

PROSPECTUS

4 Year Integrated BBA/MBA Programme as per NEP 2020 for Session 2024-2028

Eligibility: (10 + 2) or
higher secondary pass
out from any stream

Programme *affiliated*
to Assam Science and
Technology University
(ASTU), *approved* by
All India Council for
Technical Education
(AICTE) & as per
NEP 2020



ASSAM INSTITUTE OF MANAGEMENT (A Government of Assam Society)



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Bigyan Path, Opposite IASST, Paschim Boragaon, Guwahati-781035

THE GENESIS OF AIM

Assam Institute of Management (AIM) was set up by the Government of Assam as an autonomous Institute vide. Cabinet Resolution Item No.14/88 dated 7th January, 1988. The Institute is registered under the Societies Registration Act 1860. The State Government earlier, identified management inefficiency and dearth of professionally trained management personnel as the main reason for the under performance of the State Level Public Enterprises and various government sponsored projects. Consequently, 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, Government of Assam. In 2022, the Institute has been brought under the Directorate of Higher Education of Government of Assam.



Today, the Institute besides management education provides research, training, and consultancy services to the state government. AIM graduates are well placed in various parts of India as well as other parts of the globe, working in varied organizations of repute. The management curriculum of AIM was graded as National A and State A*** by CRISIL, a major credit rating organization in India.

THE GOVERNANCE OF AIM



AIM is governed by a Governing Body headed by the Hon'ble Minister of Education, Assam as the Ex-Officio Chairman. The Director of AIM is the Member Secretary. Other members/ nominees includes Commissioner/ Secretary, Department of Higher Education, Transformation & Development Department, Industries & Commerce Department, PWD, Director of Higher Education (Assam), nominee from IITG, OIL, NRL, FINER and Premier Cryogenics Ltd.

Some of the eminent personalities in the body were Shri. Bhaskar Barua (IAS, retd), Shri. D.K. Gangopadhyay, (IAS, retd), Shri. Prabir Sengupta (IAS, retd), Dr. Siladitya Chatterjee (IAS, retd), Shri. Arunodoy Bhattacharjee (IAS, retd), Shri. T.K. Kamilla (IAS, Shri. P.K. Bora (IAS, retd), Shri. S. Kabilan (IAS, retd), Shri. P.C. Sharma (IAS, retd), Shri. N.K. Das (IAS, retd), Shri. Jitesh Khosla (IAS, retd), Shri. V.K. Pipersenia (IAS, retd), Shri. Subhash Ch. Das (IAS, retd), Shri. H.S. Das (IAS, retd), Dr. R.P. Aiyar (Director IIMC) and Dr. Subir Choudhury (Director, IIMC). Throughout the journey, AIM has received constant guidance, monitoring and support of Dr. Himanta Biswa Sharma, Hon'ble Chief Minister and former Education Minister (Government of Assam).

AIM is presently monitored by an Advisory Committee comprising of 2 Government of Assam nominated members who are also Visiting Professors at the Institute. They are Shri Shantikam Hazarika and Dr. Bhupati Kr. Das. Regular classes at AIM are also supplemented by sessions conducted by a host of Guest Faculty and Industry Experts, thus strengthening Industry-Academia-Interface.

VISION OF AIM



The Vision for AIM is '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'.

MISSION OF AIM

The missions of AIM are:

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- counseling 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.



VALUES OF AIM



- Ethics, Integrity, Honesty - Guide our Thoughts & actions
- Passion, Care, Trust - Core to our being
- Continuous Lifelong Learning - Our life objective
- Student Centric Attitude - Pivotal to our reputation
- All Round Development of Students - Mark our success
- Creativity and Innovation - Our daily inspiration
- Collaboration - Key to our existence
- Self Development - A way of life

OUR MANTRA

प्रयोगे सफला विद्या: 'The success of knowledge lies in its righteous application'. The core of Assam Institute of Management's belief-system is woven around this mantra. It has a vast connotation and people at AIM try to imbibe the mantra to the optimum.

