Army Institute of Management, Kolkata

(NAAC Accredited & ISO 9001:2015 Certified)

PROSPECTUS 2019

Army Institute of Management, Kolkata

Army Institute of Management, Kolkata

Contents

Army Institute of Management, Kolkata
(NAAC Accredited & ISO 9001:2015 Certified)

PROSPECTUS 2019

Managing Committee	.....	2
Message from the Chairman	.....	3
Message From the Director	.....	4
The Institute	.....	5
Curriculum	.....	7
Support Facilities	.....	9
Admission Process	.....	13
Fee Structure	.....	19
Institute Activities	.....	20
Student Activities	.....	21
Placement	.....	22
Core Faculty	.....	24
Information	.....	27

Institute Governing Body

Chairman

Maj Gen AK Sanyal, VSM
(Ex Officio)

Director

Maj Gen Deepak Dhanda, SM (Retd)

Members

Brig VM Chandran, VSM (Ex Officio)

Col Sujit Dutta (Retd)
Director AWES
HQ Eastern Command

Col S Chakraborty (Retd)
Registrar & Head of Administration
Army Institute of Management

Faculty Representatives

1. Dr. Malini Majumdar

2. Prof. Protik Basu

State Govt Representative

Dr KK Chaudhuri
Former Director, AIMK

AICTE Representative

Dr. Ranjan Ghosh
Ex-Professor
Indian Institute of Management Calcutta

MAKAUT Representative

Dr. Sharmistha Banerjee
Dept of MBM
University of Calcutta

Educationist

Dr. NR Banerjea
Ex-VC
Bengal Engg & Science University

Secretary

Col PK Parida
(Ex Officio)

Additional Members Nominated in Advisory Capacity

Col Raju Mallick
(Ex Officio)

Mr CN Dwivedi, IDSE
GE Alipore

Industry Representative

Mr. S. Radhakrishnan
Ex-MD, Descon Ltd

Message from the Chairman

It gives me a deep sense of pride that within a span of twenty years, the Army Institute of Management (AIM), Kolkata has become a premier B-School in India. The institute was established with a vision of providing a premier institution for the ward of Army personnel which would convert them into motivated, disciplined young managers, capable of steering and driving their corporate organization to successfully achieve its goals in a fiercely competitive environment. The institute has carved a niche for itself amongst the elite B-Schools in India, through its academic excellence and comprehensive strategy. It has successfully met the aspirations of the management students, kept pace with the changing economic environment and has consolidated its professional excellence and acumen, to emerge as Institution of reckoning. This has been possible due to the dynamic, pragmatic and dedicated efforts of the Management, Director and Staff of the Institute.

I would like to compliment AIM, Kolkata for its ongoing dedicated and quality service. I am confident that the institute will continue in its path of success and growth and create more budding managers with a difference.

I wish AIM All The Best.

Station : Kolkata

Date : 25 Sep 2018

(AK Sanyal)
Major General
Chairman
AIMK

Message from the Director

Established on 28 July 1997, the Army Institute of Management, Kolkata has come a long way in preparing the students as future managers under Army Ethos and Culture for the global market. The institute has, as its USP a cosmopolitan student profile, admission through CAT, excellent faculty from the best B-Schools and above all excellent placements in reputed companies.

The institute has truly embarked towards its Vision of being a premier business school recognized internationally for professional excellence in management education. The mission of the institute is to empower students by offering practical, innovative and technology driven management programmes; prepare management professionals with a global mindset and focus on building intellectual capital and foster an interactive learning environment through faculty development, interaction with industry, research and publications.

The students passing out from AIM, Kolkata are intellectually developed all round personalities with great human values. They merge smoothly in the society, ever ready to take on higher challenges of life in the national and international environments, spreading the philosophy of **'World is a Family'.** I invite you all to join us and be part of value based education and of the proud AIM Kolkata family.

Station : Kolkata

Date : 25 Sep 2018

Deepak Dhanda
Major General (Retd)
Director

Army Institute of Management, Kolkata

THE INSTITUTE

The Army Institute of Management, Kolkata (AIMK), a NAAC accredited and ISO 9001:2015 certified Institute, was established in July 1997 by the **Army Welfare Education Society (AWES)**, New Delhi, to conduct state–of–the-art Management Programme both for children of army and general category. The Institute is an approved B-School of All India Council for Technical Education **(AICTE)** and affiliated to Maulana Abul Kalam Azad University of Technology **(MAKAUT)**, Kolkata, erstwhile West Bengal University of Technology **(WBUT)**, Kolkata. AIM has completed twenty years and within such a short span of time, it has established its brand amongst the ranked B-Schools in the country.

The Cutting Edge

- NAAC accredited Institute.
- ISO 9001:2015 certified Institute.
- Ranked B-School in India.
- Fully residential programme.
- Admission through **CAT**.
- Reputed faculty with work experience in industries and renowned B-Schools.
- Cosmopolitan student profile.
- Eco-friendly & Wi-Fi campus.
- Placement in reputed companies.

The Vision

- To become a premier business school recognized internationally for professional excellence in management education.

The Mission

- To promote excellence in all dimensions of management.
- To empower students by offering practical, innovative and technology-driven management programmes.
- To prepare management professionals with a global mindset.
- To focus on building intellectual capital and foster an interactive learning environment through faculty development, interaction with industry, research and publications.

Programme

- Two-year full time residential **MBA** programme with 120 students per batch. The two-year residential **MBA** programme emphasizes on an integrated understanding of theory and practice. Every student has to undergo four weeks summer project during June - July at the end of first year programme. Special emphasis is given to develop personality traits, communication skills, all round awareness and practical knowledge of managing resources. Continuous interactions with industry captains are maintained through colloquia, seminars and discussions. Industrial visits are organized in each year as part of the courses, during which students visit companies and get insight on the internal working environment of the company. Industry visits sensitize students to the practical challenges that organizations face in the business world. Industrial visits also give greater clarity about various management concepts for students as they can practically see how these concepts are put into action.

Awards received

The Institute has received many prestigious awards like the **'Award for Educational Excellence'** by The Indus Foundation Inc., the **'Education Leadership Award'** by DNA & Stars of the Industry Group and the prestigious **'Golden Peacock National Training Award (GPNTA)** for its excellence in training and management system. The institute added another feather in its cap by receiving **World Education Congress Global Award** as recognition for best academic & industry interface. AIM Kolkata has recently been conferred **"Certificate of Excellence"** by Chronicle. **Times of India**, in its recent survey in 2018, adjudged AIMK in the category of '**Top 100 B-School**' in the country.

Code and Conduct

For smooth functioning of the Institute and with the aim of achieving the highest standard of proficiency at all levels, the Institute expects all its students to be very disciplined, so that 'discipline' can be legitimately used as one of the keywords while projecting them to the employers at appropriate time. Also, they are expected to have integrity of the highest order and to be committed to the cause of the Institute. The observance of rules of discipline and good behavior shall be a pre-condition to a student's continuance in the Institute. A detailed campus rules are provided to each student at the time of joining the course.

