

Admission Test for AIM (ATAIM 2010)

PROSPECTUS

***For Admission to
Two Year
POST GRADUATE DIPLOMA IN BUSINESS
MANAGEMENT (PGDBM)
Approved by AICTE
PGDBM 2010-2012
(Starting from 5th July 2010)***



प्रयोगे सफला विद्या:

ASSAM INSTITUTE OF MANAGEMENT
(A Government of Assam Society)

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GOVERNING BODY OF ASSAM INSTITUTE OF MANAGEMENT

Shri N.K. Das, IAS Chief Secretary to the Government of Assam	- Chairman
Shri H.M. Cairae, IAS Addl. Chief Secretary to the Government of Assam, Higher Education Department	- Member
Kumar Sanjay Krishna, IAS Principal Secretary to the Government of Assam, Planning & Development Department	- Member
Shri Ravi Capoor, IAS Commissioner & Secretary to the Government of Assam, Department of Industries and Commerce	- Member
Shri Prateek Hajela, IAS Deputy Commissioner, Kamrup (Metro)	- Member
Dr. N.K. Choudhury Ex-Vice Chancellor, Gauhati University	- Member
Dr. P.K. Goswami Director, Technical Education, Assam	- Member
Dr. Ashok Kr. Dutta Director, Rajib Gandhi Indian Institute of Management, Shillong	- Member
Shri Gautam Barua, Director, Indian Institute of Technology Guwahati	- Member
Dr. B.K. Das Managing Director, Numaligarh Refinery Limited	- Member
Shri Abhijit Barooah Managing Director, Premier Cryogenics Ltd.	- Member
Dr. Nayan Baruah, Dean of Commerce, GU Nominee of Vice Chancellor, Gauhati University	- Member
Ms. Sherry Lalthangzo Director (HRD), North Eastern Council (NEC), Shillong Nominee of Secretary, NEC, Shillong	- Member
Shri R.S. Joshi Nominee of FINER	- Member
Shri Shantikam Hazarika Director, Assam Institute of Management	- Member Secretary

FACULTY PROFILE:

CORE FACULTY:

Shri Shantikam Hazarika, Director

BE (BITS Pilani), PGDM (IIMA), Director with 18 years Public Sector experience including Member (Finance), Assam State Electricity Board. He is also member of the Boards of many Corporations and Committees, including Chairman of Guwahati Stock Exchange, Member, Pay Commission formed by Government of Assam.

Prof. Suren Talukder, Controller of Examinations

Retired Professor, Cotton College and Author.

Dr. Nripendra N. Sarma, Associate Professor

MBA (Gau), Ph.D. - 20 years in practice and academics.

Dr. Gauranga Kr. Sharma, Assistant Professor

MIRPM (Nagpur), Ph.D., FDP (IIMA) - 25 years in practice and academics, renowned career consultant of the region and Honorary Bank Director.

Mr. Sanjib Raj, Assistant Professor

BE (Electronics) (NIT-Surat), MBA, 20 years in Industry and Academics and youth counselor.

Shri Zamal Hussain, Faculty Member

M.Com, LLB, Practitioner - 20 years in Industry and Academics.

Shri Pratul Ch. Kalita, Associate Faculty

BE (Production) (NIT-Jamshedpur), MMM - 10 years in Industry and Academics. He is doing his Ph. D. in Design in IIT Guwahati

Md. Irfan Ullah, Associate Faculty

MBA, FDP (IIMA) - 5 years in Industry and Academics. He is doing his Ph. D. from Dibrugarh University

Ms. Mreeshi Agarwala, Associate Faculty

M. Sc. (Rural Development) - 1 year experience in field research, 4 years in teaching. She is doing her Ph. D. from Guwahati University

Ms. Rashida T. Noorain, Associate Faculty

BE, MBA, FDP (IIMA) – 5 years in Academics She is doing her Ph. D. from Dibrugarh University

Mr. Mridul Dutta, Associate Faculty

MBA – 9 years experience in industry. He is doing his Ph. D. from Guwahati University

Ms. Karabi Goswami, Associate Faculty

MBA – 7 years experience in Industry

To enrich the delivery process, the Institute has empanelled the services of few Adjunct Faculty members who introduce diversity, specialisation and a scope for sharing their own rich and varied background with participants.

