



ASSAM INSTITUTE OF MANAGEMENT

(A Government of Assam Society)

Campus Address: Bigyan Path, Opposite IASST,
Paschim Boragaon, Guwahati – 781035.

Phone: 8474884123

E-mail: mail@aimguwahati.edu.in

website: www.aimguwahati.edu.in

Admission Office Timings:

Monday to Saturday | 10:00 AM – 5:00 PM



INFORMATION BROCHURE

For Admission into
2-Years Full Time Master of Business
Administration (MBA Programme)
(TRIMESTER BASED) &
5-Years Integrated Programme in
Management (BBA + MBA)
(2026–2031)

- AICTE Approved,
- Affiliated to ASTU
- NEP-2020 Compliant



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From the Director's Desk

Assam Institute of Management – WE CHANGE LIVES

It is with a deep sense of responsibility and pride that I welcome you to the Assam Institute of Management (AIM), an autonomous institution established by the Government of Assam in 1988 with a clear developmental mandate to nurture competent, ethical, and socially responsible management professionals. AIM stands as a beacon of professional education in the North Eastern region, committed to capacity building, leadership development, and nation-building through quality management education.

At AIM, management education is viewed as a transformative process that goes beyond classroom instruction. Supported by a dedicated faculty, strong industry and government interface, research initiatives, executive education programmes, and consultancy assignments, the Institute continues to contribute to capacity building, governance reforms, entrepreneurship, and sustainable development, particularly within the socio-economic context of Assam and the North Eastern region.

As we move forward, the Assam Institute of Management remains committed to strengthening academic quality, expanding research and doctoral studies, fostering institutional collaborations, integrating digital and analytical tools, and upholding the highest standards of ethics and professionalism. I extend my best wishes to our students, faculty, staff, alumni, and stakeholders, and warmly invite you to be a part of AIM's continuing journey of excellence, relevance, and public service.

Dr. Sanjib Raj
Director

AIM GENESIS

The Assam Institute of Management was established in 1988 as an autonomous institute of Government of Assam. Prior to that, several diagnostic studies were conducted by the State Government, which identified management inefficiency and dearth of professionally trained management personnel as the main reason for the underperformance of the State Level Public Enterprises and various government sponsored projects. In that context, the Government of Assam promoted the Assam Institute of Management as an autonomous institute under the Public Enterprises Department. In 1997, the Government of Assam changed the Institute's reporting department by a Cabinet Resolution under its Administrative Reforms Programme. Considering the contribution of the Institute in management education, the Government of Assam has restructured and broadened the Governing Body of the Institute and vide a circular in September, 2008, the Institute was brought under the Directorate of Technical Education of Government of Assam. In 2022, the Institute has been brought under the Directorate of Higher Education of Government of Assam.

AIM VISION

"To be a vibrant, best-in-class Management Institute, nationally acclaimed and globally networked, committed to becoming a leader in management education, consultancy, training, research, creativity & innovation and a distinct hub for industry-academia interface."

AIM MISSION

1. Be a management institute of excellence with an open teaching-learning environment.
2. Develop best-in-class faculty and students invested in life-long learning.
3. Espouse industry-academia synergy over the full value chain covering incubation, intellectual property right, start-ups to market linkage with accent on innovation and entrepreneurship.
4. Develop an interdisciplinary research culture and scholarship mind-set.
5. Strive for leadership position in the field of consultancy and training by investing in resources, expertise and knowledge to generate additional revenue, growth and vibrancy.
6. Put in place systems, structures, processes for a rounded career-counselling set-up and a placement cell with close and interactive industry linkages
7. Infuse a socially conscious and environmentally-sensitive mind-set and approach in all aspects of its activities.