Dress Code

Students should dress up decently. Proper dress code has to be maintained strictly in the college premises including the dining hall. The institute dress code is as follows :-

(a) White Shirt, Black Trousers, Black Shoes and Institute Tie. Students will wear Black Blazers in winter. Half-sleeve shirts and other casual outfits are discouraged.

(b) This formal dress code is applicable on every college day, on days of any visit, placement activities and as & when notified.

Note:- Violation of dress code will invite disciplinary action and imposition of fine.

CURRICULUM

AIM follows the MBA course curriculum of Maulana Abul Kalam Azad University of Technology (MAKAUT) , erstwhile West Bengal University of Technology, as given below:-

First Semester : 06 Compulsory Courses

- Managerial Economics (Micro)
- Organizational Behaviour
- Business Communication
- Legal and Business Environment (Micro and Macro)
- Indian Ethos and Business Ethics
- Quantitative Techniques

Second Semester : 06 Compulsory Courses

- Indian Economy and Policy
- Financial Reporting, Statements and Analysis
- Marketing Management
- Operations Management
- Management Information System
- Human Resource Management

Third Semester : 2 Compulsory,

6 Specialization courses, Project Work and Viva Voce

- Project Management
- Corporate Strategy
- Project Work & Viva Voce
- Six specialization courses – Four from any specialization course

Fourth Semester : 1 Compulsory,

6 Specialization Courses

- Entrepreneurship
- Six specialization courses – Six from any specialization course

Note: Elective papers are offered only if twelve or more students opt for the same.

SPECIALIZATION COURSES

Marketing

- B2B Marketing
- Digital & Social Media Marketing
- IMC/Promotion Strategy
- Marketing Research
- Retail Management
- Consumer Behaviour
- Sales & Distribution Management
- Service Marketing
- Product & Brand Management
- International Marketing

Finance

- Taxation
- Project Appraisal & Finance
- Behavioral Finance
- Corporate Finance
- Investment Analysis & Portfolio Management
- Managing Banks & Financial Institutions
- Mergers, Acquisition & Corporate Restructuring
- Financial Derivatives
- International Finance
- Financial Markets & Services

MIS

- Data Mining For Business Decisions
- E-Commerce & Digital Markets
- Managing Software Projects
- Data Science Using R
- IT Consulting
- Managing Digital Platforms
- Strategic Management For IT
- Relational Database Management Systems
- Management of Information Technology
- Managing Digital Innovation & Transformation

HR

- Team Dynamics At Work
- HR Metrics & Analytics
- Cross Cultural Management
- Organizational Design
- Manpower Planning Recruitment & Selection
- Employee Relations & Labour Laws
- Compensation & Benefits Management
- Performance Management Systems
- Strategic HRM
- International HRM

Operations

- Supply Chain & Logistics Management
- Operations Strategy
- Quality Toolkit For Managers
- Pricing & Revenue Management
- Sales & Operations Planning
- Behavioral Operations Management
- Operations Research Applications
- Supply Chain Analytics
- Management Of Manufacturing Systems
- Sourcing Management

Business Analytics

- Data Mining
- Marketing Analytics
- Business Forecasting
- Data Science Using R
- Data Visualization For Managers
- Big Data Technology
- Statistics For Business Analytics
- Database Management Systems
- Data Analytics Using Python
- HR Metrics & Analytics

SUPPORT FACILITIES

Library

Over the years, AIM has developed its library as an outstanding learning resource centre, catering to the ever-growing and uncompromising information and intellectual requirements of students and faculty. It has a rich collection of print and digital resources in terms of quality and quantity. The air-conditioned & Wi-Fi enabled library is built over an area of around 3000 square feet and it has a seating capacity of approximately 60 students. Students are offered all-round support throughout the year for their academic and professional development.

AIM Library provides access to more than 12500 plus books, including advanced reference materials, on areas like Marketing, Finance, Systems, Human Resources, Operations, Economics, Quantitative Techniques, Social Sciences, Business Law, etc. Several reputed foreign and national journals and magazines have been subscribed. A reputed database of e-journal viz., 'EBSCO Business Source Elite', which contains more than 2800 peer-reviewed foreign and national journals, is also available in the library and accessible throughout the Institute.

'Capitaline Neo', a highly informative corporate database of around 24,000 companies, enriches the research projects of the students and faculty. The entire library operation is computerized with the help of LibSys, an integrated library management software, that enables the library to serve its clientele in a better, faster and more efficient manner. Students can also access the web at the library, while search for books and journals is made easy through open access catalogue. Reprographic facilities can be conveniently availed of at the library.

AIM is an institutional member of British Council Library, Kolkata and American Centre Library, Kolkata. Students can avail this facility to use these learning resource centres.

Computing Resources

AIM has two Computer Laboratories, which can be considered as the nodal points in the area of computer application and management. The IBM SPSS Ver. 22 - Networking Version has been installed in the Computer Laboratory to enable students to get a grasp on Data Analytics and Business Intelligence. The campus wide Local Area Network (LAN) encompasses more than 150 nodes. Internet facility is available to students in their hostel rooms through 100 MBPS Internet connections with Wi-Fi Facility. Latest Hardware and software available speak of the state-of-the-art technology in these areas. IT facility with Internet connection is provided to all departments of the Institute. High End LED & LCD Projectors along with computers are available in the classrooms as modern teaching aids.

The URL for Institute homepage is www.aim.ac.in.

SUPPORT FACILITIES (Contd)

Lecture Hall

The Institute has well equipped air-conditioned Lecture Halls with modern teaching aids and audio-visual facilities.

Students' Mess (Air-Conditioned)

Being a residential Institute, the Students' Mess caters for messing facilities for all students with hygienic and tasty food. The Students Mess of the Institute caters for messing facilities for all students. The air-conditioned Dining Hall is furnished with appropriate furniture, crockery, LED TV and sound system. The Mess is managed by a students' committee under direct supervision of the Registrar and Wardens.

Hostel

There are separate well-furnished hostels for boys and girls. All rooms are connected through LAN with Internet facilities. Hostels are provided with water coolers, Geysers, Aquaguards, iron stands etc.

POSH Act 2013

Sexual harassment is termed as a violation of the fundamental rights of a woman to equality under Articles 14 and 15 of the Constitution of India and right to life and to live with dignity under Article 21 of the Constitution of India. In order to provide protection against sexual harassment of women, a notarized affidavit is to be submitted by each student at the time of joining the course.

Insurance Coverage

The Group Insurance policy covers the students of Army Professional Colleges for death or disablement and medical expenses for treatment of injuries sustained during accident. The insurance policy is renewed annually and provides insurance cover from 01 Aug to 31 Jul of the next academic year.