ADJUNCT FACULTY:

Shri RC Gupta, MS (AIT), Retd. Executive Director, Assam Carbon Products Ltd

Dr. (Mrs.) S. B. Baruah, IIE, Guwahati

Dr. Sunil K. Saikia, IIE, Guwahati

Prof. Biswajit Chakraborty, Retd. Professor, Cotton College

Shri Samikhya Das, Chartered Accountant

Shri Sanjib Kakati, Productivity Consultant

Shri A. Sharma, Executive Director, RGVN

Shri Anisul Haque, Marketing Consultant

Shri Rupam Barua, Productivity and Quality Consultant

Shri R. C. Boro, Sr. Finance Manager, IOC

Ms. Mitali Deka, Statistician

Smt. Rosie Patangia, Written Communication Analyst

Smt. Romila Barooah, Written Communication Analyst

Smt. Pritima Sharma, Written Communication Analyst

Smt. Rashmi Rekha Borah, Written Communication Analyst

Assam Institute of Management

(A Government of Assam Society)

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 has been brought under the Directorate of Technical Education of Government of Assam.

AIM Vision:

Management education, training and development have been regarded as one of the basic human development requirements in the development process of any region. It is believed that inadequate manpower development of the North East Region in the field of Management has been the cause of its relative underdevelopment. The Vision for AIM is *to develop appropriate human capital infrastructure to meet the growing developmental needs of the strategically located and resource-rich North Eastern Region of India.*

AIM Mission:

The mission of the Assam Institute of Management is to become a **CENTRE OF EXCELLENCE by carrying out teaching, training, research, consultancy and networking in the field of Management as also in allied disciplines in the most effective manner.**

AIM Objectives:

The aim and objectives of the Assam Institute of Management, laid down to work towards this mission, are:

1. To provide for and promote education and training in various fields of management and allied disciplines;
2. To assist organisations in problem-solving and improving their functioning;
3. To carry out conceptual and applied research in fields relevant to regional development; and
4. To interact with industries and institutions to further the management movement and thus facilitate regional development.

AIM accomplishments so far:

A true Institute of management has to not only provide management education, but also carry out research, undertake consultancy works and conduct management development and training programmes. AIM has excelled in all these areas. Since its inception, AIM has pioneered world-class management education and executive development programmes in North-East. The Institute has assisted many government and semi-government organisations through management consultancies and studies. The institute has conducted more than 300 Management Development Programmes with participants from State and Central Government Departments and Undertakings as well as private sector organisations. Through the flagship 2-year Post-graduate Programme, the institute has made significant contributions to the development of human infrastructure of the region. Today, AIM graduates are found in various parts of India as well as the Globe, working in organisations of repute. AIM faculty has also won national recognition in the field of research. With its multifarious activities, AIM has been able to carve a niche for itself in the national management scenario. However, there is a long way to go and AIM is fully aware of the challenges ahead.

**POST GRADUATE DIPLOMA IN BUSINESS MANAGEMENT
(PGDBM 2010-2012 Session)
Commencing from 5^h July 2010**

The Assam Institute of Management has announced admission to its 2-year full time programme leading to ***Post Graduate Diploma in Business Management (PGDBM) for the 2010-2012 session.*** Approval for this programme was received from the All India Council for Technical Education, AICTE, for the first time in 1994. Many employers including leading Public Sector enterprises, therefore, treat this programme as equivalent to a formal MBA degree. So far, till 2009, fourteen batches have graduated in PGDBM from the Institute.

i) The salient features of AIM PGDBM Programme:

The AIM two-year Post Graduate programme is one of the most unique and innovative PGDBM programmes in the country. It has introduced courses and programmes which are now being emulated by many leading institutes of the country. The highlights are:

ii) Trimester system of education:

AIM PGDBM programme follows the trimester system, which is in line with the system followed in the IIMs like the ones at Ahmedabad, Calcutta or Bangalore. Such a system makes it possible to broaden the course contents and introduce more innovative and contemporary courses.

iii) **Committed and dedicated band of full-time faculty:**

AIM has a very versatile set of fulltime faculty members, with substantial organisational experience. They get regular opportunities to develop and upgrade themselves, by presenting papers in International Seminars, through interactions with industry personnel and leaders and by attending faculty development programmes. Some Faculty Members have presented paper in International Workshops held abroad.

iv) **Strict adherence to a time-bound Academic Calendar:**

At the beginning of each academic year, each student is given a printed academic calendar where the dates of end term tests, mid term tests, holidays and any other student related activities are clearly specified. Students are required to strictly adhere to the calendar and plan their own schedules accordingly. This ensures course completion in time and make the students disciplined & time bound.

v) **Unfailing compliance to norms of the All India Council for Technical Education (AICTE):**

AIM is very conscious about complying with the AICTE norms, in terms of course content, contact sessions, programme structure and evaluation guidelines.