GOVERNING BODY

Sl. No.	Incumbent	Position
1	Hon'ble Minister, Education, Assam.	Ex-Officio Chairman
2	Senior most Secretary to the Government of Assam, Department of Higher Education	Ex-Officio Member
3	Senior most Secretary to the Government of Assam, Department of Industries and Commerce	Ex-Officio Member
4	Senior most Secretary to the Government of Assam, Department of Transformation and Development	Ex-Officio Member
5	Commissioner & Special Secretary to the Government of Assam, Public Works (Building) Department	Ex-Officio Member
6	Director of Higher Education, Assam	Ex-Officio Member
7	Nominee of V. C., Assam Science & Technology University, Guwahati	Ex-Officio Member
8	Director, Indian Institute of Technology, Guwahati	Institutional Member
9	Resident Chief Executive, Oil India Ltd., Duliajan	Institutional Member
10	Managing Director, Numaligarh Refinery Limited	Institutional Member
11	Managing Director, Premier Cryogenics Ltd.	Institutional Member
12	Shri Shantikam Hazarika, Founder Director, Assam Institute of Management	Independent Member
13	Dr. B. K. Das, Former Managing Director, Numaligarh Refinery Ltd	Independent Member
14	Shri R. S Joshi, Former President, FINER	Independent Member
15	Director, Assam Institute of Management	Ex-Officio Member Secretary



CORE FACULTY



Dr. Sanjib Raj, Director
BE (Electronics) (NIT-Surat),
MBA, Ph. D.
- 35 years in Industry and Academics
as well as youth counselor



Dr. Sinmoy Goswami,
Assistant Professor
BE (Mechanical), M.B.A., Ph. D.
- 15 years in Industry and Academics



Dr. Irfan Ullah
Sr. Assistant Professor
MBA, Ph. D., FDP (IIMA)
- 19 years in Industry, Academics,
Training and Placement.



Dr. Shazeed Ahmed,
Assistant Professor
MBA, MA, (DE), MCJ, Ph. D., UGC-NET, B. Ed.
- 22 years in Industry and Academics



Dr. Karabi Goswami,
Sr. Assistant Professor
MBA, Ph. D.
- 19 years in Industry and Academics



Mr. Avisek Purkayastha
Assistant Professor
BE (Computer Technology), M.B.A. (PGDM),
Ph. D. (Pursuing), UGC-NET
- 10 years in Academics



Dr. Mreeshi Agarwala
Sr. Assistant Professor
M. Sc. (Rural Development),
MBA (HR), Ph. D.
- 19 years in Academics



Mr. Upal Jyoti Baruah
Assistant Professor
BE (Chemical Engineering), PGDM
- 8 years in Industry and Academics

RESEARCH ASSOCIATE



Mr. Rajesh Choudhury
Research Associate
CA (Finalist), M. Com
- 5 years in Industry and Academics



Chandrasree Sarmah
PGDBM, Human Resources Management/
Personnel Administration, General
More than 7 years of experience in Academics



Mr. Madhurjya Bora
Research Associate
M. Tech. (Computer Science) IIIT, Guwahati
- 7 years in Industry and Academics



Nishan Kakati
MBA
-10 years of academic & research experience.

VISITING PROFESSORS



Shri Shantikam Hazarika
Founder Director, Assam Institute of
Management
B.E. (BITS-Pilani), PGDM (IIM-A)



Dr. Bhupati Kr. Das
Former Managing Director - NRL & BORL,
Professor Emeritus-D.U. B.E. (BITS-Pilani),
PGDM (IIM-A), Ph. D. (G.U.)

ADJUNCT FACULTY



Shri Manas Borah
B. Tech. (Textile), ADMM (IGNOU), MBA
(University of Ljubljana, Slovenia)
Former Executive Director (HR),
Indian Oil Corporation Ltd.
- 37 years in Industry



Syeda Shahnaj Hussain (LLM)
BA (Pol.Sc.-GU), LLB (GU), LLM(GU), PGDHRL
(NLSIU-Bangalore). 15 years' experience in
Industry, Teaching, Law Practice and
Entrepreneurship with a keen interest in
constitutional law, human rights and political
theory apart from contributing to the academic and
personal growth of students.



Priyanka Das
Master of Laws - LLM at Gauhati University,
Guwahati
5 years of teaching and research experience
higher legal education.



