



ARMY INSTITUTE OF MANAGEMENT

KOLKATA

ATTRACTIVE MERIT SCHOLARSHIPS *

* AVAILABLE TO ELIGIBLE CANDIDATE

MBA PROSPECTUS

2025



“ TO BECOME A PREMIER BUSINESS SCHOOL
RECOGNISED INTERNATIONALLY FOR
PROFESSIONAL EXCELLENCE
IN MANAGEMENT EDUCATION.” ”

1997-2025

28 GLORIOUS YEARS

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DISCLAIMER : ALL LOGOS / NAMES OF ASSOCIATED ORGANISATIONS / BUSINESS ENTITIES & COMPANIES ON OUR PLACEMENT NETWORK, HAVE BEEN USED IN GOOD FAITH, TO MARK OUR CONTINUED ASSOCIATION WITH THE SAME. AIMK DOES NOT CLAIM OWNERSHIP OF ANY OF THE SAID TRADEMARKS & LOGOS. KINDLY INTIMATE US IN CASE OF ANY OBJECTION / INADVERTENT ERROR - WE WOULD REMOVE THE SAME IMMEDIATELY.

MESSAGE FROM THE CHAIRMAN



It gives me an immense sense of pride that within a span of 27 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 platform for the wards of Army personnel which would groom them into motivated, disciplined young managers, capable of steering and driving their corporate organisations 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 an 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 dedication and persistent efforts to provide quality education and service. I am confident that the Institute will continue on its path of growth and create more effective managers capable of matching the changing needs of Industry and making a difference. I wish AIM Kolkata, 'All the Best' in its future endeavours.



(Sibdas Bhattacharjee)

Maj Gen S Bhattacharjee
Chairman, AIMK

Station : Kolkata-700160

Dated : 01 Oct 2024

MESSAGE FROM THE DIRECTOR



Army Institute of Management Kolkata (AIMK), formerly known as National Institute of Management Calcutta (NIMC), was established on 28 July 1997 at Alipore, Kolkata by the Army Welfare Education Society, New Delhi. This Institute has shifted to an eco-friendly campus with state of the art infrastructure in its present location at New Town, Kolkata on 27 May 2021. The Institute runs AICTE approved two years full-time MBA programs and is affiliated to Maulana Abul Kalam Azad University of Technology, West Bengal.

Since its inception, the bedrock of our Institute remains our committed faculty members, who play a pivotal role in shaping the academic environment, fostering learning, providing intellectual leadership and guidance necessary for students to evolve as innovative and successful business leaders of tomorrow. Our faculty members are our heroes who keep the gears of this Institute turning smoothly.

We, in AIMK, believe in crafting a unique learning experience for our students that goes beyond conventional methodology. We emphasise on interactive learning that are industry relevant and with real-world applications. We pursue a holistic approach to both personal and professional development of our students.

We are on an exciting trajectory of growth and are committed to creating a conducive environment for academic excellence and overall development of students, driven by the rich traditions and ethos of the Great Indian Army. Our alumni, torchbearers of positive change, embodying the spirit of excellence and empathy, are already making significant impact in making our Nation a developed country.

Henry Ford said, and, I quote, "Coming together is a beginning, keeping together is progress, and working together is success." Come, join, and, be a part of the success story of AIMK, and, at the same time, undertake a memorable journey of your lifetime with AIMK.

Brig (Dr) Sujay Ranjan Chaudhuri (Retd)
PhD, M Phil, M Tech, MBA, MSc, FIE

DIRECTOR - AIMK

STATION : Kolkata
DATE : 01 Nov, 2024

THE INSTITUTE

Army Institute of Management, Kolkata (AIMK) is an over two-decade-old Management Institution established on 28 Jul 1997, under the aegis of Army Welfare Education Society (AWES). AIMK provides affordable quality higher education in the field of Management studies, essentially to wards of Army serving personnel and Ex-Servicemen, who constitute 80 percent of its subscription base. The rest 20 percent is reserved for the General Candidates.

It is a fully Residential Co-Educational institution, which is committed to the 360° development of the students with a curriculum that draws a balance between Scholastic and Non-Scholastic activities to mould the students into professionally competent young leaders in the field of Business Administration. After spending over two glorious decades in the Alipore Campus, the Army Institute of Management, Kolkata shifted to its newly constructed permanent campus at Rajarhat, Kolkata.

Spread across 6 acres, the campus is designed to meet the global standards of ecological sustainability to ensure the efficient use of resources. The campus is located in the ultra-modern part of Kolkata: New Town, Rajarhat and is surrounded by other educational institutes like West Bengal Judicial Academy (WBJA), St. Xavier's University, University of Engineering & Management (UEM), and IIT Kharagpur Research Park to provide a congenial environment for promoting education.



THE AIM ADVANTAGE

KOLKATA

1. AFFORDABILITY – Best Return on Investment.
2. ARMY CONNECT – Leadership, Management & Control.
3. ARMY ETHOS.
4. Near 100 percent PLACEMENT every year.
5. Brand NEW CAMPUS with State-of-the-Art facility.
6. Ranked A+++ by Business India Best B-Schools Nov 2019 in India.
7. Fully Residential Programme with Cosmopolitan Student Profile.
8. Reputed Faculty with CORPORATE and Academic experience.



THE MISSION

1. To promote Excellence in all dimensions of Management.
2. To Empower students by offering a Practical, Innovative, and Technology-driven Management programme.
3. To prepare Management Professionals with a Global & Entrepreneurial Mindset.
4. To focus on building Intellectual Capital and foster an Interactive Learning Environment through Faculty Development, interaction with Industry, Research and Publications.

AIM HISTORY 1997 - 2025

DATE	EVENT
1997	
July-1997	Calcutta Institute of Management Studies (CIMS) established with Dr Sujit K. Basu as its First Director. Affiliated with Visva Bharati, Shantiniketan. Batch Size : 60 (80% reservation for wards of Army Personnel)
Dec-1997	Rechristened as National Institute of Management, Calcutta.
Jun-1998	Approved by All India Council for Technical Education (AICTE) as a B-School.
1999	3 year MCA Programme was run. Ends in 2006 (Batch Size : 30)
July-2002	Affiliated to West Bengal University of Technology (WBUT), rechristened as Maulana Abdul Kalam Azad University of Technology (MAKAUT) in 2015.
July-2004	Admission through Common Admission Test (CAT) of IIM. (Batch Size : 90)
Feb-2005	Rechristened as Army Institute of Management, Kolkata.
July-2006	(Batch Size : 120)
May-2015	Accredited by National Assessment & Accreditation Council. Expired on 30 April 2020.
Sep-2015	ISO 9001 : 2008 (Now ISO 9001 : 2015)
Feb-2020	International Exchange Programme with Faculty of Business Studies, DHAKA UNIVERSITY.
Dec-2020	AIMK Alumni Association Registered.
Mar-2021	AIMK relocated to its new campus at New Town, Rajarhat.
Sep-2022	Silver Jubilee Celebration.
Apr-2024	Defence seats introduced for Indian Airforce & Indian Navy.

2025

The institute runs a two-year full-time Residential MBA Programme with 120 students per batch. The two-Year residential MBA programme emphasises on fostering an integrated understanding Of Theory And Practice. Every student has to undergo Six to Eight weeks of Summer Project during June – July, at the end of the first year programme.

Special emphasis is given to developing leadership traits, communication skills, all-round awareness, and practical knowledge of managing resources. Continuous interactions with Industry Captains are maintained through Colloquia, Seminars & Discussions. Several Industrial Visits are organised as a part of the programme.



AWARDS & RECOGNITIONS

The Institute has received many Prestigious Awards & Rankings like :

1. 'B-SCHOOL LEADERSHIP AWARD' for subsequent three years (2014, 2016 & 2017) by DNA & Stars of the Industry Group.
2. The prestigious 'GOLDEN PEACOCK NATIONAL TRAINING AWARD (GPNTA)' for Excellence in Training and Management System in 2014.
3. AIM Kolkata has been selected for BUSINESS SCHOOL AFFAIRE & DEWANG MEHTA NATIONAL EDUCATION AWARD and declared the winner of "BEST B-SCHOOL" for the year 2015 and 2016, for its excellence in Academics and as recognition of Leadership, Innovation, Development, and Industry Interface of Institute.
4. The Institute has added another feather in its cap by receiving World Education Congress Global Award 2016 as the Educational Institute with Best Academic and Industry Interface.
5. Times of India, in its survey in 2018, adjudged AIMK in the category of 'TOP 100 B-SCHOOL' in the country.
6. AIM Kolkata has been conferred with the CERTIFICATE OF EXCELLENCE by Chronicle in 2018.
7. AIM Kolkata has been ranked in the A + + + category by Business India in their B-SCHOOL RANKING in 2019.
8. EASTERN INDIA LEADERSHIP AWARD, 2022 (FOR BEST ACADEMIC INSTITUTIONS) On behalf of the Army Institute of Management, Kolkata Maj Gen VS Ranade (Retd), Director, received Eastern India Leadership Award, under the category of Best Academic Institutions.
9. Army Institute of Management Kolkata features among the "Trusted Institutes of India, 2023" according to The Knowledge Review.
10. AIM Kolkata received the National Best Institution Award and also grabbed The Eastern India Leadership Award in the year of 2024.