Medical Coverage

(a) Students with Army background (both Serving/Retired) should have **Dependant** / **ECHS Card** for Hospital facilities. Medical facilities are located adjacent to the campus.

(b) First aid facilities for civilian students are provided in case of emergency. Otherwise, cost of the medical treatment will be borne by the civilian students.

Note: - Any case of illness/injury must be brought to the notice of the Hostel Warden immediately for necessary action.

Sports & Games

A number of sports facilities are available like **Badminton, Basketball, Cricket, Football, Volleyball, Table Tennis** and well equipped **Gymnasium** for both boys and girls. Separate recreation rooms for boys and girls with **TV and indoor games** are available to cater for the needs of students.

TROPHY / SCHOLARSHIP / AWARDS

- **Chief of the Army Staff (COAS) All Round Best Student Rolling Trophy** is awarded to a final year student based on overall performance during the complete duration of the course. It consists of a monetary award of Rs 25,000/- and merit certificate.

- **Awards of Academic Excellence** have been named after the posthumous awardees of Param vir Chakra, Ashok Chakra and Victoria Cross. Such awards are awarded to the students for securing 1st, 2nd and 3rd rank in academics in the final year. The awards respectively consist of monetary reward of Rs 20,000/-, Rs 15,000/-, Rs 10,000/- along with Gold, Silver, Bronze medals and also merit certificates.

- **Army Commander's Incentive Awards** are given to three students for getting best performance in Marketing, Finance and HR specialization in the final year. The awards consist of monetary reward of Rs 10,000/- for each specialization.

- **Army Commander's Scholarship,** each amounting to Rs 25,000/-, are awarded by HQ Eastern Command to two students of Army Category of each batch every year.

- **Chairman's Scholarship,** each amounting to Rs 25,000/-, are awarded by HQ Bengal Area to two students (one boy and one girl) of Army Category (NCO/OR) of each batch every year.

- **TATA Merit Scholarship** are awarded by **TATA Defence Welfare Corpus** to Students of Army Category ranking first and second in the first year examination through Rehabilitation and Welfare Section, Ceremonial and Welfare Directorate, Adjutant General's Branch, Integrated Headquarters MoD (Army), Kashmir House, Rajaji Marg New Delhi- 110011. The students standing first and second are awarded Rs 20,000/- and Rs 15,000/- respectively.

ADMISSION PROCESS

The admission to AIM (2019) will be through the Common Admission Test (CAT) conducted by the Indian Institutes of Management. CAT is the first step in the process for seeking admission to AIM. Based on the performance in CAT, candidates will be called for Group Discussion & Personal Interview (GD-PI) to be conducted by AIM at Kolkata. The merit list is drawn up based on the candidate's performance in CAT & GD-PI. The Institute may also consider admitting students through selection process as prescribed by the affiliating University.

Eligibility

The minimum qualification for admission to MBA programme is 3 or 4 year Bachelor's Degree in any discipline with minimum 50% marks from any university recognized by the Association of Indian Universities. Bachelor's Degree through Distance Mode is not eligible for applying. Candidates of current batch who would be completing all requirements for the Bachelor's Degree by 30 June 2019 may also apply. Such candidates, if selected, will be admitted provisionally and will be required to produce evidence to establish their eligibility by 20 August 2019, failing which they will be dropped from the programme.

Eligibility for Army Category: The admission to the AWES Professional Colleges is for the children of eligible serving Army personnel, eligible ex Army personnel and war widows of the Army. The children must fall into one of the following categories of Army personnel to be eligible and they are required to submit the relevant certificate as given against the category applicable to them as proof of their eligibility for admission to AWES Professional Colleges along with the Application Form :-

(a) **Children of Serving Army Personnel, Retired/Released/Discharged/Killed in action/Died During Service/Disabled in Action/Medically Boarded out with Pension (Submit Certificate No 1):-**

(I) Children of serving Army personnel with minimum 10 years continuous service in the Army

(ii) Children of ex Army personnel granted/ awarded regular pension, liberalized family pension, family pension or disability pension at the time of their superannuation, demise, discharge, release medical board/ invalided medical board. This includes wards of recruits medically boarded out and granted disability pension.

(iii) Children of ex Army personnel who have taken discharge or released after ten years of service.

(b) **Adopted/Step Children and Children of Remarried Widows (Submit Certificate No.2)**

(I) Adopted Child of Army personnel if adopted at least five years prior to seeking admission.

(ii) Step Children are eligible provided they are born from a wedding where at least one parent belonged to the Army who is other wise eligible.

(c) **Eligibility Criteria in Special Cases (Submit Certificate No 3):-**

(I) **Eligibility Criteria for Children of Ex Army Medical Corps Officers/Army Dental Corps Officers Presently Serving with Indian Navy or Indian Air Force (IN/IAF).** Children of only those ex-Army Medical officers/Army Dental Corps officers presently serving with Indian Navy/Indian Air Force who have served with the Army for at least 10 years.

(ii) Eligibility Criteria for Children of APS/MNS/TA Personnel:-

(aa) Children of APS personnel classified as ex-servicemen as per Government of India, Ministry of Defence letter No 9 (52)/88/D(Res) dated 19 Jul 89.

(ab) Children of those APS personnel who are on deputation and who have put in 10 years of service in the Army.

(ac) Children of APS personnel, who are directly recruited into APS who have completed 10 years of service and of those who as per their terms and conditions of service, retired from APS without reversion to P&T Department after completing their minimum pensionable service of which 10 years was in the Army.

(ad) Children of only those members of MNS who have 10 years service as regular members of MNS or are in receipt of pension from the Army.

(ae) Children of only those TA personnel who have completed 10 years of embodied service

(Necessary certificates as given in the prospectus may please be attached along with the application. Please also mention the Para and Sub Para on the certificate under which you are eligible)

Weightage for admission to children of Gallantry Award Winners and War Widows will be as under :-

(a) Gallantry Award		Weightage
(i)	Param Vir Chakra	5%
(ii)	Ashok Chakra	5%
(iii)	Mahavir Chakra	4%
(iv)	Kirti Chakra	4%
(v)	Vir Chakra	3%
(vi)	Shaurya Chakra	3%
(vii)	Sena Medal (Gallantry only)	1%

(b) Distinguished Service in War/Conflict/ Hostilities		Weightage
(I)	Uttam Yudh Seva Medal	3%
(ii)	Yudh Seva Medal	2%
(c)	Mention in Despatches	1%
(d)	War Widows	5%

Application Form

Candidates desirous of seeking admission to AIM, Kolkata can obtain the Application Form for MBA programme either from the AIM, Kolkata website **www.aim.ac.**in or from the **Admission Office, AIM - Kolkata** by hand. Candidates, who are willing to take the application forms from the Admission Office, need to pay Rs 500/- for Army wards & Rs 600/- for General category in cash. A demand draft for Rs 500/- for Army wards & Rs 600/- for General category, in favour of **'Director AIM'** payable at Kolkata, will be deposited by the applicants who are submitting the application form, downloaded from the website. The application form will need to be received on or before **15 Jan 2019. Rs 200/-** will be added as late fee if the application is received on or after **16 Jan 2019.**
The above-mentioned fees are non-refundable.