Shri Birinchi Medhi
Director, BKM orcheetech
Technologies Pvt Ltd, B.Tech
(E&T Engineering)

CORE ADMINISTRATION TEAM



Sri Nakul Chandra Kalita
Administrative & Accounts Officer
- 36 years in academics and
administration



Sri Kishore Hazarika
Senior Programme Officer (MDP) &
Purchase cum Procurement Officer
- 26 years in administration



Sri Chandan Borah
Senior Programme Officer (Academic) &
Deputy Controller of Examinations
- 29 years in industry and administration



Sri Manabendra Deka
Programme Officer (Admin)
- 13 years in industry and administration

THE SALIENT FEATURES OF AIM MBA PROGRAMME

- **Trimester System:** Trimester-based structure enabling wider course coverage and inclusion of contemporary subjects.
- **Strong Full-Time Faculty:** Highly qualified faculty with rich academic and industry experience; continuous upskilling through FDPs and industry interaction.
- **Strict Academic Calendar:** Well-defined, time-bound academic schedule ensuring discipline and timely course completion.
- **Regulatory Compliance:** Full compliance with AICTE (All India Council for Technical Education), Government of India and ASTU (Assam Science and Technology University), Government of Assam norms.
- **Comprehensive Computer Education:** Advanced computer labs with LAN, multimedia, language lab, and Wi-Fi; mandatory computer literacy.
- **Case-Based Learning:** Practice-oriented pedagogy through case studies, projects, fieldwork, and assignments.
- **Soft Skills & Communication:** Strong focus on communication, presentation, personality development, mock interviews, and professional effectiveness courses.
- **Continuous Evaluation:** Ongoing assessment through presentations, quizzes, assignments, projects, with regular feedback and counselling.
- **Updated Curriculum:** Industry-driven syllabus revisions aligned with emerging trends.
- **Industry Exposure:** Industrial visits and regular interactions with industry experts, academicians, and bureaucrats.
- **High Academic Rigor:** Intensive learning schedule with rigorous academic engagement.
- **Industry-Academia Networking:** Active collaborations with leading organisations for internships, research, workshops, and training programmes.

Courses Offered & Description

• 2-Year Full-Time Master of Business Administration (MBA) (2026–2028) (Trimester Based)

A rigorous postgraduate management programme for graduates, focused on advanced managerial concepts, specialisations, industry exposure, and professional development to build industry-ready leaders.

• 5-Year Integrated Programme in Management (BBA + MBA) 2026-2031

A comprehensive management programme designed for students after 10+2, combining undergraduate (BBA) and postgraduate (MBA) studies with a strong foundation in business fundamentals, skill enhancement, and industry-oriented learning.

• Ph.D. Research Centre in Management (Under ASTU) – Assam's Only

Eligibility for Admission to the MBA Programmes

1. 2-Year Full-Time MBA Programme (2026–2028)

- Must possess a Bachelor's Degree in any discipline, except Fine Arts.
- Minimum aggregate marks:
 - 50% for General/OBC candidates
 - 45% for SC/ST candidates
- Final-year students may apply provisionally, subject to fulfilling all degree requirements before registration.
- Selection is based on valid Entrance Test Scores (CAT/CMAT/MAT/XAT/ATMA), followed by Group Discussion and Personal Interview.

2. 5-Year Integrated Programme in Management (BBA + MBA) 2026-2031

- Must have passed 10+2 from any stream (Science / Commerce / Arts).
- Eligibility and admission norms follow NEP 2020 guidelines.

Admission Process for the 2-Year MBA Programme (2026–2028)

- Candidates must have a valid score from any National Management Entrance Test, such as: **CAT / CMAT / MAT / XAT / ATMA.**
- Applicants must fill out the AIM Online Application Form available on the AIM website: <https://www.aimguwahati.edu.in>
- Shortlisting is done based on:
 - Entrance Test Score
 - Academic Background
 - Other criteria as specified by AIM
- Shortlisted candidates will be invited to participate in the Group Discussion (GD) and Personal Interview (PI) at Guwahati.
- Final selection is based on cumulative performance in: Entrance Score, GD, PI, Academic Records, and Work Experience (if any).
- Selected candidates must complete admission formalities within the given timeline by submitting required documents and paying the admission fee.





Admission Process for the 5-Year Integrated Programme in Management (BBA + MBA)

- Candidates seeking admission to the First Semester under NEP 2020 must first register on the Samarth Portal at: <https://assamadmission.samarth.ac.in/>
- While filling the Samarth application, candidates must select Assam Institute of Management as their preferred institution and choose BBA as the stream.
- Once approved, candidates will receive a confirmation message on their registered mobile number.
- After receiving approval, candidates must complete the next stage of application on the AIM website: <https://www.aimguwahati.edu.in>
- Upon verification and selection, candidates may complete admission either by visiting the AIM Admission Cell on campus or through online mode

Documents Required After Selection

- Selected candidates must produce the original Migration Certificate before registration with ASTU.
- Candidates with a gap in education must submit an official Gap Certificate at the time of university registration with Assam Science and Technology University (ASTU).