ज्ञान की सफलता उसके उचित प्रयोग में निहित है।' असम इंस्टीट्यूट ऑफ मैनेजमेंट की विश्वास प्रणाली का मूल इस मंत्र के इर्द-गिर्द बुना गया है। इसका व्यापक अर्थ है और हम सभी इस मंत्र को अधिकतम तक आत्मसात करने का प्रयास करते हैं।

CORE FACULTY

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



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



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



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



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



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



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



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



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

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 & BURL,
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), IOCL
- 37 years in Industry

ADMINISTRATION

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



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



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



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

ABOUT THE FOUR-YEAR INTEGRATED BBA / MBA PROGRAMME



Assam Institute of Management announces admission to its 4-year Integrated BBA / MBA Programme leading to Master of Business Administration (MBA) for the 2024-2028 sessions. The Programme is approved by All India Council for Technical Education (AICTE) and affiliated to Assam Science and Technology University (ASTU) (the premier and only State Technical University in the northeastern region of India). The course is in line with the National Educational Policy (NEP) 2020 with multiple entry and exit options. It is semester based and involves approp-

-riate job-oriented subjects along with other fundamental management related subjects. Each academic year is divided into two terms, each term being called a Semester. Thus there are eight Semesters in the entire duration of four years. As per NEP 2020, the Programme further involves subjects related to Value Addition, Skill Enhancement and Ability Enhancement. Students completing three years of this Programme, is awarded Bachelor of Business Administration (BBA) degree and those students who complete four years of this course, is awarded Master of Business Administration (MBA) degree. The objective of this course is to benefit students in becoming entrepreneurs, active job seekers and sincere cum hardworking management professionals. Hence, it is imperative that those who are keen to join in the Assam Institute of Management are willing to work hard, are ready to make minor sacrifices and would devote most of their next four years to their studies and the various course requirements.

THE SALIENT FEATURES OF THE PROGRAMME

The Programme at AIM is one of the most unique and innovative programmes in the country. The attractive features are:

- i) Committed and dedicated full-time faculty
- ii) Strict adherence to a time-bound Academic Calendar
- iii) Compulsory and comprehensive computer education
- iv) Strong inputs of case studies and other real life inputs
- v) Continuous emphasis on participants' communication and self-development
- vi) Continuous evaluation and feedback mechanism
- vii) Inclusion of human values and ethics, exposure to *Yogasana*
- viii) State-of-the-Art syllabus, which is continuously upgraded
- ix) Regular interactions with industry through industrial visits, guest lecturers etc
- x) Heavy and continuous workloads with limited number of holidays
- xi) Networking with institutions and organizations of repute on global basis



SELECTION CRITERIA FOR ADMISSION TO THE PROGRAMME

- Candidates seeking admission into the First Semester of the Programme as per NEP 2020, must register themselves in the Samarth portal at <https://assamadmission.samarth.ac.in/>
- While applying in the Samarth Portal, candidates must mention their preferred College / Institute as **Assam institute of Management** and opt for 4-year Integrated BBA / MBA Programme.
- After getting the confirmation from Samarth Portal in their Registered Mobile number, candidates are required to fill the admission form in the College / Institute website at <https://www.aimguwahati.edu.in>
- After verification and selection process, candidates can take admission either at the Institute by being present physically at the campus admission cell or through online mode

COURSE STRUCTURE OF THE PROGRAMME (1/2)

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(Pract)
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	Publishing, Photography and Video Editing	SEC-2	2+1(Pract)
IPME206	Indian History	ELEC-2	3
IPMA207	Financial Literacy	AEC-2	2
IPMX208	Minor Field Project (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 Law	ELEC-3	3
Total Credits			22

Sr. No.	Subjects of 4 th Semester	Paper Type	Credits
IPMB401	Financial Management	SPEL-1 (F)	4
IPMB402	Principles of Marketing	SPEL-2 (M)	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	Minor Field Project (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	Logistics and Supply Chain Management	SPEL-6 (O)	4
IPMB503	Performance and Compensation Management	SPEL-7 (H)	4
IPMB504	Banking and Insurance	SPEL-8 (F)	4
IPMM505	Entrepreneurship Development	MINOR-2	4
IPMV506	Social Work -Theory and Practice	VAC	2
Total Credits			22