vi) **Compulsory and comprehensive computer education:**

The institute has a fully functional Computer Laboratory with LAN and multimedia access. Computer literacy is a must in AIM. In addition, AIM is offering advanced programmes for interested students in Computer Based Management. Students are allowed considerable freedom regarding access to the institutes' computer facilities along with Wi-Fi facilities.

vii) **Strong inputs of case studies and other real life inputs:**

In line with the trends in the premier management institutes of the world, and keeping the background of the students in mind, AIM ensures an adequate balance between cases, lectures, assignments, field studies and project works for its students.

viii) **Continuous stress on participants' self-development and improvement of their communications abilities:**

AIM believes that students of the NE require soft skills development so that they can compete with graduates of other leading management institutes. Accordingly, AIM spends considerable time and efforts in developing the communication and presentation skills of its students. The institute also takes help of external organizations in this regard. The students are required to organise events, attend mock interviews etc, so that their individual skills are developed. Written analysis and Communication (WAC), Executive Effectiveness (EE) and Communication and Self Development (CSD) are three papers which are conducted round the year to emphasise on the skill requirements of the students.

ix) **Continuous evaluation and feedback:**

In AIM, evaluation is done on a continuous basis. Apart from end-term examinations, the students are evaluated on the basis of their class performance, presentations, class assignments, quizzes, projects etc. The students are given regular feedback about their performances. Whenever required, necessary counseling is also done.

x) **Inclusion of human values and ethics, exposure to Yogasana:**

AIM is one of the first institutes in India where values and ethics have been integrated to the learning process on a compulsory basis. The students are required to attend programmes on spirituality and Yoga at Vivekananda Kendra, Guwahati. They also do compulsory social works among the socially deprived section of the society. Ethics and non corporate management is a unique paper of the Institute.

xi) **State-of-the-Art syllabus, which is continuously upgraded:**

The institute constantly upgrades and modifies its syllabus. The institute interacts with leading management educators and industry leaders to find out industrial requirements and contemporary management trends. On the basis of information garnered, the institute revises its syllabus and teaching inputs to make its students “industry ready” by the time they graduate. Last year, a faculty team of IIM Calcutta renewed the AIM PGDBM programme structure. Based on their suggestions, modifications have been made.

xii) **Regular interactions with industry through industrial visits, guest lectures etc:**

To augment the learning process, the students are taken on industrial visits to local units like Numaligarh Refinery Ltd at Numaligarh, along with Tata Steel, Tata Motors, Tinsplate industries, JUSCO, etc at Jamshedpur where they interact with field personnel to get realistic input into corporate lives.

In addition to the above, the institute organizes a number of visits to the institutions located in and around Guwahati to apprise the students about the functioning of the institutions and development related issues confronting the NE region of India.

The institute also gets frequent guest speakers from industry, academia and bureaucracy to talk and interact with the students. Dr. P. Batlivala, ex-President of Motorola Incorporate; Prof. H.K. Agarwala, Strategic Management Consultant and visiting Professor of BITS Pilani; Mr. Bikram Majindar Baruah from Abu Dhabi; Mr. Atul Kulkarni of Deloitte Touche Tamhatsu; Ms. Sanghamitra Goswami of Kellogg School of Business, North Western University, Illinois, USA; Mr. Sunil Kaul, Head of Action Northeast Trust; Mr. Vishal Kashyap from Xavier’s University, Cincinnati, USA; Mr. Jahnu Baruah, renowned International Film Maker; Prof. D. Datta Ray of Indian Statistical Institute, Kolkata; Ms. Sanghamitra Kalita of Wall Street Journal, New York & ex-President, South Asian Journalists Association, USA, Prof. Willi Brammertz Financial consultant of Switzerland, Mr. Yugantar Saikia, Sr. director – Operations Fair Isaac India, Mr. Sameer Ranjan Borthakur, Branch Manager, ICICI Prudential, Dr. D. D. Mali, Founder Director of Indian Institute of Entrepreneurship, Mr. George Chakoo an expert of the Cement market of the region, etc. have visited last year to interact with the PGDBM students.

xiii) **Heavy and continuous workloads with limited number of holidays:**

One thing, which students may dislike about the AIM, is its work pressure. From day one, the students are under pressure. The students are required to follow the academic calendar meticulously. The learning workload is very heavy and students have to come fully prepared to class. Students are expected to study at least four hours everyday. The institute has fewer holidays than others. Classes are often held on holidays.

xiv) **Networking with institutions and organizations of repute on global basis:**

The institute faculty regularly networks with their colleagues in other national and international institutes.