Group Discussion - Personal Interview (GD-PI)

Candidates who qualify in CAT will be called for Group Discussion and Personal Interview at Kolkata on merit basis. Candidates will have to meet their own travel expenses and cater for their own boarding and lodging.

The shortlisted candidates will be intimated during **second week of Feb 2019.** The GD-PI will be conducted during **1st week of March 2019** at Kolkata. The exact dates will be communicated individually through email and telephone call in the registered mobile number of the candidate. The candidates will have to produce their CAT admit card for GD-PI.

Required Documents

The following documents are required to be submitted at the time of taking admission in AIMK:

1. Original Degree Certificate (2 set of photocopies).
2. Original Migration Certificate from the University last attended.
3. Split mark sheets of graduation (2 set of photocopies).
4. CAT score card (2 set of photocopies).
5. Five passport size photographs.

Ensuring Eligibility is the Candidate's Responsibility

It is the responsibility of the candidates to ascertain whether they possess the requisite qualifications for admission. Having been called for counseling (GD-PI) does not necessarily mean acceptance of eligibility. Final eligibility for admission will be decided by the College authority at the time of counseling (GD-PI) and also later during the scrutiny of papers by the College / University. If a candidate is found to be ineligible at any time before or after the commencement of course, the College authority reserves the right to cancel his/her candidature without any refund of the fees/charges paid.

Relative Merit List in Case of Equal Marks

To be decided based on the CAT percentile.

Refund Policy in Case of Withdrawal

In the event of a student/candidate withdrawing before the starting of the course, the entire fee collected from the student, after a deduction of the processing fee of not more than Rs 1000/- (Rupees One Thousand only) shall be refunded/returned by the institution. If a student leaves after joining the course and if the vacated seat is consequently filled up by another student by the last date of admission, the institution will refund the fee collected after a deduction of the processing fee of not more than Rs 1000/- (Rupees One Thousand only) and proportionate deductions of monthly fee and proportionate hostel rent, where applicable. In case the vacated seat is not filled, the institution will refund the security deposit and return the original documents.

Judicial Disputes

All disputes about admission to the Institute and any other matter pertaining to Army Institute of Management, Kolkata shall fall within the jurisdiction of court in Kolkata only.

ANTI-RAGGING POLICY

General

1. As per 'The West Bengal Prohibition of Ragging in Educational Institutions Act, 2000', AICTE Notification No 37-3/Legal/AICTE/2009 dated 01 July 2009 and orders of 'Hon'ble Supreme Court of India', “Ragging” is strictly prohibited in the Educational Institutions.

Ragging

2. Ragging constitutes one or more of any of the following acts :-

   (a) Any conduct by any student or students whether by words spoken or written or by an act which has the effect of teasing, treating or handling with rudeness a fresher or any other student;

   (b) Indulging in rowdy or undisciplined activities by any student or students, which causes or is likely to cause annoyance, hardship, physical or psychological harm or to raise fear or apprehension thereof in any fresher or any other student;

   (c) Asking any student to do any act which such student will not in the ordinary course do and which has the effect of causing or generating a sense of shame, or torment or embarrassment so as to adversely affect the physique or psyche of such fresher or any other student;

(d) Any act by a senior student that prevents, disrupts or disturbs the regular academic activity of any other student or a fresher;

(e) Exploiting the services of a fresher or any other student for completing the academic tasks assigned to an individual or a group of students.

(f) Any act of financial extortion or forceful expenditure burden put on a fresher or any other student by students;

(g) Any act of physical abuse including all variants of it: sexual abuse, homosexual assaults, stripping, forcing obscene and lewd acts, gestures, causing bodily harm or any other danger to health or person;

(h) Any act or abuse by spoken words, emails, posts, public insults which would also include deriving perverted pleasure, vicarious or sadistic thrill from actively or passively participating in the discomfiture to fresher or any other student;

(j) Any act that affects the mental health and self-confidence of a fresher or any other student withor without an intent to derive a sadistic pleasure or showing off power, authority orsuperiority by a student over any fresher or any other student.

Prevention of Ragging

3. Ragging, besides damaging a student's psyche, adversely affects the reputation of the Institute as well. It must be ensured by all concerned that no 'Ragging' takes place in AIMK.

4. It is mandatory for all students and their parents to submit an Affidavit as per specified format at the time of admission to the Institute. Draft Affidavit for the students and parents are given as annexure at the end of the prospectus.

5. Detailed instructions on the subject will be displayed in the Institute notice board.

Anti-Ragging Committee

6. The Anti-Ragging Committee and Anti-Ragging Squad are detailed to carry out frequent visit to the hostels to ensure that no Ragging takes place.

Penalty for Ragging

7. Anyone indulging in Ragging activities, thus violating instructions on the subject, is liable for strict disciplinary action including any of the following depending upon merit of the case:-

(a) Warning and intimation to parents.
(b) Monetary fine.
(c) Arrest by civil police and trial by court of law.
(d) Expulsion from the Institution.
(e) Any other punishment as decided by the Management.

AIM Follows A Policy Of Zero Tolerance For Ragging

REDRESSAL OF GRIEVANCES

1. As per AICTE (Establishment of Mechanism for Grievance Redresses) Regulations, 2012, a Grievance Redressal system has been established by the Institute to examine any representation made by any student, their parents or others.

2. Any representation will be forwarded to the following address:-

Registry - 'Redressal of Grievances'
C/O Administrative Office
Army Institute of Management, Kolkata
Judges Court Road, Alipore, Kolkata-700027

3. The representation will be examined by a Grievance Redressal Committee on its merit. Decision of the Committee will be communicated to the individual concerned. In case anyone is not satisfied with the decision of the Grievance Redressal Committee, they may send their appeal to the 'Ombudsman' directly. The 'Ombudsman' will be nominated by Maulana Abul Kalam Azad University of Technology (formerly, WBUT). Particulars of the 'Ombudsman' will be displayed in the Institute website and notice board in due course on receipt from MAKAUT.