COURSE STRUCTURE OF THE PROGRAMME (2/2)

Sr. No.	Subjects of 6 th Semester	Paper Type	Credits
IPMB601	Business Taxation Laws and Practices	SPEL-9 (F)	4
IPMB602	Sales, Distribution and Retail Management	SPEL-10 (M)	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 and Practices	VAC	2
IPMX607	Minor Field Project (Exit Credit paper)	Exit paper	4
Total Credits			22/26

Sr. No.	Subjects of 7 th Semester	Paper Type	Credits
IPMC701	Empirical Research in Management	Core	4
IPMC702	Innovation Management	Core	3
IPMC703	Project Management	Core	3
IPMBM704	International Marketing	SPEL-13 (M)	4
IPMBM705	Marketing of Services	SPEL-17 (M)	4
IPMBF704	Fundamentals of Capital Market	SPEL-14 (F)	4
IPMBF705	Capital Market and Security Analysis	SPEL-18 (F)	4
IPMBH704	Industrial Jurisprudence and Grievance Resolution	SPEL-15 (H)	4
IPMBH805	Applied Human Resource Management	SPEL-19 (H)	4
IPMBO704	Advanced Production and Operations Management	SPEL-16 (O)	4
IPMBO705	Operations Strategy Planning and Control	SPEL-20 (O)	4
Total Credits			26

Sr. No.	Subjects of 8 th Semester	Paper Type	Credits
IPMC801	Operations Research	Core	3
IPMC802	Introduction to Business Analytics	Core	3
IPMC803	Project Work	Core	4
IPMBM804	Emerging Areas of Marketing	SPEL-21 (M)	4
IPMBM805	Integrated Marketing Communication	SPEL-25 (M)	4
IPMBF804	Investment Analysis and Portfolio Management	SPEL-22 (F)	4
IPMBF805	Corporate Financial Strategy	SPEL-26 (F)	4
IPMBH804	Strategic Human Resource Management	SPEL-23 (H)	4
IPMBH805	Organisational Transformation and Development	SPEL-27 (H)	4
IPMBO804	TQM and Six Sigma	SPEL-24 (O)	4
IPMBO805	TPM and Lean Manufacturing	SPEL-28 (O)	4
Total Credits			26

RULES ON CREDITS FOR THE DIFFERENT SUBJECTS UNDER THE PROGRAMME

Total annual credits:	40 credits per year (minimum)
Core subject:	4 credits
Value Addition Course (VAC) subject:	2 credits
Skill Enhancement Course (SEC) subject:	3 credits
Ability Enhancement Course (AEC) subject:	3 credits
Elective Course (ELECT) subject (Multidisciplinary) :	3 credits

FEES STRUCTURE

PARTICULARS	Amount (Rs.)
Admission Fees @Rs.3750/- per Semester	30,000.00
Tuition Fees @Rs.40,000/- per Semester	3,20,000.00
Refundable Caution Money (at the time of 1 st Semester Fee payment only)	5,000.00
Total Fee	3,55,000.00

*Note: Caution Money would be refunded after one year only on successful completion of the programme.
The Institute will help the students to avail Educational Loan from the Banks with the requisite references.*

MULTIPLE ENTRY AND EXIT STRUCTURE OF THE PROGRAMME

ENTRY AND EXIT MODEL STRUCTURE ON ADMISSION TO 1 ST YEAR	
ADMISSION TO	BBA 1 st year
ENTRY CRITERIA	Passed 10 + 2 (any stream)
GAP ALLOWED	5 years
EXIT CRITERIA ON MIN TOTAL CREDIT EARNED	48
COURSE DURATION	1 year
QUALIFICATION ON EXIT	Under Graduate Certificate
SCOPE OF EMPLOYABILITY AFTER EXIT	Data entry operator, Clerical Posts etc.

ENTRY AND EXIT MODEL STRUCTURE ON ADMISSION TO 2 ND YEAR	
ADMISSION TO	BBA 2 nd year
ENTRY CRITERIA	BBA 1 st year pass, from any college under NEP with min 48 credit
GAP ALLOWED	2 years (Max)
EXIT CRITERIA ON MIN TOTAL CREDIT EARNED	92
COURSE DURATION	2 years
QUALIFICATION ON EXIT	Under Graduate Diploma
SCOPE OF EMPLOYABILITY AFTER EXIT	Data entry operator, Clerical Posts etc.