THE STATE OF THE ART CAMPUS @Rajarhat

MULTI-STOREY GIRLS
HOSTEL BLOCK "Kalindi"

NEW TOWN ROAD

ACADEMIC BLOCK "Kalpvriksh"

MULTI-STOREY BOYS
HOSTEL BLOCK "Kailash"

AMENITIES BLOCK "Kshitij"



OBJECTIVES

The objectives of Team AIMK to achieve its noble mission are :

1. To synergise efforts towards providing a Holistic Enabling Environment, which fosters positivity and is conducive for the actualisation / realisation of the potential of the students as successful career professionals, in the emerging field of Business Management, in a branch or discipline of their choice.
2. To try to meet the legitimate and reasonable aspirations of all stakeholders in the Eco-System (Students, Teaching & Non-Teaching Staff, Parents, The Business Environment and the Nation at large).
3. To develop an organisational Ethos / Culture which promotes Excellence and a relaxed Efficiency in all facets of work or functioning at AIMK.
4. To adopt a dynamic curriculum and adapt it periodically to the emerging business environment while planning and catering for future expansion and growth. The best learning resources be made available and modern teaching practices be adopted to empower the students & faculties.
5. To build the Brand AIMK through the collective, synergised and sustained efforts of all stakeholders and conform in letter and spirit to the stipulations of various regulatory and controlling bodies and organisations (AWES, MAKAUT, AICTE, ISO, NBA, etc). It would be prudent to benchmark our performance with other institutions in the NIRF framework.
6. To be committed to the Saliency Of Education – Employment Linkage and empower the students with the necessary competencies and skillsets for successful placements in a field and firm of their choice.
7. To provide reasonable infrastructure and facilities to the AIMK fraternity with a long-term perspective. Adopt affordable Green and Smart technologies, conserve and maintain existing assets.
8. To strengthen student affairs function to make Campus Life a wholesome, balanced, and enriching experience.

THE INDIAN ARMY CONNECT

1. Our Army Partner is **HEADQUARTERS EASTERN COMMAND**.
2. Discipline, Fitness, Chivalry, and Integrity are some of the qualities which the Indian Army is known for, and these are imbibed in the AIMK Fraternity.
3. A mandatory High Attendance percentage in classes, Punctuality, a heightened sense of Self Grooming and Turnout, subscribing to Physical Fitness and outdoor pursuits, maintaining high Moral & Ethical Standards in Conduct, Gender Sensitivity, Social & Emotional Vibrancy and inculcating Team Spirit are what we promote at the campus.

ACADEMICS

1. The primacy of empowerment of our Future Business Managers, through the steadfast pursuit of an updated and Contemporary Academic Curriculum, approved by the AICTE and run under the aegis of MAKAUT (Maulana Abul Kalam Azad University of Technology), West Bengal needs no reiteration.
2. The Two-year long Academic Experience is divided into Four Semesters with 6 papers in each semester. The curriculum consists of 13 Compulsory Papers and 11 Specialisation Papers.
3. The Institute offers all the 6 Specialisations prescribed by the MAKAUT University subject to reasonable subscription or demand. Of the 11 Specialisation papers, each student opts for 7 Papers from 1 Major Specialisation & 4 Papers from 1 Minor Specialisation. Each paper is of 40 contact hours of instructions.
4. In addition to the prescribed curriculum, each student has to subscribe to one Non-Credit Online course in each semester in consultation with his / her Mentor.
5. In each semester the continuous assessment (CA) mandate warrants our Internal Assessments (30% weightage) and an External end of Semester Examination (70 % Weightage) is conducted under the aegis of the University.
6. In the intervening period between the two years, the students undergo a 6 to 8 weeks Summer Internship Programme (SIP).
7. The course curriculum is further enriched through a mix of Industrial Visits, Seminars, Guest Lectures, Certificate Courses, Exchange Programmes, etc.



8. Value addition programmes in FOREIGN LANGUAGES (In Voluntary Basis) Quantitative Techniques, IT Skills in Office 365, & Advanced EXCEL and routinely offered to students voluntarily. These programmes are heavily subsidized (2/3rd cost).

9. The Graduation Ceremony which is conducted after a year marks the culmination of the programme.

10. The following awards are awarded during the graduation ceremony :

- Army Commanders Incentive Award(Total Three)
- Chief of the Army Staff (COAS) All Round Best Student Rolling Trophy



INDUSTRY BODY ASSOCIATIONS

- Member of BENGAL CHAMBER COMMERCE & INDUSTRY, KOLKATA
- Member of ASSOCIATION OF INDIAN MANAGEMENT SCHOOLS (AIMS)
- Member of ASSOCIATION OF INDIAN MANAGEMENT ASSOCIATION (AIMA)
- Institutional Membership of BRITISH COUNCIL LIBRARY
- International Academic Exchange Programme partnership with FACULTY OF BUSINESS STUDIES, DHAKA UNIVERSITY (BANGLADESH)



PLACEMENT RECORD

The Placement Support Function is the final stage & strength of AIMK. For almost a decade the Institute has been achieving a near cent percent placement record which makes us the envy of our competitors.

50 plus companies recruit our students every year. The Average Annual CTC bagged by the 2022-24 batch is an impressive Rs 7.65 Lakhs plus. Students can also return to their alma mater for deferred Placement Assistance.

CAMPUS ETHOS

1. Students are encouraged to play an active role in the affairs of the Institute. The student's voices & views are echoed by the Students Council members, elected by the students.
2. The Alumni Connect is the strength of the Institute. The Alumni Association (which was registered in December 2023) plays a vital role in Mentoring and Placement functions. All students on passing out of the Institute become lifetime members of the AIMK Alumni Association.
3. To develop the Creative and Social side students have options to join various clubs. Our students have been regularly participating and winning Awards in Fests and Competitions organized by other Colleges and Organizations. Our Fest "*Inferno*" is eagerly awaited by the city.
4. Students are motivated to look after the assets of the Institute through a system of Incentives / Disincentives.



INDUSTRIAL VISIT TO :
GARDEN REACH SHIP BUILDERS & ENGINEERS LTD.



DEBATE COMPETITION



1st BATCH OF MBA

SEMESTER FLOW & COURSE STRUCTURE



ADMISSION

Graduation Required
Merit : CAT+ GD & PI
Education Loans

ORIENTATION (15 DAYS)

1ST YEAR : I & II SEMESTERS

I & II SEM : 6 Compulsory Courses / Semester
Scholarship

SUMMER INTERNSHIP PROGRAMME

Duration 2 Months

IIND YEAR : III & IV SEMESTERS

III Sem : 1 Compulsory &
(3+2) Specialisation Courses
IV Sem : (4+2) Specialisation Courses

EVALUATION - CGPA

4 Continuous Assessments per Semester
4 University Semester Exams
Viva Voce



PLACEMENT

Pre - Placement Mentoring
100+ Companies



GRADUATION CEREMONY

After 1 Year

WORKING HOURS

9 Am To 5 Pm
6 Days A Week except 1st & 3rd Sat
Saturday - Mentoring

INSTRUCTIONAL MODE

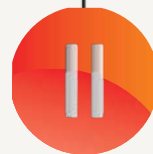
Faculty Lecture
Guest Lecture
1 Online Course per Semester
Industrial Visit
Conference & Seminar

SCHOLASTIC ACTIVITY

Research & Consultancy
Institute Journal - Kindler

NON SCHOLASTIC ACTIVITY

Clubs
Games & Sports
Institute Social Responsibility
Annual & Sports Day
Boot camp & PDEP Session



CURRICULUM

AIMK follows the MBA course curriculum (syllabus under revision) of Maulana Abul Kalam Azad University of Technology (MAKAUT), West Bengal, erstwhile West Bengal University of Technology, as given below :

FIRST SEMESTER :

6 COMPULSORY COURSES

- Economics for Managers
- Organizational Behavior (Individual, Group, and organization)
- Business Laws, Ethics and Governance
- Accounting for Managers
- Research Methodology & Business Statistics
- Entrepreneurship and Digital Transformation

SECOND SEMESTER :

6 COMPULSORY COURSES

- Operations Research
- Financial Management
- Marketing Management
- Operations and Project Management
- Management Information System
- Human Resource Management

THIRD SEMESTER :

1 COMPULSORY & 5 SPECIALISATION COURSES, SIP & Viva Voce

- Corporate Strategy
- SIP & Viva Voce
- 5 Specialisation Courses
(3 from Major area & 2 from Minor area)

FOURTH SEMESTER :

6 SPECIALISATION COURSES

- Comprehensive Viva Voce
- 4 from Major Area & 2 from Minor Area

Note: Elective Papers are offered only if Twelve or more students opt for the same.