FEE STRUCTURE

MBA – 23 (2019 - 2021)

Ser No	Particulars	First Year (Jul 2019 - Jun 2020)		Second Year (Jul 2020 - Jun 2021)	
		Army Category (Rs)	General Category (Rs)	Army Category (Rs)	General Category (Rs)
1	**Fees**				
	(a) Tuition	1,88,910.00	2,99,880.00	2,09,550.00	3,31,610.00
	(c) Development	26,900.00	26,900.00	26,900.00	26,900.00
	(c) Promotion	15,000.00	15,000.00	-	-
	(b) Students Activity	7,000.00	7,000.00	7,000.00	7,000.00
	TOTAL	2,37,810.00	3,48,780.00	2,43,450.00	3,65,510.00
2	**Security Deposit (One time)**	15,000.00	15,000.00	-	-
3	**Hostel / Messing Charges**				
	(a) Rent & alied charges	20,210.00	20,210.00	20,210.00	20,210.00
	(b) Messing Charges	50,250.00	50,250.00	50,250.00	50,250.00
	(For 11 Months @ Rs 150/- per day)				
	TOTAL	70,460.00	70,460.00	70,460.00	70,460.00
4	**Miscellaneous**				
	(a) Development Fee (MAKAUT) (for two years)	1,100.00	1,100.00	-	-
	(b) Registration Fee (MAKAUT) (for 1st year only)	500.00	500.00	-	-
	(c) Examination Fee (MAKAUT) (for two semester without backlog and late fine)	2,400.00	2,400.00	2,400.00	2,400.00
	(d) Insurance premium to AWES	120.00	120.00	120.00	120.00
	TOTAL	4,120.00	4,120.00	2,520.00	2,520.00
GRAND TOTAL (SER 1 + 2+ 3+ 4)		3,27,390.00	4,38,360.00	3,16,430.00	4,38,490.00

Year	Installmant	Army Category	Gen Category	Due Date	Payment Mode
First Year	**1st Installment**	60,000.00	60,000.00	Apr-May 2019	Through online mode(SBI I-Collect)
	2nd Installment	1,06,810.00	1,62,255.00	Jul 2019	
	3rd Installment	1,60,580.00	2,16,105.00	31 Dec 2019	
Second Yr	**1st Installment**	1,60,515.00	2,21,565.00	31 Jul 2020	
	2nd Installment	1,55,915.00	2,16,925.00	31 Dec 2020	
Grand Total		6,43,820.00	8,76,850.00		

1. Fees to be paid through SBI I-Collect. Details are given in Joining Instructions.
2. Security Deposit of Rs 15,000/- will be returned without interest after the completion of the course.
3. No exemption is allowed in Hostel/Messing charges due to absence from the hostel for any reason.
4. Late fee @ Rs 100/- per day will be charged for number of days of delay in payment.
5. Fees / charges are subject to change without notice.
6. Examination fee will be paid to university after clearance of all outstanding dues.

Bank Loan

All assistance will be provided to the interested candidates who wish to take loan from the Bank for the course.

INSTITUTE ACTIVITIES

Medal Award Function

AIM, Kolkata organizes Medal Award Function to award degree certificates to the passing out batch of students. Chief of the Army Staff (COAS) All Round Best Student Rolling Trophy and awards of academic excellence named after the posthumous awardees of Param Vir Chakra, Ashok Chakra and Victoria Cross along with merit certificate and Army Commander's Incentive Awards are given to three students for getting best performance in Marketing, Finance and HR specialization in the final year.

Faculty Development Programmes (FDPs)

AIM organizes regular FDPs on key areas for practicing academic professionals. The key note speakers are usually from the IIMs. The programmes are well received and appreciated by participants from other academic institutes.

Consultancy Services

The Institute undertakes regular consultancy assignments of the industry encompassing various facets of management to analyze different kinds of problems faced by them and also suggests requisite remedial measures.

In-Company Training Programme & MDP

The Institute conducts In-Company Training Programmes for professional managers working in Public and Private Sector Companies. Recently the Institute conducted a 4-day MDP for executives of LIC of India and a 2-day MDP for executives of Redington (India) Ltd.

Community Development Service

The Institute undertakes regular community services with various institutions including ASHA School and Kendriya Vidyalaya. AIMK has taken a step towards community service by establishing a forum " AIMK – a Leap towards Better Earth."

Kindler

The Institute publishes a bi-annual Journal, Kindler which showcases research papers and articles on different areas of management and provides valuable inputs to the practicing managers, faculty and students of management.

Industry-Institute Interface

The Institute invites experts from the Industry – top and senior management - at regular interval to interact with the students. The Institute organizes industry visits for the students.

STUDENT ACTIVITIES

Students' Council

- President
- Secretary Students' Affairs
- Rep, Academic Committee
- Rep, Placement Committee
- Rep, Library Committee
- Rep, Computer Lab Committee
- Rep, Mess Committee
- Rep, Alumni Committee
- Rep, Research Committee
- Rep, Discipline/Mentoring Committee

Co-Curricular Activities

Colloquia : The Institute regularly invites eminent personalities from the industry to speak on topics of current importance.

Symposium : A Discussion on a specific topic.

Alumni Meet : "Nostalgia", the Annual Alumni Meet.

Annual Sports Meet : Students' participation in various sports events.

Annual Day Function : Cultural programme organized by the students'

Cultural Events: Students' also participate in various cultural events organized by other B-Schools.

Club Activities

Vikreta - The Art of Selling in Business.

Sampark - HR Trends in the Changing Economy.

Kuber - Financial Trends in the New Economy.

Abacus - Converging Ideas for the Future.

Akriti - Expressing the unexpressed.

Awaaz - Community Development Programme.

Striker - Sports Club.

E-Cell - Entrepreneurship club.

Renaissance - Quiz club.

PLACEMENT

AIM's placement record has been excellent over the past eighteen years. The Institute's graduates are sought after by the industry and they have been working successfully in different organizations throughout the country. During the year 2018, the highest salary offered was Rs. 9.32 Lac p.a and the average was Rs. 4.97 Lac p.a. This year, 59 companies participated in final placement programme and 43 companies for summer placement. The students have mainly been placed in the areas of Marketing, Finance, Human Resources and Systems. At present, many of the alumni are holding executive positions in industry within and outside the country.