Fee Structure for AIM Programmes

MBA Programme (2026–2028): 2 Years – 6 Trimesters

Fee Structure (Total Programme)

Admission Fees @ ₹5,000 per Trimester	₹ 30,000.00
Tuition Fees @ ₹53,350 per Trimester	₹ 3,20,100.00
Establishment Fee (One-time, at admission)	₹ 10,000.00
Industrial Tour (One-time, at admission)	₹ 15,000.00
Refundable Caution Money	₹ 5,000.00
TOTAL COURSE FEE	₹ 3,80,100





5-Year Integrated BBA + MBA Programme

Fee Structure (Total Programme)

Admission Fees (@ ₹3,000/Semester)	₹ 30,000.00
Tuition Fees (@ ₹32,000/Semester)	₹ 3,20,000.00
Establishment Fee (One-time)	₹ 20,000.00
Caution Money	₹ 5,000.00
TOTAL COURSE FEE	₹ 3,75,000

Important Notes (Applicable to Both Programmes)

- Caution money is refundable on completion of the programme, provided all terms and conditions are duly fulfilled.
- Establishment Fee of ₹20,000 is payable once at the time of admission.
- BPL Category Fee Exemption: Students belonging to the BPL category who have secured 60% marks in all examinations from Class 10 onwards are eligible for exemption from both the Admission Fee and the Establishment Fee at the time of admission.
- AIM assists all students in availing Educational Loans from banks.
- Hostel accommodation is available on campus (additional charges apply). Allotment of hostel seats will be based on merit and availability.

2 Year MBA Programme – Programme Design

AIM's Two-Year Full-Time MBA Programme is structured and delivered under the guidance of an Academic Council constituted by the Government of Assam. The programme is affiliated to Assam Science and Technology University (ASTU) and approved by AICTE, Government of India. The curriculum has been developed with inputs from leading management educators and industry practitioners.

Programme Structure

- The MBA programme follows a trimester system, with three trimesters per academic year, making a total of six trimesters over two years.
- Each trimester spans approximately 13 weeks.
- First Year: Common foundation courses for all students.
- Second Year: A mix of core and elective courses, enabling students to pursue dual specialisation.



Trimester-wise break-up of the papers (Subject to Modification from time to time by Board of Studies, ASTU)

1ST YEAR:
1ST TRIMESTER

SL No.	Sub-Code	Subject	Hours per Week			Credit	Marks	
			L	T	P		C	CE
Theory								
1	MBAT242101	Management, Evolution, Principles & Relevance	3	0	0	3	30	70
2	MBAT242102	Principles of Marketing	3	0	0	3	30	70
3	MBAT242103	Organizational Behaviour	3	0	0	3	30	70
4	MBAT242104	Financial Accounting	3	0	0	3	30	70
5	MBAT242105	Quantitative Techniques in Management	3	0	0	3	30	70
6	MBAT242106	Managerial Economics	3	0	0	3	30	70
7	MBAT242107	Written Analysis & Communication-I	2	0	0	2	0	50
8	MBAT242108	Term End Viva-I	0	0	0	1	-	50
TOTAL			20	0	0	21	180	520
Total Contact Hours per week : 20								
Total Credits: 21								

1ST YEAR:
2ND TRIMESTER

Sl. No.	Sub-Code	Subject	Hours per Week			Credit	Marks	
			L	T	P	C	CE	ESE
Theory								
1	MBAT242201	Operations Research	3	0	0	3	30	70
2	MBAT242202	Marketing Management	3	0	0	3	30	70
3	MBAT242203	Production and Operations Management – I	3	0	0	3	30	70
4	MBAT242204	Cost and Management Accounting	3	0	0	3	30	70
5	MBAT242205	Legal Aspects in Business	3	0	0	3	30	70
6	MBAT242206	Information Technology in Management	3	0	0	3	30	70
7	MBAT242207	Written Analysis & Communication-II	2	0	0	2	0	50
8	MBAT242208	Term End Viva-II	0	0	0	1	-	50
TOTAL			20	0	0	21	180	520
Total Contact Hours per week : 20								
Total Credits: 21								