SPECIALISATION COURSES (SEM 3 & 4)

MARKETING SEM 3

- Marketing Research and Analytics
- Integrated Marketing Communication
- Consumer Behaviour

MARKETING SEM 4

- Product and Brand Management
- Retail Management
- Sales & Distribution Management
- Service Marketing

SYSTEM MANAGEMENT SEM 3

- System Development and Project Management
- Relational Database Management System
- Business Decisions Using Advanced Excel

SYSTEM MANAGEMENT SEM 4

- Business Intelligence and Big Data
- Managing Digital and Social Media Platforms
- Strategic Management for IT
- E-commerce and Digital Markets

OPERATIONS SEM 3

- Operations Strategy
- Supply Chain and Logistics Management
- Quality Toolkit for Managers

OPERATIONS SEM 4

- Operations Research Applications
- Supply Chain Analytics
- Sales and Operations Planning
- Management of Manufacturing System

FINANCE SEM 3

- Security Analysis and Portfolio Management
- Taxation
- Financial Market and Services

FINANCE SEM 4

- Derivatives and Risk Management
- Financial Modelling and Corporate Valuation
- Managing Bank and Financial Institutions
- Personal Financial Planning

HUMAN RESOURCES SEM 3

- HR Analytics and Applications
- Manpower Planning, Recruitment, and Selection
- Learning & Development

HUMAN RESOURCES SEM 4

- Employee Relations & Labour Laws
- Managing Diversity, Equity Inclusion (DEI) and Change
- Strategic HRM
- Performance and Compensation Management

BUSINESS ANALYTICS SEM 3

- Data Visualization for Managers
- Modelling Techniques
- Data Science using R

BUSINESS ANALYTICS SEM 4

- Big Data Technology
- Data Mining
- Data Analytics using Python
- Application of Analytics in Business

AREAS OF SPECIALIZATION

BUSINESS ANALYTICS :

Area Chair's Vision:

Exponential growth of digital data posed great challenges to Business in term of diversifying, multiracial nature of data .Organizations needs revisiting their past performances and by using high-quality data as a reference for future decisions. Hence, there are goring demands across the world for such individuals with a professional degree in Business Analytics to help organizations to achieve their targets. MBA in Business Analytics will be primarily a business administration professional but with additional expertise in analytics.

Research Interests:

Multi Criteria Decision Making, Forecasting, Data mining, Sentimental Analysis, Marketing Analytics, Reverse Engineering.

Members of the faculty:

- Dr. Ayan Chattopadhyay, Associate Professor (Area Chair)
- Dr. Debaleena Chatterjee, Assistant Professor
- Dr. Anindya Saha, Assistant Professor

FINANCE :

Area Chair's Vision:

Finance is the 'lingua franca' of business. The current environment is characterized by Volatility, Uncertainty, Complexity and Ambiguity making the Finance function increasingly important. After familiarizing the students with basic concepts of Accounting and Financial Management in the first year this Area aims at providing in depth knowledge about some of the advanced Concepts in Finance.

Another key objective is to relate theory to practice and develop a Global perspective.

Value Added Interventions: The Area does its flagship annual event 'Dristikone'. Besides it plans to hold seminars. It also invites specialist Visiting faculty in areas of Taxation, Advanced Accounting and Finance. Guest lectures from industry experts are held to supplement the efforts of the full time faculty.

Visit to National Stock Exchange(NSE) is conducted for the Finance Students.

Research Interests: Corporate Finance; Risk Management; Financial Services, Financial Derivatives, Risk Management, insolvency and bankruptcy code, NPA

Members of the faculty:

- Dr. Asmita Basu, Assistant Professor (Area Chair)
- Prof. Neha Joshi, Assistant Professor

HUMAN RESOURCE MANAGEMENT :

Area Chair's Vision:

The Human Resource Management Area at AIMK specifically facilitates learning in modern concepts, techniques and practices in the management of human resources and exposes the student to develop -

(i) the analytical, problem-solving and decision-making abilities,

(ii) the awareness of the socio-economic environment, and

(iii) the personality with socially desirable values and attitudes in the students. Towards these objectives and to suit the contents of each subject, a variety of teaching methodologies, such as case studies, role-play, problem solving exercises, group discussion, audio visuals, etc. are used in the programme.

Value-added interventions like theme-based workshops / panel discussions / seminars / guest lectures by industry-experts are organized from time to time.

Research Interests: Broadly on but not restricted to Workplace transformation, Learning as a premodifier, Decision-making behavior, Strategic biases, Cultural Diversity, Employee performance and ethics, Social isolation.

Members of the faculty:

- Dr. Anuroopa Mahajan, Assistant Professor (Area Chair)
- Dr. Abhishek Kumar, Professor, Principal
- Prof. Pankhuri Sharma, Assistant Professor

MARKETING :

Area Chair's Vision:

Marketing specialization aims to place consumer at the centre and treat her needs as the foundation for developing products, brands and campaigns. The role of marketing as an engine of revenue enhancer is sought to be understood.

Members of the faculty:

- Dr. Malini Majumdar, Professor (Area Chair)
- Dr. Ayan Chattopadhyay, Associate Professor
- Dr. Abhishek Bhattacharjee, Assistant Professor
- Dr. Abhishek Kumar, Professor, Principal

SYSTEM MANAGEMENT:

Area Chair's Vision:

The vision for Management Information Systems is to solve the challenges of today's technology-driven business world by learning to use IT to support business processes and strategic needs. Students will gain valuable skills in enterprise data management and will learn to analyze business processes, rethink and redesign them for process improvement.

Members of the faculty:

- Dr. Anindya Saha, Assistant Professor (Area Chair)

OPERATIONS MANAGEMENT :

Area Chair's Vision:

In this rapidly developing world, with concern for managing environmental requirements and ever-increasing customer demand, organizations are finding it tough to care for Mother Nature. In this era of Industry 4.0 where all organizations focus on sustainability and on the circular economy to reduce the impact of climate emergency with the latest methodologies and technologies available. The vision of Operations Management specialization emphasizes on integrating environmental, economical and social concern with business objectives and preparing students for this new era. The curriculum also helps students with the basic understanding of Supply Chain Management, an area which is getting more recognition both from academia and industry. The Operations Management specialization equips students to get industry ready who can drive any initiatives and lead to implement Operations Strategy for an organization in the era of Industry 4.0.

Members of the faculty

- Prof. Aniruddha Kundu, Assistant Professor (Area Chair)

INFRASTRUCTURE

1. LOCATION : The Institute is laid over 6 acres of real-estate in the well-planned suburb of New Town, Rajarhat with modern Socio-Economic infrastructure and facilities. Wide roads, High Rise Residential societies, Malls, Parks, IT, Educational Institutions, and Corporate Offices, modern Transportation facilities are characteristic of New Town. The campus is at a 30 minutes drive time from the airport and is connected to the city with an elevated rapid-transit corridor.

2. TRANSPORT SERVICES : The campus is well served with public and private transport services. The city road transport service has a Bus Stop at our main gate with Air-Conditioned E-buses operating to most places in the city regularly. Cab and auto aggregator services are also easily available. The Institute has a limited transport pool including an Air-Conditioned Traveller bus, Tata Sumo & Omni Van which can be hired on nominal charges. E-Scooters are being added to the pool and geared bicycles are available with the Cycling Club.

3. OVERALL : The campus has an air-conditioned Academic Block, a well-equipped Amenities Block and separate high-rise Hostel Blocks for Ladies And Gentlemen. Hostel accommodation is mandatory for all the students. The Director and Registrar also stay on the campus.



4. ACADEMIC BLOCK : The Academic Block 'Kalpvriksh' (On Cover Page) is Fully Air-Conditioned with an impressive **ENTRANCE FOYER** inspired by " the Galaxy ", **350 SEATER AUDITORIUM**, Library, **LECTURE HALLS** 120 Seater Seminar Halls, Tutorial rooms, Language Lab, IT Lab, Conference rooms, and offices. The Teaching / Learning facilities have advanced SMART features.

5. LIBRARY : Library is a centre of learning within the campus as it encourages students to have healthy discussions as also solitary reading. It uses advanced technology to smoothen circulation and cataloguing services. It also organises interesting book-related events with the objective to create new interests among students.

