits to enhance the learning and provide right exposure to students.*



Divya Kumar V

*My 2 years journey at Adarsh Institute of Management and Information Technology (AIMIT) has been excellent and a memory to cherish for a life time. The years spent here have been a life changing experience with full of learning. As part of the aimit we had to do number of presentations and were scrutinized by lectures who built our confidence, presentation public relations skills. The placement department provides great assistance in making us industry ready. Due to the efforts made by the faculty and placement cell, I was able to bag my dream job in the placement drive. I will always be grateful to them for providing me a platform of practical learning and preparing me for the corporate life.*



Likhith Sridhar

" ವಿದ್ಯೆಯೇ ವಿಕಾಸದ ಮಾರ್ಗ" ಎಂಬ ಅಮೂಲ್ಯ ವಾಕ್ಯದ ಹಾಗೆ ಈ ಸಂಸ್ಥೆ ಉತ್ತಮ ಶಿಕ್ಷಣದೊಂದಿಗೆ ನಮ್ಮ ಜೀವನದ ವಿಕಾಸಕ್ಕೆ ಮಾರ್ಗವನ್ನು ಸೂಚಿಸುತ್ತಿದೆ. ಕಾಲೇಜಿನಲ್ಲಿ ಕಳೆದ ಆ ಕ್ಷಣಗಳು ಅವಿಸ್ಮರಣೀಯ. ಗೆಲೆಯರೊಂದಿಗೆ ಆಟ-ಪಾಠ, ತುಂಟಾಟ - ಚೆಲ್ಲಾಟ, ಮತ್ತು ಶಿಕ್ಷಕರ ಶ್ರದ್ಧೆಯ ಪಾಠ, ಕುಟುಂಬ ಸದಸ್ಯರಂತೆ ಸಿಬ್ಬಂದಿಯ ಸಹಕಾರ, ಎಲ್ಲವೂ ಅಂದ-ಚೆಂದ. ಹೆಸರಿಗೆ ತಕ್ಕಂತೆ ಜೀವನದಲ್ಲಿ ಆದರ್ಶಗಳನ್ನು ಕಲಿಸಿದೆ ನಮ್ಮ ಎಸ್ ಆರ್ ಎನ್ ಆದರ್ಶ ಕಾಲೇಜು.



....ರಂಜಿತ್ ಕುಮಾರ್

ಆದರ್ಶ ಕಾಲೇಜಿನ ಪಾತ್ರ ನಮ್ಮ ಜೀವನದಲ್ಲಿ ಕೇವಲ ಒಂದೆರಡು ಸಾಲುಗಳಲ್ಲಿ ಬರೆಯಲು ಸಾಧ್ಯವಿಲ್ಲ. ಕಾಲೇಜಿನ ಕಟ್ಟಡ ನಮ್ಮನ್ನು ಎಷ್ಟು ಆಕರ್ಷಿಸಿತೋ ಅದಕ್ಕೆ ಹತ್ತು ಪಟ್ಟು ಕಾಲೇಜಿನ ತರಗತಿಯು ನಮಗೆ ಮೌಲ್ಯಯುತ ಜೀವನ ಪಾಠ ನೀಡಿದೆ. ಕಾಲೇಜಿನ ಶಿಸ್ತು ಮುಂಬರುವ ಸವಾಲುಗಳನ್ನು ಎದುರಿಸುವ ಧೈರ್ಯ ತುಂಬುವುದರೊಂದಿಗೆ, ಬೇರೆಯವರಿಗೂ ನಾವು ಆದರ್ಶಪ್ರಾಯವಾಗಿರುವಂತೆ ಮಾಡಿದೆ ನಮ್ಮ ಹೆಮ್ಮೆಯ ಕಾಲೇಜು.



.....ಯೋಗೇಶ್ ಎಸ್

## To Know the advantage of PGCET

Call - **74067 40077 / 88**  
E-mail - **admission@adarshaimit.org**  
Website - **www.adarshaimit.org**




Please Visit  
Campus

## PAYMENT METHOD

Demand Draft in favour of '**ADARSH VIDYA SANGH**' OR online payment

Name of the Account holder : **Adarsh Vidya Sangh**  
Name of the Bank & Branch : Canara Bank, P.C. Road Branch,  
Bengaluru - 560 018  
Bank Account No : 04212010064140  
IFSC Code : CNRB0010421

Send details after payment on  +91 - 74067 40077 / 88 and  
Email - admission@adarshaimit.org

Send the DD by Speed Post or Courier along with the relevant documents to:

**Mamta Jain** - Director - Admissions

### Admission Cell

**ADARSH INSTITUTE OF MANAGEMENT & INFORMATION TECHNOLOGY (AIMIT)**  
5th Main, Chamarajpet, Bengaluru - 560 018, Karnataka, India.  
Mobile: +91 74067 40077 / 88 | Ph: +91 80 26677100



# ADARSH GROUP OF INSTITUTIONS



Scan for Google Map



**ADARSH INSTITUTE OF MANAGEMENT & INFORMATION TECHNOLOGY (AIMIT)**

5th Main, Chamarajpet, Bengaluru - 560 018, Karnataka, India.

Mobile: +91 74067 40077 / 88 | Ph: +91 80 26677100

Email: [admission@adarshaimit.org](mailto:admission@adarshaimit.org)

[www.adarshaimit.org](http://www.adarshaimit.org)