1ST YEAR:
3RD TRIMESTER

Sl. No.	Sub-Code	Subject	Hours per Week			Credit	Marks	
			L	T	P	C	CE	ESE
Theory								
1	MBAT242301	Research Methodology	3	0	0	3	30	70
2	MBAT242302	Principles of Managerial Finance	3	0	0	3	30	70
3	MBAT242303	Production and Operations Management – II	3	0	0	3	30	70
4	MBAT242304	Personnel Management and Industrial Relations	3	0	0	3	30	70
5	MBAT242305	Management Information System	3	0	0	3	30	70
6	MBAT242306	Entrepreneurship and Non Corporate Management	3	0	0	3	30	70
7	MBAT242307	Written Analysis and Communication-III	2	0	0	2	0	50
8	MBAT242308	Term End Viva-III	0	0	0	1	-	50
TOTAL			20	0	0	21	180	520
Total Contact Hours per week : 20								
Total Credits: 21								

Sl. No.	Sub-Code	Subject	Hours per Week			Credit	Marks	
			L	T	P		C	CE
Core Papers								
1	MBAT242401	Introduction to Business Analytics	3	0	0	3	30	70
2	MBAT242402	Innovation Management	3	0	0	3	30	70
3	MBAT242403	Resource, Energy & Environment Management	3	0	0	3	30	70
4	MBAT242404	New Age Management-I	2	0	0	2	0	50
5	MBAT242405	Summer Internship Programme				3	0	100
Specialization Areas (Students have to opt for Two Specialization papers – Two papers from first specialization and another Two papers from the second specialization)								
1	MBAT242M401	Sales, Distribution and Retail Management	3	0	0	3	30	70
2	MBAT242M402	Consumer Behaviour	3	0	0	3	30	70
3	MBAT242F401	Investment Management & Portfolio Analysis	3	0	0	3	30	70
4	MBAT242F402	Management of Banking & Financial Services	3	0	0	3	30	70
5	MBAT242H401	Talent Management	3	0	0	3	30	70
6	MBAT242H402	Industrial Jurisprudence & Grievance Resolution	3	0	0	3	30	70
7	MBAT242O401	Operation Strategy Planning & Control	3	0	0	3	30	70
8	MBAT242O402	Services Operations Management	3	0	0	3	30	70
TOTAL			23	0	0	26	210	640
Total Contact Hours per week : 23								
Total Credits: 26								

Sl. No.	Sub-Code	Subject	Hours per Week			Credit	Marks	
			L	T	P		C	CE
Core Papers								
1	MBAT242501	Corporate Strategy & Planning	3	0	0	3	30	70
2	MBAT242502	International Business	3	0	0	3	30	70
3	MBAT242503	Quality Management	3	0	0	3	30	70
4	MBAT242504	New Age Management-II	2	0	0	2	0	50
Specialisation Areas (Students have to opt for Two Specialization papers – Two papers from first specialization and another Two papers from the second specialization)								
1	MBAT242M501	Emerging Areas of Marketing	3	0	0	3	30	70
2	MBAT242M502	Marketing of Services	3	0	0	3	30	70
3	MBAT242F501	Business Taxation Laws & Practice	3	0	0	3	30	70
4	MBAT242F502	Capital Market & Security Analysis	3	0	0	3	30	70
5	MBAT242H501	Strategic Human Resource Management	3	0	0	3	30	70
6	MBAT242H502	Applied Human Resource Management	3	0	0	3	30	70
7	MBAT242O501	TQM & Six Sigma	3	0	0	3	30	70
8	MBAT242O502	Logistics & Supply Chain Management	3	0	0	3	30	70
TOTAL			23	0	0	23	210	540
Total Contact Hours per week: 23								
Total Credits: 23								

2ND YEAR:
4TH TRIMESTER

2ND YEAR:
5TH TRIMESTER

Sl. No.	Sub-Code	Subject	Hours per Week			Credit	Marks	
			L	T	P	C	CE	ESE
Theory								
1	MBAT242601	Project Management	3	0	0	3	30	70
2	MBAT242602	Rural Development	3	0	0	3	30	70
2	MBAT242603	New Age Management -III	2	0	0	2	0	50
3	MBAT242621	Grand Project	0	0	0	3	100	-
Specialisation Areas (Students have to opt for Two Specialization papers – One paper from first specialization and another One paper from the second specialization)								
1	MBAT242M601	Integrated Marketing Communication	3	0	0	3	30	70
2	MBAT242F601	Corporate Financial Strategies	3	0	0	3	30	70
3	MBAT242H601	Organizational Transformation and Development	3	0	0	3	30	70
4	MBAT242O601	TPM & Lean Manufacturing	3	0	0	3	30	70
TOTAL			14	0	0	17	220	330
Total Contact Hours per week : 14								
Total Credits: 17								