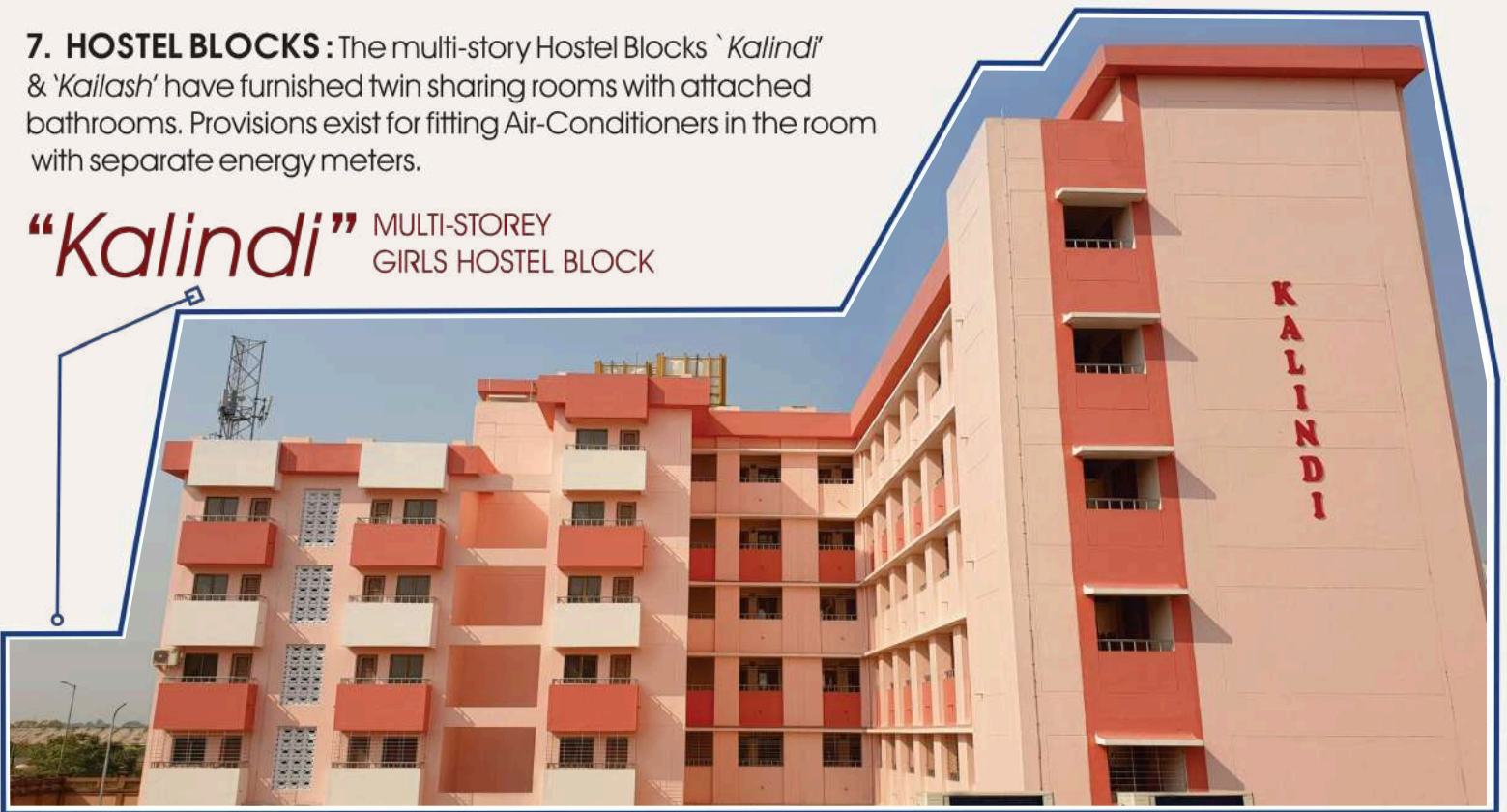
Library boasts of a collection of more than 12,500 books on all branches of management. It also has a curated section of non-text books to enhance the inter-disciplinary character of the collection. An extension of the library is set up in the students' hostel that has primarily a collection of fiction to encourage leisure reading. A unique facility (book bank) is available in which a set of course books is issued to students for the entire semester.

The Library subscribes to a good number of reputed foreign & national journals, magazines and daily newspapers. It also subscribes to the reputed e-journal database 'EBSCO Business Source Elite' (1000+ peer-reviewed journals) and e-book package 'EBSCO eBook Business Core Collection' (11,000+ e-books).

6. IT LAB : The elaborate IT Lab is geared for conducting Online Tests with ease. The campus is WI-FI enabled through a 50 MBPS leased line connection. The Institute is in the process of investing in a suitable ERP.

7. HOSTEL BLOCKS : The multi-story Hostel Blocks `Kalindi' & `Kailash' have furnished twin sharing rooms with attached bathrooms. Provisions exist for fitting Air-Conditioners in the room with separate energy meters.

“Kalindi” MULTI-STOREY
GIRLS HOSTEL BLOCK



RECEPTION LOUNGES



COMMON ROOM

“Kailash” MULTI-STOREY BOYS HOSTEL BLOCK



COMMON ROOM



HOSTEL ROOMS

Bathrooms have been equipped with Haier Geysers & Jaquar fittings. Mosquito proofing arrangements have been made in the rooms. Mattresses and Curtains are also provided by the Institute.

Each floor has been provided with a Samsung washing machine, Ironing station, and water coolers fitted with RO water filters. The Hostel Blocks have Air-Conditioned common rooms and Reception lounges. The Warden's suites are located within the hostels.

“Kshitij” AMENITIES BLOCK



8. AMENITIES BLOCK : The Amenities Block `Kshitij` houses the Mess, Cafeteria, Gymnasium, Indoor Studio, Thrift Shop, Salon, and Guest Rooms. All facilities within the Amenities Block are air-conditioned. Central Laundry facilities have been provided in the Staff Block. The massive Ultra Modern Central Kitchen has been equipped with automated kitchen equipment, ventilation ducts, and gas banks.



KITCHEN



DINING HALL

9. SPORTS : Reasonable Sports facilities have also been integrated into the campus to include a Synthetic Basketball court, a multi-use playground, E-Gymnasium, and an indoor games arena.

10. LEISURE : The Institute is located nearby to several Retail Malls & Multiplexes including Downtown Mall, City Center 2, Axis Mall & Central. All of them offering everything from Clothing, Electronics, Multi-Cuisine Restaurants to Daily needs.



11. MEDICAL CENTRE : The Institute has a well-equipped air-conditioned Medical Centre with an Isolation facility. Empanelled doctors visit the Medical Centre twice a week. Many Government and Private clinics and hospitals are there in the neighborhood. Ex-Servicemen Contributory Health Scheme covered Hospital is available at a distance of 3 KM (15 minutes traveling time).



12. GUEST HOUSE : The Institute maintains an air - conditioned guest house and four guest rooms for Parents, Dependants, And Guests. The guest room charges are very nominal.

13. CAMPUS SECURITY : For Security, the campus has a high boundary wall and Robust Access Control measures besides a pan-campus CCTV coverage.

14. ENVIRONMENTALLY CONSCIOUS :

The campus conforms to the regulatory stipulations and is E-Friendly with its own 30 KW solar power plant on top of the Hostels and Amenities Block. The construction has also incorporated Rainwater harvesting concepts in its design. A thoughtful arboriculture plan complements the infrastructure. To promote Energy Conservation students are billed for the electricity they consume in their hostel rooms through energy meters specifically installed for the purpose.



SOLAR PANELS ON ROOF

CORE FACULTY

Principal

Name: Dr. Abhishek Kumar

Educational qualifications: B.Sc (Economics), MBA, PhD

Experience (in yrs): Industry: 10;

Academic: 12

Organizations worked with: Industry: Bharti Airtel Ltd, ABP Group, Yes Bank;

Academic: BIM Trichy, Anant National University, AIMK (Telecom, Media, Banking, Academia)

Subjects taught: Brand Management, Product Design, Organizational Behaviour, Leadership

Awards and/or Recognition: Best Branch Manager - Yes Bank, Frequently published and quoted author

Research interests: - Leadership, Interdisciplinary space between marketing and philosophy, Philosophy of design and architecture

No. of research publications: Journals: 25; Books: 2; Book Chapters: 1;

Conference proceedings: 5

PhD guidance (if any): 1

MDP/FDP/Consultancy/Research Project(s): MDP (Brand Management, Product Design, Leadership, Critical Thinking), Consulting (EY)

Professional affiliation(s): None



Name: Dr. Malini Majumdar

Educational qualifications: B.Sc [H], MA, MBA, PhD

Experience (in yrs): Industry: 1; **Academic:** 23

Organizations worked with: Industry: Reliance; **Academic:** Narula Institute of Technology, Calcutta Institute of Engineering & Management, International Institute of Hotel Management

Subjects taught: Marketing Management, Advertising & Sales Promotion, Product & Brand Management, Consumer Behaviour, Service Marketing, Corporate Strategy, Digital & Social Media Marketing, Retail Management, Sales & Distribution Management

Awards and Recognition: National Scholarship, Best Professor Award [ESN], Academic Leadership Award (I20R), International Adroit Teacher 2021 [GT]

Research interests: Consumer Behaviour in contemporary business world

No. of research publications: Journals: 19, Conference proceedings: 16

PhD guidance (if any): 11 **MDP/FDP/Consultancy/Research Project(s):** MDP conducted for LIC, Redington [2 programmes], IHM [3 programmes]

Professional affiliation(s): Calcutta Management Association



Name: Dr. Ayan Chattopadhyay

Qualification: B.Sc[H],B.Tech, MBA [Mktg.],M.Sc [Data Analytics], Ph.D. [Mgt.]

Experience (in yrs): Industry: 15+; **Academics:** 08+

Organizations worked with: Industry: Sony, Samsung, LG, Videocon, GKB (Essilor); **Academics:** IISWBM [Calcutta University]; Kalyani University; Amity Global Business School; Management Institute of Durgapur [Visiting]

Subjects Taught: Marketing Management, Sales & Distribution Management, Marketing Research, Service Marketing, Advertising & Sales Promotion, Retail Management, Business Forecasting, Data Science using R, Digital and Social Media Marketing

Awards & Recognition: National Scholarship Award (GOI), 19%; 1st Class First in Graduation in College (all streams), 19%; 'Excellent Paper Award' at the 9th China International School Administration & Academic Seminar for Universities, Beijing, China, 2009; 'Best Paper in Conference Award at "Management, Technology, Innovation and Social Change" (Amity University, 2017; Best Paper Award' at "Bhavishya - ICMHM 2018"; 'Best Researcher Award by ESN Publications, 2019.