COMPANIES PARTICIPATED IN PLACEMENT 2018

Final Placement

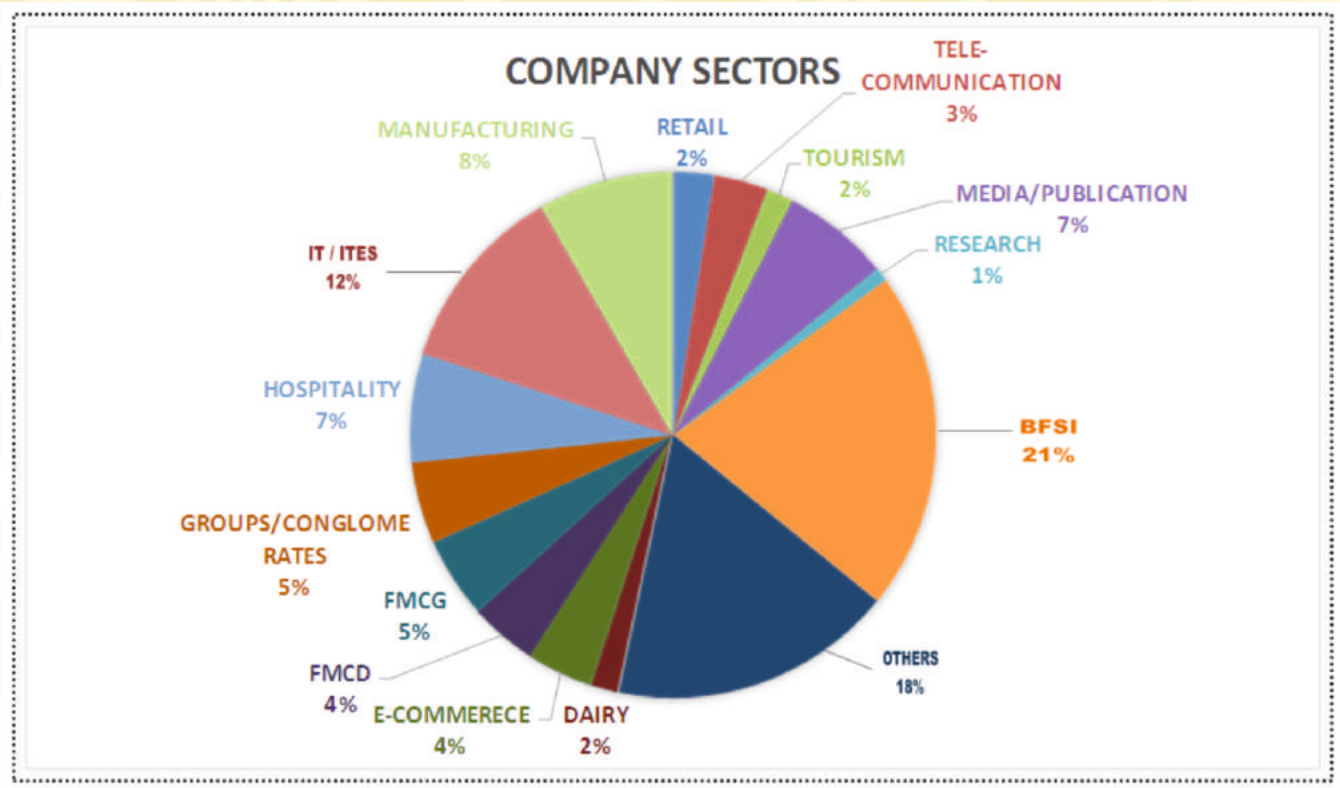
- TCS (IT)
- PWC
- Decathlon Sports India
- Godrej GCPL
- Bajaj Finserv
- Dabur India
- Bajaj Allianz General I nsurance
- Godrej & Boyce
- Birla Sun Life
- Mother Dairy
- Berger Paints (I)
- ICICI Securities
- HDFC AMC
- Himalaya Drug Co.
- UDCHALO
- ITC Ltd
- VKC Group
- Housing.Com
- MRF
- TATA Motor Finance
- Anand Rathi
- Federal Bank

Summer Placement

- Decathalon
- Lubrizol pvt limited
- Chawla publications
- Bajaj finserv
- Way2cloud
- Eveready
- Yaantra
- Keventers
- ICICI securities
- Investosure
- Fab hotels
- Haldia petrochemicals
- 123 consutancy
- Lodha
- Fab hotels
- Sbifm
- Hdfc
- Timing technologies
- UCO
- Kreeti technologies
- TSPDL
- Times group
- Coca cola
- Bajaj finserv
- Black berry's

- Kent RO
- Rollicks
- Kotak Life Insurance
- MJunction
- Lalit Great Eastern Hotel
- Capital First
- S&P Global
- SBI Mutual Funds
- Paytm
- Bharti AXA Gen Insurance
- Cresco Research & Advisory
- ICICI Prudential Life
- India Shelter Finance Co
- Rashmi Metallicks
- Prama Hikvision (I)
- Sree Honda
- HSBC

- Flipkart
- Berger
- Udchalo
- Jio
- 123 consultancy
- Admybrand
- Marda collections
- Panasonic
- Xms solutions
- Uas international
- LG
- Vita
- Derby communications
- IMRB
- Kobelco
- Bimbo cakes
- My future book.com
- TCS



CORE FACULTY

Maj Gen Deepak Dhanda (Retd), SM

A decorated (SENA MEDAL) Airborne Gunner & Aviator with almost 37 years of service in Indian Army the Director was commissioned into a PARATROOPER REGIMENT with great history, culture & traditions of Indian Army – the foundation earned was Rock Solid. He has had a checkered carrier in that he had variety in holding of appointments, places of posting – a mix of peace & field stations – having had five tenures in Jammu & Kashmir; a good exposure to Counter Inserging and Terrorist related operations; Professor Grade instructional appointments in two prime institutions – the Army War College, Mhow and School of Artillery, Devlali. The Director have done all competitive and mandatory courses that Army had to offer including the prestigious National Defence College and also had the opportunity to serve with UN Mission for an year in Iraq – Kuwait. Before taking the present appointment in September 2017 the Director had an exposure as CEO of a 'Rural Education Society' near Pune – which had 96 institutions to include 22 of higher education. The Director is M.Sc (Madras Univ), MMS (Osmania Univ) and M.Phil (Madras Univ). As guest speaker, the Director delivered talks on leadership, motivation, communication skill, soft skills & geo-politics at various institutions.

Dr. Malini Majumdar

She is a Professor in Marketing at AIMK and the Academic Coordinator. She completed her Ph.D at University of Calcutta in the area of Advertising Management and her research interests include Advertising, Retail and Consumer Behaviour. Her research and teaching experience of around 20 years is focused to explore the ways in which marketing practices of today's corporate India can further the industry growth and illuminate the present lives of individual consumers and society. She is associated with different universities across India as Ph.D supervisor.

Prof. Protik Basu

He is Associate Professor in Operations Management. He is a graduate engineer from Jadavpur University, Kolkata. He followed it with a Post Graduate Diploma in Business Management from Indian Institute of Management Calcutta. He worked in various managerial capacities in engineering multi-national companies. After having a successful stint in industry, Prof. Basu had associated himself with quite a few leading B-schools in India. In his academic tenure, he had presented papers in one national and nine international conferences, including conferences in Dhaka and Oxford University, UK. He has ten publications to his credit, including nine international publications.

Dr (Capt) Swapna Datta Khan

She is a faculty of Quantitative Techniques, Decision Sciences and Marketing Management. She is an ex Army Officer of the 1st course of non medical lady officers of the Indian Army. With teaching experience of 12 years and research experience of 10 years, she is an alumni of ISI, Univ of Roorkee (Now IIT Roorkee), Madurai Kamaraj University and University of Pune. She has 14 national publications and 3 international publications.