Teaching–Learning Approach

- Courses are designed to build sequentially on earlier trimesters and include practical exposure.
- The programme incorporates:
 - Classroom teaching
 - Case studies
 - Field projects
 - Guest lectures from industry leaders, scholars, administrators and practitioners
 - Outdoor field-based assignments
- Students are expected to actively use the institute’s library and digital resources.

Academic Rigor

- The MBA programme is intensive and demanding from day one.
- Students attend 3–4 sessions daily and are expected to devote an equal amount of time for self-study.
- The workload, assignments, and project requirements ensure that students develop strong managerial and analytical competencies.

Student Commitment

Candidates aspiring to join AIM must be prepared for:

- A disciplined, time-bound academic schedule
- Consistent hard work and self-study
- Active participation in all academic and field activities
- Commitment to completing all course requirements over the two-year duration

5-Year Integrated Programme in Management (BBA + MBA) Design

The 5-Year Integrated Programme in Management at AIM is designed as a comprehensive pathway for students who wish to build a strong foundation in business management right after Class 12. The programme seamlessly blends undergraduate (BBA) and postgraduate (MBA) studies, ensuring progressive learning, industry exposure, and holistic development.

The programme is affiliated to Assam Science and Technology University (ASTU) and adheres to all norms of the All India Council for Technical Education (AICTE), Government of India. It is aligned with the National Education Policy (NEP) 2020.

Programme Structure

- **Duration: 5 Years / 10 Semesters**
The Integrated Programme follows a semester system, with two semesters each academic year, making a total of ten semesters.

Year-wise Structure:

- **Years 1–3 (Semesters 1–6):**
Foundation and intermediate-level BBA courses focusing on fundamentals of management, communication, economics, accounting, IT tools, and soft skills.
- **Years 4–5 (Semesters 7–10):**
Advanced MBA-level courses covering core subjects, electives, and dual specialisation options. Students are trained to apply analytical and managerial tools at a strategic level.

Teaching–Learning Approach

The curriculum is designed to progress from basic concepts to advanced managerial competencies. The programme incorporates:

- Classroom teaching with concept-building modules
- Case studies and situation analysis
- Practical assignments and field projects
- Industry expert talks and guest lectures
- Digital learning resources and research-based assignments
- Soft-skill development, communication labs, and business simulations
- Internships and field-based experiential learning

Course Structure of 5 year Integrated Programme in Management

Sr. No	Subjects of 1 st Semester	Paper Type	Credits
IPMC101	Business Organisation and Management	Core	4
IPMC102	Office Administration	Core	4
IPMC103	Basics of Financial Accounting	Core	4
IPMV104	Indian Ethos in Management	VAC	2
IPMS105	Fundamentals of Computer	SEC-1	2+1 (Practical)
IPME106	Indian Economic Environment	ELEC-1	3
IPMA107	Business Communication and Practices	AEC-1	2
Total Credits			22

Sr. No	Subjects of 2 nd Semester	Paper Type	Credits
IPMC201	Behavioural Studies in Organizations	Core	4
IPMC202	Introduction to Business Economics	Core	4
IPMC203	Business Mathematics and Statistics	Core	4
IPMV204	Constitution of India	VAC	2
IPMS205	Photography, Graphics and Video Editing	SEC-2	2+1 (Practical)
IPME206	Indian History	ELEC-2	3
IPMA207	Financial Literacy	AEC-2	2
IPMX208	Field Project-1 (Exit Credit Paper)	Exit Paper	4
Total Credits			22/26

Sr. No	Subjects of 3 rd Semester	Paper Type	Credits
IPMC301	Fundamentals of Business Research	Core	4
IPMC302	Human Resource Management	Core	4
IPMC303	Minor Internship Project	Core	4
IPMV304	Environment and Ecology	VAC	2
IPMA305	Executive Effectiveness	AEC-3	2
IPMS306	Soft Skills in Business Practices	SEC-4	3
IPME307	Business Laws	ELEC-3	3
Total Credits			22