ELIGIBILITY FOR ADMISSION TO THE PGDBM PROGRAMME:

A candidate seeking admission to the two Year programme would have to be a graduate in any discipline, except Fine Arts, with a minimum of 50% of aggregate marks. SC/ST applicants with minimum 45% marks would also be eligible.

PROVISIONAL ADMISSIONS:

Applicants who may not have obtained a Bachelor's degree at the time of applying may also apply ***provided*** their Final Degree Examination is ***completed in all respects before 5th July 2010 and only their results are due for declaration. They MUST NOT have any backlogs or pending works connected with their graduation studies, once they join the PGDBM programme on 5th July 2010.***

Such applicants, if they get selected for admission through the selection process, would be admitted only on ***PROVISIONAL*** basis. They shall have to produce evidence of passing the Bachelor's Degree examination with 50% marks (45% for SC/ST) before 30th September 2010. In case the final examination of provisionally

admitted participants are not **completed in all respects** before the commencement of the course on 5th July 2010, their admission will be cancelled and fees and other charges paid by them would NOT be refunded. Similarly, if such participants fail to get 50% marks in aggregate in their final graduation examination (45% in case of SC/ST) when the results are declared or if their final results are withheld for some reasons, they shall have to withdraw from the course and fees paid would **STAND FORFEITED**.

RESERVATION:

Reservation of seats for SC/ST applicants would be as per Government norms (5% for ST(H); 10% for ST(P); 7% for SC will be reserved). AIM will have three seats reserved for foreign/NRI-sponsored applicants. AIM will also have two seats each reserved for students from Arunachal Pradesh, Manipur, Meghalaya, Mizoram, Nagaland, Tripura and Sikkim.

SELECTION PROCESS:

Normally AIM selects students for admission to its PGDBM programme through a national level test called ATMA (AIMS Test for Management Admission). ATMA was held on 14th February 2010 and on the basis of ATMA results, Group Discussions and Personal Interviews held on 21/22 March 2010 and admissions have been offered to the selected candidates. Since about thirty seats are still vacant, AIM will now conduct its own Test called ATAIM (Admission Test of AIM) for filling up the vacant seats.

ATAIM: ATAIM is AIM's own test designed mainly for the applicants from the NE region to apply to the Institute. ATAIM will be held on 9th May 2010 in the following centres:

- Guwahati
- Jorhat
- Tezpur

The exact venue of the test would be indicated later. The applicants who clear ATAIM will be called for Group Discussion and Interview at the Institute on 15-16 May 2010. The final results will be announced shortly after the Group Discussion and Personal Interviews.

Procedure to apply:

1. Interested candidates should download the ATAIM Application Form from the Institute website www.aimguwahati.edu.in and take a printout.
2. The application should be filled up by the candidate's own handwriting, carefully following the instructions contained therein.
3. The filled-in Application Form, along with the requisite copies of testimonials and Application Fee must be submitted to the Assam Institute of Management positively by 23rd April 2010.
4. It will be necessary for the applicants to enclose self-attested copies of their marksheet (and caste certificates, where applicable) and other attainments along with the Application Form.
5. Please do not forget to indicate clearly the test centre where the applicants would like to appear in the ATAIM.
6. Candidates found eligible to apply will be sent Admit Cards for appearing in the ATAIM in their Correspondence Addresses. Their names also would be put in the AIM website. The candidates would download the Admit Card from AIM website from 5th May 2010.
7. The Candidates shortlisted after the Written Test would be called for Group Discussion and Personal Interview at the Assam Institute of Management on 15-16 May 2010.

Exemption from Written Test:

Building upon its tradition of sensitivity and responsiveness, AIM has made it less burdensome for applicants by pioneering the process of accepting the results of the following examinations in lieu of ATMA. Such students need NOT appear in the written test and would be considered for GD and interview directly if they fulfill the eligibility conditions mentioned:

- a. AIM would automatically call for GD/Interview (without the need to appear in Written Test).
- b. Applicants who have been called for final selection in any of the IIMs, on the basis of their CAT scores.
- c. Applicants who may have appeared in GMAT/GRE towards the second half of 2009 and have scored reasonably well. They have to produce scores along with Application Form.
- d. Applicants who have appeared in GATE/CSIR/ICSSRI/ICAR fellowship written examinations and were called for interview for final selection. Proof of qualification required.
- e. UGC-JRF/NET tests-proof of clearing to be provided.
- f. Any written test conducted by UPSC on all India basis, where the minimum qualification requirement is graduation, i.e. CDS, Civil Service Preliminary Examinations etc. Proof of clearing the examination required.
- g. Any written test conducted by any Central Public Sector Undertaking on all India basis for selection of graduates as Officer Trainees. Call letter for final selection to be provided.
- h. Serving or retired officers of the Armed Forces and Paramilitary Forces.