Research Interests: Business & Marketing Decision Making [MCDM/ MADM, MCGDM/ MAGDM, Fuzzy MCDM]; Business Forecasting (ARMA, ARIMA & SARIMA, Exponential Smoothing, ANN, Hierarchical & Grouped Time Series Models); Machine Learning [Decision Tree & Random Forest, Bayesian Learning, Support Vector Machine, Artificial Neural Networks, Clustering and Text Mining – Sentiment Analysis]

No. of Research Publications: Journals: 52, Book/chapter in a book: 03, Conference proceedings: 05

PhD guidance (if any): 04

MDP/FDP/Consultancy/Research Project(s): MDP for IHM Kolkata on Sales & Distribution and Research Methodology, 2018 & 2019 FDP: [1] Workshop on R Analytics at The Bhawanipur Education Society College, 2020 [2] FDP on Data Driven Approach in Management Science at IMS Kolkata in association with Suny University, Ukraine & ISCRA, India, 2020; [3] FDP on Forecasting using R at Amity University Kolkata, 2020.

Professional affiliation(s): Life Member of All India Management Association, Life member of Calcutta Management Association

Name: Dr. Anindya Saha

Educational qualifications: B.Tech(IT), MBA (HR & SYS), PhD (Mgt)

Experience (in yrs):Industry: 03+ ; **Academic:** 09+

Organizations worked with: Industry: Ultratech, Newland Group, Solver; **Academic:** ACMS Kolkata

Subjects taught: MIS, DBMS, Networking, E Commerce, Web Development, Digital & Social Media Marketing, Data Science using R, Python, Big Data, Data Mining, Data Visualization, Sourcing, HR Analytics, Organisational Behaviour, HRP, HRM etc.

Awards & Recognition: Presidential Award (Silver Medal) [Shankar's International Children Art competition], Awarded in District level Computer Fair [organized by Birla Industrial & Technological Museum (Govt. of India)], Best Paper Award at PIMR Indore.

Research Interests: HRIS, Virtual Training, People Analytics, HR Analytics etc.

Workshop/FDP/Seminar/Consultancy: Consultancy for Mitra S.K. Private Limited, FDP on Case Study Teaching Methods, Research Methodology, Teaching pedagogy in B-School etc. Workshop on IOT, AWS, Cloud Computing etc.

No. of research publications: Journals: 20, Conference proceedings: 10, Book Chapter: 03

Professional affiliation(s): Member of the Indian Society of Training and Development, New Delhi, Life member of the Indian Academic Researchers Association.



Name: Dr. Asmita Basu

Educational qualifications: B.Sc Maths (H), MBA (Fin, Mrktg), PhD (NIT , Durgapur)

Experience (in yrs): Industry: 1 yr, **Academic:** 12yrs

Organizations worked with : MPS group , HSBC (Industry), Goenka College of Commerce & Business Administration, APEX, JD Birla College (Academic)

Subjects taught: Financial accounting, Financial management, Investment Analysis & Portfolio Management, Corporate Finance, Project Appraisal & Finance, Derivatives & Risk Management, International Finance, Financial Markets, Quantitative Methods.

Awards and Recognition: 1) Awarded “Best Young Faculty of the Year” by Integrated Chamber of Commerce & Industries (ICCI), New Delhi, Feb 2019.

2) Awarded “Endowment Fellowship” thrice by Calcutta University in 2013, 2014 & 2019.

3) Received Certificate of Appreciation vide letter no.202999/31/AIMK/AWES , dated 27 Mar 2019 from honourable Maj Gen R. S. Bhadauria, MG ic Adm and an honorarium of RS. 10,000/-.

4) Awarded OMF Grant of 400 Euros by EAA & Bern University Switzerland in 2019 to present my research work.

5) Certificate of Appreciation in Academic Excellence for outstanding contribution in imparting Technical Education to the youth of the country, awarded by Ardent Computech Pvt. Ltd., in 2021.

6) Best Paper Award at the International Conference organised by The Heritage College, Feb 2024.

Professional affiliation(s): Member of WAC, EAA, EurASEAA, SHAM

Research interests: Derivatives, Portfolio management, Heritage management, Sustainable development

No. of research publications: Journals: 20, book chapter: 4, conference proceedings: 8



Name: Dr. Anuroopa Mahajan

Educational qualifications: Fellow in Management (PhD)- IIM Kashipur, MHM, MA, BHMCT

Experience (in yrs): Academic: 17+

Organizations worked with: Academic: IIFT, Kolkata, IIM Kashipur, BK School of Management Gujarat University, MRIU – FMS, Faridabad, IPS Academy Indore

Subjects taught: Managerial Behaviour in Organizations, Human Resource Management, Performance Management, OD & Leadership, HR Analytics, Compensation & Benefits Management, Manpower Planning, Recruitment & Selection, Organizational Change & Development,

Awards and/or Recognition: Gold Medalist – Nagpur University, Distinguished HR Analytics Ready – Aon Hewitt Certified, Talent Development Specialist – CII Certified, Human Resource & Talent Management Consulting – CDC & AON Hewitt Certified

Research interests: Workplace Diversity and Inclusion, Talent Management and Development, Technology and HR, Employee Well-being and Work-Life Balance

No. of research publications: Journals: 6, Conference Proceedings: 6, Book Chapter: 1

PhD guidance (if any): 1

MDP/FDP/Consultancy/Research Project(s): MDP: Mitra SK group, Research Projects: Zydu Cadila, Cadila Healthcare Ltd., Ahmedabad, Talent Acquisition, Engagement and Development Strategy, Talent Retention Strategy in Pharmaceutical Industry

Professional affiliation(s): Life Members - HRAI, IHTC

Name: Dr. Abhishek Bhattacharjee

Educational qualifications: BSc (H), MBA (Mktg.), PGD-IR&PM, PhD

Experience (in yrs): Industry: 4; **Academic:** 13

Organizations worked with: Industry: ICICI Prudential, Raspberry Reflections; **Academic:** BP Poddar Institute of Management & Technology, Techno India, Aliah University (Visiting)

Subjects taught: Marketing Management, Advertising & Sales Promotion, Sales & Distribution Management, Service Marketing, Corporate Strategy, Legal & Business Environment, Business Communication, B2B Marketing & Retail Management

Research interests: E-retailing, Online Banking

No. of research publications: Journals: 10, **Conference proceedings:** 13, **Book Chapter:** 01



Name: Dr. Debaleena Chatterjee

Educational qualifications: M.Sc.(Economics), PhD (IIT-Kgp), NET qualified

Experience (in yrs): Academic: 9

Organizations worked with: Academic: IIM Indore (Academic Associate)

Subjects taught: Managerial Economics, Indian Economy and Policy, Operations Management, Business Analytics, Forecasting

Research interests: Econometrics, Business Analytics

No. of research publications: Journals: 14, **Book / book chapter:** 1, **Conference proceedings:** 15

Name: Ms. Neha Joshi

Educational qualifications: B.Com (U.U), M.Com (U.U), M.phil (U.U), UGC NET, Ph.D (IIT KGP) (Pursuing)

Academic: 9 years

Organizations worked with: Academic: D.A.V School of Business Management, Bhubaneswar, Birla Global University, Bhubaneswar & Calcutta Business School.

Subjects taught: Financial Accounting, Management & Cost Accounting, Auditing, Business & Corporate Laws, Financial Management, Corporate Finance, Security & Portfolio Management, Investment Management, International Finance, Financial Institutions & Services.



Awards and/or Recognition: Best Paper award in National Conference on “Science Technology and Management 2022 (NCSTM-22)” held on 8th – 9th July 2022, Jointly organized by Department of Basic Science, NSHM Knowledge Campus, Durgapur.GOI, West Bengal, India and Operational Research Society of India, Durgapur Chapter

Research interests: – Corporate Finance, Behavioral Finance, Earnings Management, Investment Strategies & Sustainable Finance

No. of research publications: Journals: 3, Concept Note: 1, Conference Proceedings: 7

Professional affiliation(s): All India Commerce Association



Name: Ms. Pankhuri Sharma

Education Qualifications: BBA (CAM), MBA (HR), PhD (Pursuing), Certification of Two Courses from IIM C (Management of Self and Management of Change).

Experience (in Yrs): Industry: 1 Academic: 5

Organization worked with: Industry: Dainik Bhaskar Corp. Ltd, Noida.

Academic: MDI Gurgaon, IIM C, Pailan Group of Institutions, Chandigarh University.

Subject Taught: Training and Development, Industrial Relation and Labor Laws, Human Resource Management, Organization Behavior, Human Values and Business Ethics.

Research Interest: Work Place Spirituality, Self Transcendence, Organizational Citizenship Behavior.

No of Research Publications: Book Chapter : 1, Conference Proceedings: 6

Name: Mr. Aniruddha Kundu

Educational qualifications: BME (JU), PGDBA (VGSOM, IIT, Kharagpur), PhD (IIM, Sambalpur) – Pursuing.

Experience (in yrs): Industry: 07+ ; Academic: 15+

Organizations worked with: Industry: Cummins Diesel Sales and Services Limited, NCR Corporation (India) Private Limited, Diebold Systems Private Limited.

Academic: Institute of Leadership, Entrepreneurship and Development (ILead), NSHM Knowledge Campus, Kolkata, Charnock Healthcare Institute, International Institute of Business Studies, Kolkata Campus.

Subjects taught: Production and Operations Management, Operations Research, Quality Management, Supply Chain Management, Entrepreneurship, etc.