Dr. Ayan Chattopadhyay

He is a faculty of Marketing Management and specializes in Decision Sciences, Marketing Analytics, Retailing and Distribution Management. He has received B. Sc.(H), B. Tech.(H), M. B. A., Ph. D (Management) and is a Life Member of All India Management Association (MIMA-L), Fellow of Indian Society of Business Management (FISBM) and Fellow of International Association for Engineering and Management Education (FIAEME). He is a Marketing professional with over 15 years of experience in Marketing Communications, Trade Marketing, Retail Marketing, Operations Management & Business Development and have worked with brands that include GKB (Essilor), Sony, Samsung, Videocon, LG. In his last corporate assignment before dedicating full time in academics, he was the Zonal Marketing Head at Future Retail Ltd. (Big Bazaar). He is an Associate Professor (Marketing) at Army Institute of Management, Kolkata (AIMK) since 2016. He is a recipient of National Scholarship Award in 1996; Turner's Award of Excellence towards Creating Channel Superiority Training in 2007; Excellent Paper Award at 9th China International Academic Seminar for Universities, Beijing, 2009; Best Paper Award at International Conference on Management, Technology, Innovation and Social Change at Amity University Kolkata, 2017 and Best Paper Award at International Conference organized by FIEM, Kolkata, 2018. He is actively engaged in research and has over 40 research publications in reputed National & International journals. His research interest area includes Business Forecasting, Multi-criteria decision making, Structural Equations Modeling, with applications in Retailing, Service Marketing, General and Health care management.

Prof. Sougata Majumder

He has 13 years of teaching experiences. He has taught students of both bachelor and master degree courses under various universities such as Sikkim Manipal University, Annamalai University, Punjab Technical University and in All India Management Association, New Delhi. Currently he is working as Assistant Professor and Subject Coordinator in Army Institute of Management, Kolkata. His area of teaching includes, Human Resource Management, Organization Behaviour and allied subjects. He has trained several youth across the nation on various skill development programs under NSDC (National Skill Development Council), Govt of India. He has previously trained managerial cadres of Life Insurance Corporation of India and Redington India Pvt Ltd on behavioural skill. He is a member of Indian Society of Training and Development, New Delhi. He has published various research articles on human resource management and other aspects of business management in various reputed national and international journals. He has also presented papers and participated in various national and international conferences on different aspects of business management in IIMs, IITs and in other leading universities and institute of repute.

Dr. Ravi Chatterjee

He is having more than 11 years of rich experience in Management Education, Training & Development, Retail and HR domain. He is a Post Graduate in Business Management from Army Institute of Management, Kolkata with specialization in Marketing. He has a PhD. in Management, has published various research papers in Journals and Conferences at National and International level and has won five "Best Paper" awards. His research interest is in Service Ecosystem, Consumer behaviour, Retail Shopping, Business in emerging markets, etc. He is a winner of “Journal of Service Management- 2016 and 2017 Outstanding Paper Award (USA) and recipient of "Young Service Researcher Award" at IRSSM 7 (International Research Symposium in Service Management) (Mahidol University, Thailand, 2016) and at IRSSM 8 (Yonsei University, Seoul, 2017).

Prof. Surajit Malakar

He is Assistant Professor in Finance and Accounts. He is graduated from University of Calcutta and Post Graduate from University of Kalyani in Master of Business Administration with specialization in Finance and Marketing. He worked in various managerial capacities in multinational companies in India and abroad. After having a successful stretch in industry he had associated with quite a few leading B-school in India. His area of teaching and research is Finance, Accounts and Audit and having experience of teaching in abroad.

Prof. Anindya Saha

He has been associated with Army Institute of Management, Kolkata since February, 2016 as Assistant Professor. He did his MBA in HR and System from WBUT, West Bengal and B.Tech in Information Technology from WBUT, West Bengal. Presently he is perusing his PhD in Management from Seacom Skill University, West Bengal (SSU). He is certified in SAP HR and different Computer Programming Language. He has more than 3 years of industry experience and 4 years of teaching experience. He is a member of Indian Society of Training and Development, New Delhi. He is the IT/System Coordinator of Army Institute of Management, Kolkata. His area of teaching includes Management Information System, E-Business, Decision Support System, Corporate IT strategy, Software Management, Database Management, Networking, HR Analytics and allied subjects. He has published various research papers on Human Resource Information System and other aspects of business management in various reputed international and national journals. He has also presented papers and participated in various national and international conferences on different aspects of HRIS in leading universities and institutes of repute.

Prof Abhishek Bhattacharjee

He is an Assistant Professor in General Management at Army Institute of Management Kolkata. He has completed his B.Sc from Calcutta University and PG Diploma in IRPM from Bhavan's College of Communication and Management. He has done his MBA from Techno India Business School. Prof Bhattacharjee has 11 years of experience in industry & academics. He has published several research articles in national and international journals and presented papers at several conferences. He is the Admission Coordinator at Army Institute of Management Kolkata.

Prof Asmita Basu

She is working as an Assistant Professor (Finance) at AIMK since March 2017. She has completed B.Sc. Maths (H) from Calcutta University and MBA (Finance Major) from WBUT. She is a registered Ph.d scholar at NIT, Durgapur. Her area of specialization is Finance. She has six years of teaching experience in reputed B-schools in Kolkata and also one year of industry experience. Her interest areas are portfolio management, investment management, derivatives, heritage management. She has presented a number of research papers at different International conferences held in Jordan(WAC,2013),SiemReap(IPPA,2014), Stockholm (EASAA,2014) , Cardiff (EASAA, 2016) , IIM-Calcutta, Aliah University, Visva Bharati University etc. She has also been invited by Université Paris Ouest - Nanterre La Défense to chair a session at the International conference held in Paris (2015). She has been awarded with the Endowment fellowship from the University of Calcutta in the year 2014 & 2015. She has published a number of research papers in various national and international journals & conference proceedings.

Prof. Archita Chatterjee,

She is an Assistant Professor in AIMK. She teaches Human Resources and Organisational Behaviour. She is pursuing PhD from Maulana Abul Kalam Azad University of Technology, Kolkata (W.B.) and has completed MBA from Sikkim Manipal University. She has completed a special course in Communicative English from Cambridge University. She has been contributing in the teaching industry for the past 9 years. Her authored papers has been published in both National, International journals, seminars and workshops of high repute. She could be reached at archita.chatterjee@aim.ac.in

Dr.Sweta Rani

She is presently working as Asst. Prof. (General Management) in AIMK, West Bengal. She did her B.Sc (Honours in Zoology) from the A.N.College, Patna, M.B.A. and Ph.D in Management from the Magadh University. Dr. Rani earlier worked as Asst. Prof. and Head of Department at Patna Women's College, Patna. She has worked in ITC LTD. for 4 years. Dr. Rani published 10 research papers in different national & international journals, presented 08 papers in different conferences, authored one books and five book chapters. He has successfully completed U.G.C funded research projects, organized several conferences and workshops.

Prof. Preeta Sinha

She holds UGC-NET certificate and M.Phil degree from Calcutta University. She Specializes in Finance and is having more than 11 years of Industry-Academia experience. She teaches Quantitative Techniques, Security Analysis and Portfolio Management, International finance and Derivatives and Risk Management. Her academic interest comprises of Investments, Mutual Funds, Micro Finance, Banks and Risk Management. As a researcher she had published and presented research papers in reputed national and international journals.