ENTRY AND EXIT MODEL STRUCTURE ON ADMISSION TO 3 RD YEAR	
ADMISSION TO	BBA 3 rd year
ENTRY CRITERIA	BBA 2 nd year pass, from any college under NEP with min 94 credit
GAP ALLOWED	2 years (Max)
EXIT CRITERIA ON MIN TOTAL CREDIT EARNED	136
COURSE DURATION	3 years
QUALIFICATION ON EXIT	Bachelor of Business Administration
SCOPE OF EMPLOYABILITY AFTER EXIT	Eligibility for 2-year Master Degree Course, entry level jobs at companies

ENTRY AND EXIT MODEL STRUCTURE ON ADMISSION TO 4 TH YEAR	
ADMISSION TO	MBA(Master Degree)
ENTRY CRITERIA	BBA Graduate from any college under NEP with min 136 credit
GAP ALLOWED	2 years (Max)
EXIT CRITERIA ON MIN TOTAL CREDIT EARNED	184
COURSE DURATION	One year (two semesters) in the case of those who have obtained a 3-year/4-year BBA/BMS degree or 4-year BE/BTech degree; Four years (Eight semesters) after successfully completing secondary education (Grade 12 of school education)
QUALIFICATION ON EXIT	Master of Business Administration
SCOPE OF EMPLOYABILITY AFTER EXIT	Join Corporate Organisations as Management / Executive Trainees, Assistant Managers

Note on exit:

- 1) Any student opting to exit after 1st, 2nd and 3rd year shall have to complete Minor Field Project (Exit Credit paper) in 2nd, 4th and 6th semesters as mentioned above. This is not applicable for students opting to continue his/her studies after 1st, 2nd and 3rd year.
- 2) It is to be noted that any student in 7th and 8th semesters of the above programme shall have to opt for two specialisation papers pertaining to subjects in the domain of Marketing Management, Finance Management, Human Resource Management and Operations Management abbreviated as M, F, H and O, respectively, in the above structure.

UNIFORM: Students for the first, second and third year are required to wear uniform which comprises of dark grey trousers with white or light blue shirts and formal black shoes.

OUR PROCESS

INFRASTRUCTURE at AIM includes a spacious state-of-the-art Smart Classrooms, a digital Conference Hall, a well-furnished, spacious, and secured Hostel, a well-stocked Library (with more than 11500 volumes, journals, magazines, etc.) and a modern Computer Laboratory. The campus is Wi-Fi enabled with high-speed internet being supported by NKN. The infrastructure is funded by the Ministry of DONER-Government of India and Government of Assam.



ORIENTATION PROGRAMME is conducted on every new batch of participants. It is intended to make the aspirants feel that they are a part of AIMs social fabric and provide a strong foundation in setting the stage for their educational journey. The program has a blend of activities that includes Lecture Sessions from In-House Faculty and Industry Experts including Alumni, Diksharombhadesha, Management Case Learnings, Library Sessions, Industry Visits, Learnings from Movies, Fun Activities and Management Games. Such a Programme is expected to build trust, loyalty and generate more engagement in the learnings of the participants.

YOGA is known to help people improve their flexibility, strength and maintain a balanced mental and spiritual health. Yogasana Sessions are conducted during the induction program for every new batch of students by professionals from Vivekananda Kendra, Guwahati. Such sessions are expected to inculcate the value of discipline and provided the students a platform to meet their colleagues, build relationships and improve their overall wellbeing.



EXECUTIVE EFFECTIVENESS is a unique part of the Course Curriculum. It tries to bridge the gap between theory and practice. It is a comprehensive exercise spanning over three trimesters, aimed at building the all-around skills and abilities of students required for conceptualizing, planning, and executing result-oriented tasks, activities, and projects. The focus is on skill building through practice and practical experience in executing individual as well as group tasks. The exercise is fulfilled by activities like Seminars, Social Activities and Book Review.