Sr. No	Subjects of 4 th Semester	Paper Type	Credits
IPMB401	Principles of Marketing	SPEL-1 (M)	4
IPMB402	Financial Management	SPEL-2 (F)	4
IPMB403	Industrial Relations	SPEL-3 (H)	4
IPMB404	Basics of Production & Operations Management	SPEL-4 (O)	4
IPMM405	Cost and Management Accounting	MINOR-1	4
IPMV406	Yoga Education	VAC	2
IPMX407	Field Project-2 (Exit Credit Paper)	Exit Paper	4
Total Credits			22/26

Sr. No	Subjects of 5 th Semester	Paper Type	Credits
IPMB501	Consumer Behaviour	SPEL-5 (M)	4
IPMB502	Banking and Insurance	SPEL-6 (F)	4
IPMB503	Performance and Compensation Management	SPEL-7 (H)	4
IPMB504	Logistics and Supply Chain Management	SPEL-8 (O)	4
IPMM505	Entrepreneurship Development	MINOR-2	4
IPMV506	Social Work - Theory and Practice	VAC	2
Total Credits			22

Sr. No	Subjects of 6 th Semester	Paper Type	Credits
IPMB601	Sales, Distribution and Retail Management	SPEL-9 (M)	4
IPMB602	Business Taxation Laws and Practices	SPEL-10 (F)	4
IPMB603	Talent Management	SPEL-11 (H)	4
IPMB604	Service Operations Management	SPEL-12 (O)	4
IPMM605	Web Design and Management	MINOR-3	4
IPMV606	Business Regulatory Compliance Theory & Practices	VAC	2
IPMV607	Field Project-3 (Exit Credit Paper)	Exit Paper	4
Total Credits			22/26

Honours Group

Sr. No	Subjects of 7 th Semester	Paper Type	Credits
IPMCH701	Empirical Research in Management	Core	4
IPMBH702	International Marketing	SPEL-13 (M)	4
IPMBH703	Fundamentals of Capital Market	SPEL-14 (F)	4
IPMBH704	Industrial Jurisprudence & Grievance Resolution	SPEL-15 (H)	4
IPMBH705	Advanced Production & Operations Management	SPEL-16 (O)	4
IPMCH706	Minor Honours Project	Core	4
Total Credits			24

Research Group

Sr. No	Subjects of 7 th Semester	Paper Type	Credits
IPMCR701	Empirical Research in Management	Core	4
IPMCR702	Literature Review and Gap Analysis	Core	4
IPMCR703	Reporting and Thesis Writing	Core	4
IPMCR704	Qualitative Business Research Methods	Core	4
IPMCR705	Univariate Data Analysis	Core	4
IPMCR706	Minor Research Project	Core	4
Total Credits			24

Honours Group

Sr. No	Subjects of 8 th Semester	Paper Type	Credits
IPMCH801	Operations Research	Core	4
IPMBH802	Marketing of Services	SPEL-17 (M)	4
IPMBH803	Capital Market and Security Analysis	SPEL-18 (F)	4
IPMBH804	Applied Human Resource Management	SPEL-19 (H)	4
IPMBH805	Operations Strategy Planning and Control	SPEL-20 (O)	4
IPMCH806	Major Honours Project	Core	4
IPMXH807	Field Honours Project-4 (Exit Credit Paper)	Exit Paper	4
Total Credits			24/28

Research Group

Sr. No	Subjects of 8 th Semester	Paper Type	Credits
IPMCR801	Spreadsheet Tools in Business Research	Core	4
IPMCR802	Ethics and Web Search in Business Research	Core	4
IPMCR803	Data Analysis Tools in Business Research	Core	4
IPMCR804	Multivariate Data Analysis	Core	4
IPMCR805	Modelling and Path Analysis in Business Research	Core	4
IPMCR806	Major Research Project	Core	4
IPMXR807	Field Research Project-4 (Exit Credit Paper)	Exit Paper	4
Total Credits			24