Prof. Somarata Guha Chakraborty ,

She, PGDM(Finance), M.Sc (Economics), presently working as Assistant Professor (General Management) in AIMK, has 11 years of teaching experience and 3 years of industry experience. Prior to joining this institute she was working as Assistant Professor in Camellia Institute of Technology, Camellia Group and Narula Institute of Technology, JIS Group under MAKAUT. The area of research includes Industrial Organization, Econometrics, and Environment Management etc. Her teaching domain includes Managerial Economics, Corporate Finance, and Financial Services etc.She has published several research articles in national and international journal s and presented papers at several conferences. She has already submitted her doctoral thesis to Calcutta University.

Dr. Debaleena Chatterjee

is an Assistant Professor in Economics and Finance at Army Institute of Management Kolkata. She has a Master's degree from University of Calcutta and PhD from Indian Institute of Technology, Kharagpur in Public Finance. She is a core committee member of the Institute's Internal Quality Assurance Committee, the Annual Magazine committee, Guest Speakers and National Conference related work. As an Assistant Professor she helps coordinate teaching, training and research related to Microeconomics, Macroeconomics, Research Methodology, Corporate Finance and International finance. She also continues to publish and present in various international conferences and journals on areas of infrastructural finance and sustainability.

Information

AIM

- Last date for sale & submission of completed Application : 15 Jan 2019
- Group Discussion and Personal Interview : March 2019
- Intimation to successful candidates through email : Last week of March 2019 or earlier
- Beginning of new session : Last week of July 2019

Last date for submission of completed Application for Army Institute of Management, Kolkata, with late fee of Rs 200/- (CAT Score Card to be accompanied with the Application) **: 15 Feb 2019**

Send the completed Application Form of AIM to :-

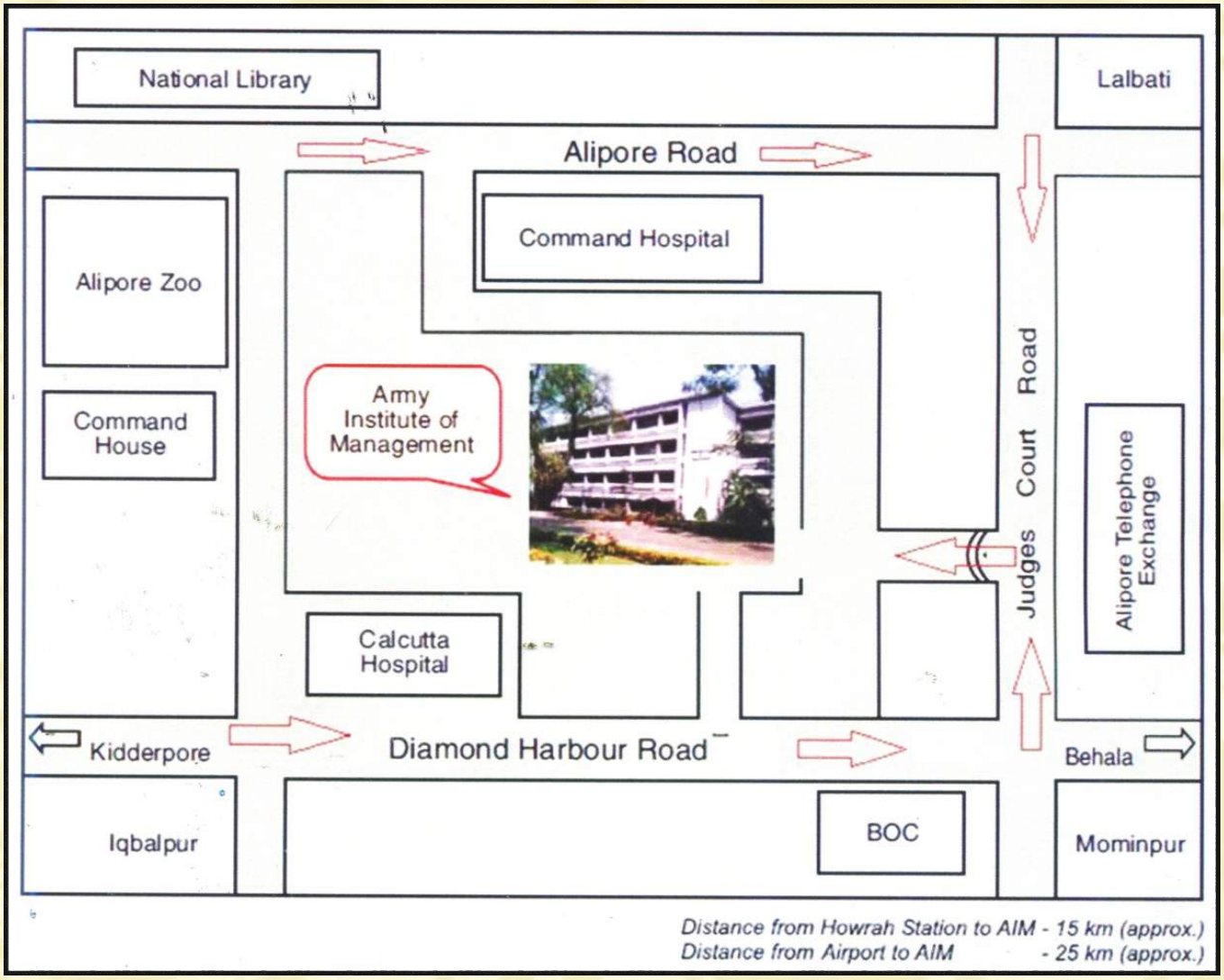
Admission Coordinator
Army Institute of Management
Judges Court Road
Opp. Alipore Telephone Exchange
Alipore, Kolkata – 700 027

Telephones : 033 – 2439 – 8335/8337/8338, 2479-4494(D)
Tele FAX No : 033 – 2479 – 4495
E-mail : admission_cell@aim.ac.in
Website : www.aim.ac.in

CIMA
WORLD EDUCATION CONGRESS
GLOBAL AWARDS
EDUCATIONAL INSTITUTE WITH BEST
ACADEMIC & INDUSTRY INTERFACE
Army Institute of Management

Army Institute of Management, Kolkata

Army Institute of Management, Kolkata



AIMK APPLICATION FEE

Army Category - Rs. 500/-
General Category - Rs. 600/-

Army Institute of Management, Kolkata
(NAAC Accredited & ISO 9001 : 2008 Certified)
Judges Court Road, Alipore, Opposite Alipore Telephone Exchange,
Alipore, Kolkata, West Bengal - 700027, Phone : 033 2439 8338, 2439 8335 / 97 / 38
e-mail : aim_kol@rediffmail.com, **Website :** www.aim.ac.in