WAC (Written Analysis and Communication) is a unique paper of the Programme. Upon completion of the course, the students are expected to improve the ability to apply a clear, concise, objective natural writing style, develop a range of specific skills pertaining to business writing and improve oral communication.



OUR EVIDENCE

MOUs are signed by AIM with several leading PSU's to strengthen industry-academia linkage by adopting acceptable means for the mutual benefit of both organizations and to develop a closer relationship to help promote mutual interests. Some of the organisations with whom AIM has signed MoUs include APDCL, OIL, RGVN, NRL, AGCL, BCPL, Gauhati Commerce College, NIELIT & MOKSHA.



MANAGEMENT DEVELOPMENT PROGRAMMES (MDPs) numbering over 300 were conducted with participants from Central and State Govt. Departments / Undertakings as well as private sector organizations like Department of Posts, IOCL, BPCL, Department of Tourism, Judicial Officers of Gauhati High Court, Employees of Assam Secretariat, ASWC and more.



AIM has also executed over 70 Research, Consultancy and Recruitment Projects for organizations both private and Departments under Govt. of Assam like The World Bank, BRPL, NEEPCO, International Livestock Research Institute-Nairobi, AEDA, Ministry of DONER, AICTE, NHM, AGCL, ASWC, ASTEC, Department of Posts, Indian Army, SAD-Govt. of Assam, AIDC Ltd., SAD, NRC, Directorate of Local Audit, Cultural Affairs Department, ASDMA, GMDA, MMS- CMSGUY, AIDC, ASRLM, SIPRD, Atal Amrit Abhiyan Society, BRPL, Directorate of Audit, FREMAA, NRC, PHED, PWD, The Assam Cooperative Apex Bank Ltd and more.



EXTRA-CURRICULAR ACTIVITIES at AIM make the participants experience exposure to myriad forms of activities to get hands - on experience through their involvement in them besides studies. It helps in the holistic development of each individual. They include exercises related to AIM Quest (The AIM Annual Cultural Event), AIMulet (The AIM Quarterly Publication), AIM pulse (The AIM Annual Magazine), Annual Sports Week, Blood Donation Camp, Visit to Old Age Home, Visit to Orphanage, Cyclothon, Yoga Day, Social Issues Awareness Camps, Street Shows, Tree Plantation Drive, Cleanliness Drive to name a few. Such outdoor experiences help participants to understand and learn about individual and group dynamics, teamwork, and the like and thus enrich the life of each participant to the full.



RESEARCH CENTRE providing Ph.D is another function of AIM under the affiliation of ASTU. Currently, the Center exclusively provides a Doctorate of Philosophy (Ph.D) Programme. The institution boasts of a cadre of dedicated faculty members responsible for administering the program and delivering comprehensive guidance to the scholars.












AIM PLACEMENT CELL

A dedicated Placement Cell is acting as a facilitator for the student's final placement over decades. Placement at AIM is incidental. The graduates are found in various parts of India as well as abroad apart from the northeastern region of the country. AIM is grateful to the Recruiters for their continuous support and encouragement in harnessing the management talents of the region over the years!

OUR RECRUITERS

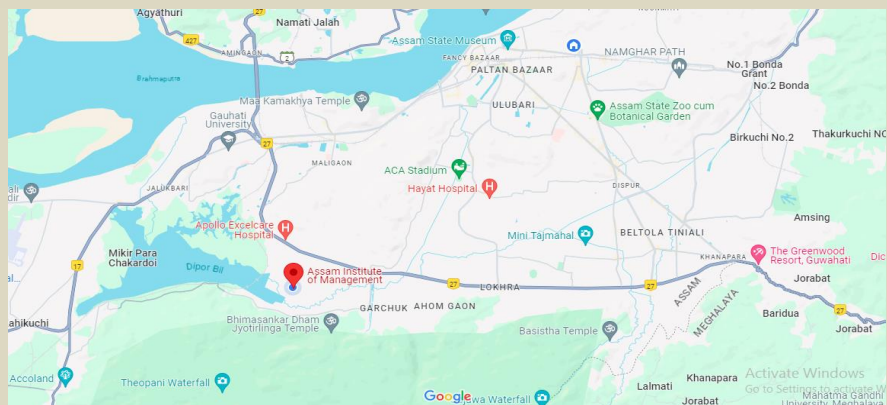
- Jio Digital Life
- ITC Ltd
- Kent RO Systems Ltd
- Exide
- ICICI Bank
- Kotak Life Insurance
- Cease Fire
- Pepsi
- Asian Paints
- Airtel
- Marico
- E-Kart
- Yes Bank
- Axis Bank
- Safe Chem
- CCD
- Future Group
- Nestle
- Fortune Footprints
- Cavin Kare
- SBI Life
- Kirloskar Oil Engines
- Shalimar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