Sr. No	Subjects of 9 th Semester	Paper Type	Credits
IPMCH901	Innovation Management	Core	4
IPMCH902	Managerial Economics	Core	4
IPMBH903	Emerging Areas of Marketing	SPEL-21 (M)	4
IPMBH904	Investment Management and Portfolio Analysis	SPEL-22 (F)	4
IPMBH905	Strategic Human Resource Management	SPEL-23 (H)	4
IPMBH906	TQM and Six Sigma	SPEL-24 (O)	4
Total Credits			24

Sr. No	Subjects of 10 th Semester	Paper Type	Credits
IPMB1001	Project Management	Core	4
IPMB1002	Introduction to Business Analytics	Core	4
IPMB1003	Integrated Marketing Communication	SPEL-25 (M)	4
IPMB1004	Corporate Financial Strategy	SPEL-26 (F)	4
IPMM1005	Organisational Transformation and Development	SPEL-27 (H)	4
IPMV1006	TPM and Lean Manufacturing	SPEL-28 (O)	4
Total Credits			24

Placement Cell & Career Services

• Our students have consistently achieved remarkable success in campus placements. Over 400+ top companies have visited our campus to recruit talent across diverse sectors including IT, Banking, FMCG, Insurance, and Manufacturing.

• Some of our prestigious recruiters include:



- | | | | |
|-------------------------|-------------------------|----------------------|----------------------|
| • Jio Digital Life | • Airtel | • HDFC AMC | • Perfetti Van Melle |
| • ICICI Bank | • Axis Bank | • Rivigo Logistics | • SBI Life |
| • Asian Paints | • Nestle | • Everest | • Big Bazar |
| • Yes Bank | • Future Group SBI Life | • Marico | • Colgate-Palmolive |
| • ITC Ltd | • Vishal Mega mart | • E-Kart | • Indian Oil |
| • Kent RO Systems Ltd. | • HDFC Bank | • Safe Chem | • NESFB |
| • Kirloskar Oil Engines | • HCL | • Fortune Footprints | • Kelloggs |
| • Kotak Life Insurance | • L'Oreal | • CCD | • STAR Cement |
| • Cease Fire | • OPPO | • Cavin Kare | • Amara Raja |
| • Pepsi | • Vodafone Idea | • Shalimar | • Exide and more |

400+

COMPANIES VISITED OUR COLLEGE FOR CAMPUS RECRUITMENT SO FAR

14 LPA

HIGHEST CTC PAID TO OUR STUDENT

5 LPA+

AVERAGE CTC PAID TO OUR STUDENTS

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Internship & Industry Exposure

Practical exposure is a cornerstone of AIM's curriculum. Both MBA and Integrated Programme in Management (BBA+MBA) students are encouraged to gain hands-on experience in real-world business environments.

Key Highlights:

- **Mandatory Internships:** Students undertake internships with reputed companies during summer breaks to gain industry experience.
- **Field Projects:** Exposure to live business problems through field visits and consultancy projects.
- **Industrial Visits:** Visits to leading industrial units, startups, and government organizations in Assam, India, and abroad.
- **Guest Lectures & Seminars:** Regular sessions conducted by industry experts, corporate leaders, and policy makers to enrich students' understanding of business practices.

Alumni Network & Achievements

AIM takes pride in its strong and engaged alumni network, which spans across various sectors including corporate, government, research, and entrepreneurship.

Key Highlights:

- Alumni contribute through mentoring, guest lectures, and industry collaborations.
- Notable achievements of AIM alumni in leadership positions, startups, and national/international awards are regularly recognized.
- Alumni events and reunions provide a platform for networking, knowledge sharing, and fostering lifelong connections.

Industry-Academia Interface

AIM strengthens industry-academia collaboration through MoUs with public sector and government organizations, universities, colleges, and autonomous bodies to promote research, academic exchange, training programmes, internships, and consultancy initiatives.

Hostel & Campus Facilities

AIM offers a secure, comfortable, and conducive environment for learning and personal development.

Hostel Facilities:

- On--campus accommodation for students with modern amenities and separate arrangements for male and female students.
- Allotment is based on merit and availability.
- Mess facilities providing nutritious meals.

Campus Facilities:

- Fully equipped classrooms, seminar halls, and computer labs with Wi-Fi connectivity.
- Library with extensive management literature, journals, and digital resources.
- Recreation areas, sports facilities, and common spaces for co-curricular activities.
- Medical facilities and 24x7 security ensuring a safe campus environment.