No. of research publications: Book Chapter: 01



Placement Head



Name: Mr. Tamojit Ghosh Roy

Educational qualification : B.Sc, M.Sc, MA, MBA

Experience (in yrs): Industry: 14; Academic: 11

Organizations worked with Industry: McGraw-Hill, Harvard Business School Press (HBSP), Oxford University Press (OUP), Tata – NCPA, Wolter's Kluwer;

Academic: University of Mumbai, University Utara Malaysia

Subjects taught: Marketing, General Management

Awards and Recognition: WEC Leadership Award, 2020; 50 Innovative Leaders in Education, 2019; 10th DNA Innovative Education Leadership Award, 2018, Dewang Mehta National Education Awards; AMP National Award for Excellence in Education, 2017; 100 Most Influential Directors of India (Education) of World Education Congress, 2016.

Research interests: Marketing Application of Emerging Technologies, Foreign Direct Investment, Innovations in Education.

No. of research publications: Book / book chapter: 1

MDP/FDP/Consultancy/Research Project(s): FDP conducted for VNS Business School & AICTE STP, Bhopal on 'Sustainable Marketing', 2021

Professional affiliation(s): CII Education (Western Region)

Librarian

Name: Dr. Sayan Palit

Educational qualifications: MA, MLIS, PhD, NET qualified

Experience (in yrs): Industry: 1 ; Academic: 16

Organizations worked with: Industry: C-DAC Kolkata; **Academic:** NCSM

Professional affiliation(s): Life Member – IASLIC, BLA

Research interests: Library & Information Science (specially Bibliometrics)

No. of research publications: Journals: 2, Conference proceedings: 2



Counsellor



Name: Ms. Debasmita Sarkar Dhar

Educational qualifications: M.Sc Psychological Counseling, PhD-Pursuing

Professional Certification(s): Certified Mindfulness Based Cognitive Therapy Practitioner, Certified POSH Trainer, Certified Neuro Linguistic Programming (NLP) Associate Practitioner.

Experience: Practiced in Army, Civil, and Army Public Schools (APS), Civil Educational Institutions as a counselor since 2012, actively engaged with Bhumi NGO and Army Wives Welfare Association (AWWA) as a social activist.

INSTITUTE ACTIVITIES

INTERNATIONAL EXCHANGE PROGRAMME

AIMK signed its maiden MOU on the International Exchange programme, with the Faculty of Business Studies (FBS) at the University of Dhaka in February 2020, in Dhaka, Bangladesh. On the sideline of the event, a token of appreciation was also presented to Prof. Andreas Larsson - Deputy Vice-Chancellor of Blekinge Institute of Technology, Sweden.



FACULTY DEVELOPMENT PROGRAMMES

AIMK organizes regular Faculty Development Programmes on key areas for practicing academic professionals. The keynote speakers are usually from the IIMs and leading Universities in India. The programmes are well received and appreciated by participants from other academic institutes.

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 ideas to practicing managers, faculty and students of management.

INDUSTRY ACTIVITIES

CONSULTANCY SERVICES

The Institute undertakes regular consultancy assignments of the industry encompassing various facets of management to analyze different kinds of challenges faced by them and suggest new ideas of organisational management & profitability.

INDUSTRY - INSTITUTE INTERFACE

The Institute invites senior management level experts from the Industry - at regular intervals to interact with the students. AIMK also organizes industrial visits for the students.

HR PANEL DISCUSSION WITH CALCUTTA MANAGEMENT ASSOCIATION



IN-COMPANY TRAINING PROGRAMME MANAGEMENT DEVELOPMENT PROGRAMME

The Institute conducts In-Company Training Programmes for professional managers working in Public and Private Sector Companies. It provides intellectual expertise to top-level educational institutions also. The Institute lends its academic resource to the Institute of Hotel Management - Kolkata. AIMK also conducted a 4-day Management Development Programme (MDP) for executives of LIC of India and a 2-day MDP for executives of Redington (India) Ltd.

STUDENT ACTIVITIES



Sanchalan 2k24



27th Foundation Day



Janmashtami

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.

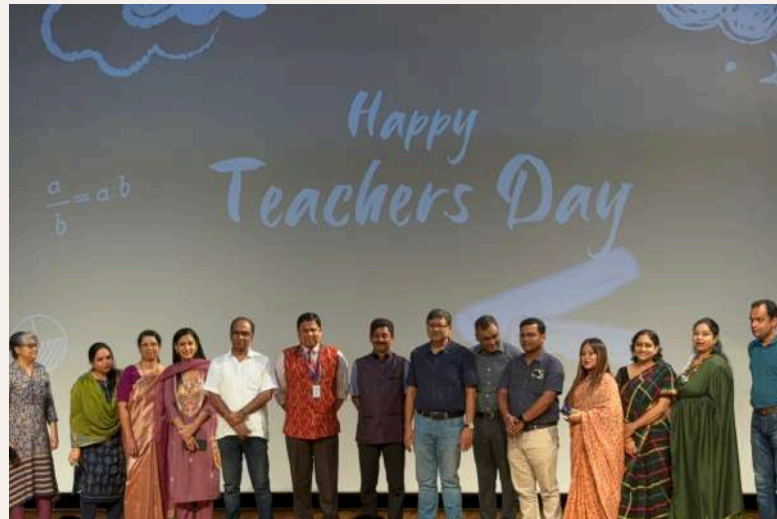
ANNUAL DAY FUNCTION : Cultural programme organized by the students.

CULTURAL EVENTS : Students also participate in various cultural events organized by other B-Schools.

INFERNO : The Annual Inter B-School Meet.



Commemorating Day



Teachers' Day

GRADUATION CEREMONY

AIM Kolkata organizes Graduating Ceremony 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 the best performance in Marketing, Finance and HR specialization in the final year.



Graduation Ceremony MBA 24-25

SNAPSHOT OF ACTIVITIES AT AIMK



Dance Club Performance



Independence Day Celebration



Agomoni



Bootcamp 2024



INFERNO



College Band- Prahar performance

PLACEMENT

AIMK has a dedicated placement cell to cater to the events and activities of placements. Being a front runner in the field of imparting professional management education, AIMK has an excellent track record of placements over the past 27 years.

During the present year 2024, the highest salary offered was Rs 16.22 lakh p.a and the average was 7.65 lakh p.a.

Over 115 companies participated in the Final Placement and 51 companies for the Summer Placement programme. The students have mainly been placed in the areas of Marketing, Finance, Human Resources and Systems. Today our students are professionals, in managerial roles in leading companies within and outside the country, across different industries.

LIST OF CORPORATES VISITED FOR SIP FOR MBA-27 BATCH

No	Company Name		
1	Aditya Birla - UltraTech Cement	27	Lead Height
2	Aditya Birla Capital	28	LernX (Vio LernX Pvt. Ltd.)
3	Aditya Birla Fashion And Retail Ltd. (Pantaloon)	29	Mahindra Educational Pvt. Ltd.
4	Aditya Birla Sun Life AMC Ltd.	30	Mirae Asset Investment Managers (India) Pvt. Ltd.
5	Adorn Education India (OPC) Pvt. Ltd.	31	Mondelez International
6	Army Institute Of Management	32	Nestle India
7	Arvind Fashions	33	Niti Ayog
8	Baynee Industries	34	Paving +
9	Blue Tea India	35	Payvriz Technologies Pvt. Ltd.
10	Boolment Software Development Pvt. Ltd.	36	PlantoMed Nutraceuticals
11	Canara HSBC Life Insurance	37	Pravdaa People Pvt. Ltd.
12	Corelynx	38	Procam Group
13	Crpl Infra Prt. Ltd.	39	Purbasha Group
14	Datamaze Solutions Pvt. Ltd.	40	Rasasvada Udhyan (Aristo)
15	Decathlon	41	Real Tea India (Trinabh Foods Pvt. Ltd.)
16	DLF	42	Reliance Jio BP
17	Dreams	43	Reserve Bank of India
18	Eastern Financiers Ltd.	44	Samco Mutual Fund
19	Eveready Industries India Ltd.	45	State Bank of India
20	Fidelite Group	46	TATA Motors (TC Motors)
21	Indian Bank	47	TATA Steel
22	Indian Oil Corporation Ltd.	48	Tekni Plex India Pvt. Ltd.
23	Indian Shelter Finance Corporation Ltd.	49	Think Next Technologies Pvt. Ltd.
24	Indus Net TechShu Digital Pvt. Ltd.	50	Unicohub Pvt. Ltd. (Plutus Labs)
25	ITC Limited	51	West Bengal State Electricity Distribution Company Ltd.