OUR ALUMNI SPEAKS

	'I am grateful to AIM for all the input received during the 2-year program, which helped me face real workplace challenges. The biggest asset earned from the Institute is the mindset and ability to face daily challenges. Daily discipline and intelligent working is the key to success I learned from AIM'- Dipankar Talukdar (Batch 1997-99), Cluster Head, HDFC Bank Pvt Ltd.
'The Professors of AIM played a vital role in shaping my professional journey. I ventured into entrepreneurship and today have 5 successful outlets at Guwahati. My focus is basically on turning ideas into reality. Adaptability and dynamism remain key to my ongoing success' –Saurav Kumar Das (Batch 2018-20), Owner, and Founder, Highlander's Shawarma	
	'AIM helped me to correlate academic learnings with real-life work situations. To this date, it has stood me in good stead. AIM helped me reinforce the values of Integrity, Sincerity, Honesty, Truthfulness, being a team player, sometimes leading, sometimes being led'- J.S. Narula (Batch 1995-97), Head-Sales & Business Development, JCB India Limited, Faridabad, Haryana
'I would like to thank AIM for preparing me to get recognized across the organization and I am in a leadership position within such a short span of my career. The institute's focus on the quality of work has helped me in having the mantra of "Speed, Detailing and Execution" in my corporate life' – Rizwana Zahir (Batch 1995-97), Vice President, Tata Docomo Business Services, Kolkata	
	'AIM has given me true insight into my Professional Life and the 24 months of learning are still providing me good insight today. The best learning I had is TEAM activity and Relationship Development. I take Relationship Management skills as my base of Development today'-Deepak Chadha (Batch 1996-98), General Manager-S & D, Picfare Industries Ltd, Kampala, Uganda
'The course curriculum at AIM is unique and helps students to get as much all-round practical exposure as theoretical inputs. AIM ensures that a student has all relevant inputs and exposures when he steps out into the corporate world. I wish the institute great success in the days to come'-Piyush Upadhyay (Batch 1995-97), Chief Human Resources Officer, GKN Automotive, Germany.	
	'I had an incredibly transformative experience at AIM that laid the foundation for my entrepreneurial journey. The institute's dynamic curriculum, experienced faculty, and vibrant student community gave me a holistic learning environment which I later applied to my entrepreneurial endeavors. I attribute 100% of my success to the solid foundation and guidance I received at the institute'-Anurag Mahanta (Batch 2012-14), Managing Director of Borgos Technologies Pvt. Ltd and Kahudi Organics Pvt. Ltd.
'I will always remember Assam Institute of Management for the opportunities that have provided to me because of which I got here to grow and explore. Besides the spirit of professionalism, it has also helped me to build up friendships and brotherhood that will last forever'- Wasim Ahmed (Batch 2016-18), Senior Business Development Manager, L'Oreal India Pvt. Ltd.	
	'The time spent at AIM was very memorable. I am thankful to have such a motivating, supporting, and enthusiastic band of faculty members who taught me to carry myself through challenges of life. I still remember the strict deadlines we had at AIM'- Sabbyasachi Banerjee (Batch 2011-13), Assistant Vice President & Zonal Manager, East, Home Credit India Finance Private Limited

How to Reach

Assam Institute of Management
Bigyan Path, Paschim Boragaon
Near IASST, Guwahati-35, Assam



'Every state in India should have an Institute like Assam Institute of Management'- Prof. Mrityunjay B. Athreya (Retired Professor, IIM-C)