DETAILS OF CAREER DEVP ACTIVITIES CARRIED OUT FROM JULY 2023 TO SEP. 2024

SI.No	Date	Batch	Subject/Topic
1	15-Jul-23	MBA 26	POSH Workshop
2	17-Jul-23	MBA 27	Ice Breaking Session of MBA 27
3	20-Jul-23	MBA 26	Placement Session for Marketing Students
4	6 Aug-18 Aug 23	MBA 27	Counsellor's Interview with students & Psychological Test
5	7-Aug-23	MBA 26 & 27	Seminar on AI, ML, Cloud computing and Blockchain Technologies
		MBA 26	Feedback on Mock PI
6	17-Aug-23	MBA 26	Interview Preparation
7	19-Aug-23	MBA 26	Advance Excel Demo
		MBA 26	Advance Excel Demo
8	2-Sep-23	MBA 26	Cracking the Job Code : The Final Push (Simulated GD PI)
9	2-Sep-23	MBA 27	Digital Banking Demystified
10	23-Sep-23	MBA 26 & 27	Corporate Summit 2023 in consultation with NHRDN Kolkata Chapter
11	29-Sep-23	MBA 26 & 27	Guest Lecture on "Intrapreneurship-A Powerful Drive For Business Growth"
12	30-Sep-23	MBA 27	Psychometric Test : SWOT and Conflict Management
13	1-Oct-23	MBA 26	Digital Marketing Course for MBA Students
14	11-Oct-23	MBA 27	Entrepreneurship Awareness Drive (EAD) 2023
15	28-Nov-23	MBA 26 & 27	Guest Lecture on Importance of Soft skills for Corporate
16	23-Jan-24	MBA 27	Mock GD Session
17	4-Feb-24	MBA 27	Public Speaking Session
18	19-Feb-24	MBA 27 (Marketing Students)	Pre-Placement Activity
19	20-Mar-24	MBA 27	ITC Limited Orientation Programme for Summer Interns
20	27-Jul-24	MBA 28	Introduction to Alumni Association
21	05 Aug -16 Aug 24	MBA 27	Boot Camp - MBA 2.7 (2024-25)
22	4-Sep-24	MBA 27	Samvayan 2024
23	5-Sep-24	MBA 27	Live Screening Mock GD-Peer to Peer Learning
24	09 Sep - 11 Sep 24	MBA 27	Psychometric Assessment Test
25	14-Sep-24	MBA 27	Mock PI Session

PERFORMANCE AND PLACEMENT RECORD

1. Highest Salary offered for MBA 25 Batch	- 15.00 LPA
2. Highest Salary offered for MBA 26 Batch	- 16.22 LPA
3. Avg Salary offered for MBA 25 Batch	- 7.86 LPA
4. Avg Salary offered for MBA 26 Batch	- 7.65 LPA
5. Total company visited for final placement of MBA 25 Batch	- 72
6. Total company visited for final placement of MBA 26 Batch	- 115
7. Total company visited for SIP of MBA 26 Batch	- 36
8. Total company visited for SIP of MBA 27 Batch	- 51
9. Total No of Students of MBA 26 batch completed SIP	- 115/115
10. Total No of Students of MBA 27 batch completed SIP	- 117/117



HEAD PLACEMENT AND CORPORATE RELATIONS



Army Institute of Management, Kolkata (AIMK) has an excellent track record of campus placements for its graduating students. Several high-profile corporate houses of national and international repute have been visiting AIMK campus during placement season to hire young management graduates for various corporate positions. Though pandemic has posed immense challenges to our initiatives, we still have been able to achieve exemplary record in providing opportunities to our young graduates. Heartfelt thanks to our recruiters' for bestowing their unwavering trust on our talent pool.

The year-on-year stupendous success in placements can be attributed to the AIMK team's constant engagement with the corporate world, and, cutting edge on-field and in-classroom skill development training imparted to the students. The training process at AIMK is inspired by ethos and culture of the Indian Army and therefore, augments critical inputs on self-discipline, integrity and social behaviour unique for business leadership. The cliquish family of alumni members is a source of inspiration behind the placement success at AIMK.

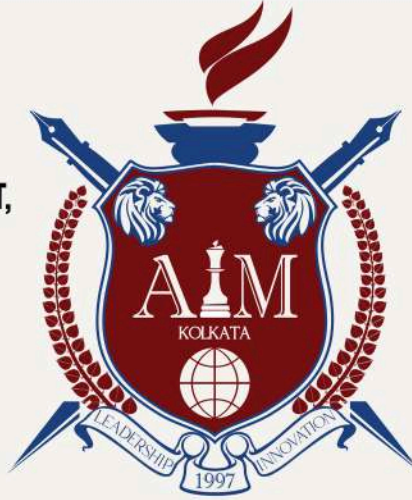
We assure you a secured future by systematically nurturing your potential.
 Prof. Tamojit Ghosh Roy
 Head – Corporate Relations and Placements

+91-94362-82510 (11 am - 5pm)
 placement_cell@aim.ac.in

FEES STRUCTURE

ARMY INSTITUTE OF MANAGEMENT,
KOLKATA

MBA • 29 (2025 • 2027)



Ser No	Particulars	Army/IN/IAF (Amount in Rs)	Army/IN/IAF (Amount in Rs)	General (Amount in Rs)	General (Amount in Rs)
		First Year	Second Year	First Year	Second Year
		(Jul 2025 - Jun 2026)	(Jul 2026- Jun 2027)	(Jul 2025 - Jun 2026)	(Jul 2026- Jun 2027)
1	Fees	2,63,500.00	2,73,500.00	3,73,500.00	3,88,500.00
2	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) Insurance Premium Paid to AWES	130.00	130.00	130.00	130.00
	Total	1,730.00	130.00	1,730.00	130.00
SUB TOTAL (SER 1 + 2)		2,65,230.00	2,73,630.00	3,75,230.00	3,88,630.00
3	Hostel /Messing Charges				
	(a) Rent & Allied Charges	40,000.00	40,000.00	40,000.00	40,000.00
	(b) Messing Charges* (For 11 Months @ Rs 165/- per day)	55,275.00	55,275.00	55,275.00	55,275.00
	Total	95,275.00	95,275.00	95,275.00	95,275.00
4	Security Deposit (One Time)	15,000.00		15,000.00	
GRAND TOTAL (SER 1+2+3+4)		3,75,505.00	3,68,905.00	4,85,505.00	4,83,905.00
Year	Installment	Army/IN/IAF (Amount in Rs)	General (Amount in Rs)	Due Date	Payment Mode
First Yr	Ist Installment(Rs)	60,000.00	60,000.00	On Confirmation of Seat	Online
	2nd Installment(Rs)	1,31,125.00	1,86,125.00	Before Registration for the Course	
	3rd Installment(Rs)	1,84,380.00	2,39,380.00	31-Dec-25	
Second Yr	Ist Installment(Rs)	1,87,030.00	2,44,530.00	31-Jul-26	
	2nd Installment(Rs)	1,81,875.00	2,39,375.00	31-Dec-26	
Grand Total		7,44,410.00	9,69,410.00		

As per the requirements of the University each student is expected to deposit the examination fees individually to the university directly on their fee portal for every semester examination. The dates and examination fees will be notified to the students by the University & the institute. It will be the responsibility of every student to deposit the fees. The Institute will not be responsible for the deposition of the fees. Non deposition of the fees within the stipulated time given by the university will lead to disqualification of the student from the examination. Any assistance to deposit fees will be given to the students however responsibility lies with the students.

For Payment Schedule: ** Payment schedule to be strictly adhered to. Non compliance of timely payment may lead to disqualification of the student from the Institute.

INSTRUCTIONS

1. University (MAKAUT) Examination fee of Rs 1200/- per sem to be paid directly to university by the students after clearance of all outstanding dues. The exam fee is subject to change as per University norms.
2. Direct Admission fee of approx Rs. 600/- per student or as decided by the University (MAKAUT) is to be paid directly by the student as and when directed by MAKAUT.
3. Security Deposit of Rs 15,000/- will be returned without interest after completion of the course.
4. No exemption is allowed in Hostel/Messing charges due to absence from the hostel or for any reason.
5. Late fee @ Rs 100/- per day will be charged for number of days of delay in payment.
6. Fees is to be paid through on line mode only.
7. The fee structure may undergo minor revisions to support the enhancement of student facilities.



SPORTS & GAMES

Several sports facilities like Badminton, Basketball, Cricket, Football, Volleyball & Table Tennis are available within the college campus. Indoor sports facilities are also available in the Amenities block.

TROPHY / SCHOLARSHIP / AWARDS

CHIEF OF THE ARMY STAFF (COAS) ALL-ROUND BEST STUDENT ROLLING TROPHY : 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 a merit certificate.

AWARDS OF ACADEMIC EXCELLENCE : 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 a 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 : Given to three students for getting the best performance in Marketing, Finance and HR specialization in the final year. The awards consist of a reward of Rs 10,000/- for each specialization.

ARMY COMMANDER'S SCHOLARSHIP : (Each amounting to Rs 25,000/) - Awarded by HQ Eastern Command to two students of Army Category of each batch every year.

DIRECTOR'S SCHOLARSHIP : (Each amounting to Rs 25,000/-) Awarded by Director AIMK to two students from each batch every academic year. All students are eligible for this scholarship except the recipient of Army Commander's scholarship and TATA Merit scholarship.

TATA MERIT SCHOLARSHIP : Awarded by TATA Defense 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.

CODE OF CONDUCT

A lot of emphases is given to the Institute to inculcate the values of Integrity, Discipline, Morality & Ethics in day-to-day conduct. The students, faculty and staff are bound by a non-negotiable Code of Conduct. Every year, on our Foundation Day, all the stakeholders take a pledge to adhere to the code of conduct in letter and spirit.

N.B. Conduct to be Maintained As per Campus Rule book issued to all joining.

DRESS CODE

We pride ourselves on the way we dress and our emphasis on personal grooming :

- We have an institute Uniform or formal dress which students wear on Mondays and important days such as formal functions, visits, guest lectures, placement interactions and other specified days.
- The institute Uniform comprises of black Trousers, a white shirt, formal shoes, Tie and belt. During winters a black blazer is also worn.
- Gentleman (non-Sikh) students are expected to shave regularly. There is a Tradition of lady students to wear a saree during Their first month on The campus.
- During graduation ceremonies, graduating Students wear traditional attire.

ANTI-RAGGING POLICY

AIMK FOLLOWS A POLICY OF ZERO TOLERANCE FOR RAGGING

GENERAL

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.

N.B. Also refer the "UGC 2009 Regulations for HEI's for Curbing the Menace of Ragging" which is strictly followed at AIM kolkata.

RAGGING

1. "Ragging" constitutes one or more of any of the following acts : 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 a fresher or any other student with rudeness.
2. Indulging in rowdy or undisciplined activities by any student or group of 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.
3. 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 to adversely affect the physique or psyche of such fresher or any other student.
4. Any act by a senior student that prevents, disrupts or disturbs the regular academic activity of any other student or a fresher.
5. Exploiting the services of a fresher or any other student for completing the academic tasks assigned to an individual or a group of students.
6. Any act of financial extortion / forceful expenditure burden put on a fresher or on other student / students.

7. 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.

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

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

PREVENTION OF RAGGING

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.

It is mandatory for all students and their parents to submit an Affidavit as per the specified format given by AIMK, at the time of admission to the Institute. Detailed instructions on the subject will be displayed on the Institute notice board.

ANTI-RAGGING COMMITTEE

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

PENALTY FOR RAGGING

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

1. Warning and intimation to parents.
2. Monetary fine.
3. Arrest by police and trial by the court of law.
4. Expulsion from the Institution.
5. Any other punishment as decided by the Management.

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 :

'Redressal of Grievances'
C/O Administrative Office
Army Institute of Management, Kolkata
Plot No III-B/11, Action Area-III, New Town
Rajarhat, Kolkata - 700160

3. The representation will be examined by a Grievance Redressal Committee on its merit. The 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 the Maulana Abul Kalam Azad University of Technology (formerly, WBUT). Particulars of the 'Ombudsman' will be displayed on the Institute website and notice board in due course on receipt from MAKAUT.

WELL BEING

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 an 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 only 3 kms away from the campus.

(b) First aid facilities for civilian students are provided in case of emergency. Otherwise, the cost of the medical treatment will be borne by the civilian students. It's advisable to have a mediclaim policy for civilian students.



ADMISSION PROCESS

The admission to AIMK (2025) will be through the Common Admission Test (CAT) conducted by the Indian Institutes of Management. CAT is the first step in the process of seeking admission to AIMK. All eligible applicants, with a valid CAT 2024 scorecard will be called for Group Discussion & Personal Interview (GD-PI) to be conducted by "AIM 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 the selection process JEMAT-2025 as prescribed by the affiliating University. [subject to availability of seats after exhausting all CAT candidates]

N.B : IIMs have no role in the admission process of AIMK.

Common eligibility criteria for wards and dependents of IA, IN and IAF

(a) The applicants must fall into one of the following categories for admission :-

- (i) Children of serving IA/IN/IAF personnel with minimum 10 years continuous service in the IA/IN/IAF.
- (ii) Children of IA/IN/IAF ex-servicemen (ESM) 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 Children of recruits medically boarded out and granted disability pension.
- (iii) Children of such IA/IN/IAF ESM who have taken discharge/release after ten years of service.

(b) Adopted /Step Children and Children of Remarried Widows :-

- (i) Adopted Child of IA/IN/IAF personnel adopted at least five years prior to seeking admission.
- (ii) Step Children are eligible provided they are born out of a wedding where at least one parent belonged to the IA/IN/IAF.
- (iii) Children of widows of IA/IN/IAF personnel who are born as a result of second marriage with IA/IN/IAF personnel only. However, children of widows of IA/IN/IAF personnel born out of remarriage with Non-IA/IN/IAF personnel would not be eligible for admission.

(c) Eligibility Criteria in Special Cases. The eligibility will be granted subject to conditions mentioned hereunder :-

- (i) Children of Army Postal Services (APS) Personnel: -
 - (aa) Children of APS personnel classified as ESM 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 and of those who, as per their terms and conditions of service, retired from APS after completing their minimum pensionable service.

ADMISSION PROCESS (Cont..)

(ii) Children of MNS/TA Personnel. The following are eligible :-

- (aa) 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.
- (ab) Children of only those TA personnel who have completed 10 years of embodied service.

(d) Candidates who are ineligible. The following category of candidates are not eligible :-

- (i) Those who are not included in any of the categories mentioned in Para 2 (a) to (c) above on the date of commencement of the course.
- (ii) A candidate who has passed any examination of a Statutory University, recognized as equivalent to the course in the College(s)/Institute(s), shall not be permitted to appear for the examination for the same course.

(e) Definition of dependent children :-

- (i) Sons. 25 years of age or employed, whichever is earlier.
- (ii) Daughters. Till married or employed, whichever is earlier.

(f) Academic Qualifications :-

As notified from time to time by agency conducting admission tests.

WEIGHTAGE

(g) The eligible children of IA/IN/IAF personnel who are Gallantry Award winners, Battle Casualty (including those disabled in action) Physical Casualty (including dead/disabled in service) and War Widows will be given weightage, as under, for admission to courses in AIMK.

WEIGHTAGE FOR ADMISSION TO CHILDREN OF GALLANTRY AWARD WINNERS AND WAR WIDOWS WILL BE AS UNDER :

NO.	PARTICULARS	PERCENT	NO.	PARTICULARS	PERCENT
A	GALLANTRY AWARD PARAM VIR CHAKRA	5%	B	BATTLE CASUALTIES INCLUDING INDIVIDUALS DISABLED IN ACTION (BOARDED - OUT AND NOT BOARDED OUT)	
i					
ii					
ii	ASHOKA CHAKRA	5%	i	51% AND MORE DISABILITY	3%
iii	MAHAVIR CHAKRA	4%	ii	UPTO 50% DISABILITY	2%
iv	KIRTI CHAKRA	4%	C	PHYSICAL CASUALTIES INCLUDING INDIVIDUALS DIED IN SERVICE W/O ATTRIBUTABILITY TO MILITARY SERVICE	3%
v	VIR CHAKRA	3%	D	MENTION IN DESPATCHES	1%
vi	SHAURYA CHAKRA	3%	E	WAR WIDOWS	5%
vii	SENA MEDAL (GALLANTRY ONLY)	1%	F	PHYSICAL CASUALTIES INCLUDING INDIVIDUAL DISABLED IN SERVICE WITH OR WITHOUT ATTRIBUTABILITY TO MILITARY SERVICE & BOARDED-OUT	2%

ELIGIBILITY FOR GENERAL CATEGORY

Any ward of defence personnel, except Army, and civilian are eligible to apply under General category as per the Eligibility Criteria mentioned above. No separate conditions are applicable.

Seats Available : 90 (Army), 4 (Indian Airforce), 2 (Indian Navy), 24 (General)

ONLINE APPLICATION FORM

Candidates desirous of seeking admission to AIMK can obtain the Application Form for MBA programme from the AIMK website www.aim.ac.in. The cost of the application form is Rs 500/- for Army/IAF/IN wards and Rs 600/- for General category. This fees is NON-REFUNDABLE. Candidates, who are willing to take admission, need to pay the cost of the application form.

For Online Application and payment process, please follow the uploaded information in the website.

Group Discussion - Personal Interview (GD- PI)

Eligible applicants, with a valid CAT 2024 scorecard, will be called for Group Discussion and Personal Interview online on merit basis.

All eligible applicants, based on the eligibility criteria mentioned above, will be intimated during **2nd week of Feb 2025**. The GD-PI will be conducted tentatively during **March 2025**. The exact date of GD-PI will be communicated individually through registered email.

The candidates will have to produce their CAT 2024 scorecard for GD-PI.

SELECTION

Selected Candidates will be intimated through emails. They will be required to pay online a sum of Rs 60,000/- as acceptance of the offer. The detailed method of payment to be followed will be intimated through Email & Letter. The amount will be adjusted against the tuition fees, which have to be paid at the time of registration including fees for the first semester once the candidate is admitted.

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

- (a) Original Degree Certificate (2 sets of photocopies).
- (b) Original Migration Certificate from the University last attended.
- (c) Split Mark sheets of graduation (2 sets of photocopies).
- (d) CAT 2024 scorecard (2 sets of photocopies).
- (e) Aadhaar Card (2 sets of photocopies)
- (f) Five passport size photographs.
- (g) Birth Certificate (2 sets of photocopies)
- (h) Caste Certificate (2 sets of photocopies)

OTHER INFORMATION

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 GD-PI does not necessarily mean acceptance of eligibility. Final eligibility for admission will be decided by the College authority at the time of 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 the course, the College authority reserves the right to cancel his / her candidature without any refund of the fees / charges paid.

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 the 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.

Source: The refund policy, as mentioned above, is as per AICTE/MAKAUT/AWES guidelines & the latest ruling would be effective.

JUDICIAL DISPUTES

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

ADMISSION INFORMATION

FILL IN THE APPLICATION FORM ONLINE : CONTACT DETAILS :

Admission Office
Army Institute of Management
Plot No III-B /11, Action Area III,
New Town Rajarhat
Kolkata - 700160
Telephones : 9830898046, 7980010533, 9874874229,
6289378015
E-mail : admission_cell@aim.ac.in
Website : www.aim.ac.in





KOLKATA



www.aim.ac.in



<https://goo.gl/maps/5Vyc6EMh4owymxr7>



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