NOTE:

Applicants, who want to take advantage of the above scheme of SEEKING EXEMPTION FROM WRITTEN EXAMINATION, should produce proof of the examinations they have appeared, like GMAT/ GRE etc. **along with their application.** Wherever such scores are not available, e.g. CAT, CDS examination, candidates should be able to provide proof of their clearing the examinations by submitting copies of call letters for the next stage of selection. It is, however, clarified that AIM reserves the right to make its own judgment in evaluating such applicants for calling them directly for Group Discussion (GD) and the Final Interview. Mere clearance of the above mentioned tests or being called for subsequent selection process would not automatically render applicants eligible for group discussions and interview. Also, such applicants must fulfill the eligibility criteria in their graduation/post graduation

FOR DEFENCE/PARAMILITARY PERSONNEL:

Released Short Service/discharged Commissioned (SSC) Officers or Serving Officers of the Defence Services and Paramilitary Forces of the Government of India would be directly considered for short listing for GD/Interview. They would be exempted from appearing in the written tests.

NRI SPONSORED/FOREIGN STUDENTS:

AIM reserves maximum three seats for foreign students or students who are sponsored by an NRI. **Such students must fill up the Institute Application Form and clearly specify that they are applying under this category.** However, they shall have to appear in the Written Test.

CRITERIA:

Candidates having uniformly good academic background will be given preference. The following are the weightage criteria for PGDBM admission:

*Academic Background	- 50%
Written Test Score	- 10%
Group Discussion	- 10%
Personal Interview	- 30%

* Academic background weightage will be given for marks scored in HSLC, HSSLC & Graduation level. Additional academic attainments, qualifications and proficiency in Co-curricular activities & work experience will be given additional weightage.

TUITION FEE:

The annual fees for the Two Year PGDBM course would be as follows, payable at the time of admission and at the beginning of the 2nd Year in July 2011:

Admission Fee	:	Rs. 5,000.00
Tuition Fee	:	Rs.45,000.00
Cost of Books & Reading Materials	:	Rs.12,000.00
Computer Facilities	:	Rs. 9,000.00
Library	:	Rs. 6,000.00
Administrative Charges	:	Rs. 8,000.00
Students' Activities	:	Rs. 6,000.00
Examination Fee	:	Rs. 3,000.00
Industrial Visits	:	Rs. 5,000.00
Games & Co-curricular fee	:	Rs. 1000.00
TOTAL	:	Rs.1,00,000.00
Refundable Caution Money (at the time of admission only)	:	Rs. 3,000.00
TOTAL	:	Rs.1,03,000.00

Note:

Caution Money would be refunded after two-years only on successful completion of the programme.

Mode of Payment:

However, the participants may pay the fees in three installments per year before the start of each term as follows:

Term – I	:	Rs.55,000.00 (including Caution Money)
Term – II	:	Rs.29,000.00
Term – III	:	Rs.29,000.00
Term – IV	:	Rs.52,000.00
Term – V	:	Rs.29,000.00
Term – V	:	Rs.29,000.00

It may be mentioned that a large number of AIM students have availed educational loans from Nationalised Banks for payment of fees. AIM students are also regularly receiving the scholarships from Bharti, NEC, Williamson Magor, OIL, etc.

Accommodation: For the time being, the Institute's programmes are non- residential. However, AIM supports private hostels in near by rented premises, separately for boys and girls.

THE PGDBM PROGRAMME - OVERALL COURSE DESIGN

The AIM two year Post Graduate Diploma in Business Management (PGDBM) programme is designed by an Academic Council, formed by the Government of Assam. The programme is approved by the All India Council for Technical Education (AICTE), a Statutory Body of the Government of India for approving such courses. The AIM PGDBM programme follows the same pattern adopted by the Indian Institutes of Management (IIMs). The papers have been selected and designed after taking help from leading

management educators and practitioners. At the initiative of the Governing Body of AIM two distinguished Professor of IIM (Calcutta) recently reviewed the course design and based on their suggestion, AIM has redesigned and renamed some papers. Some of the papers offered in the Assam Institute of Management are unique by themselves; not generally found in the curriculum of most management institutes in the country. The detailed syllabi would be given to each student before the commencement of the course.

Each academic year would be divided into three terms, each term being called a trimester. Thus there would be six trimesters in the entire programme of two years. Each of the 6 trimesters would be of about 13 weeks. The first year curriculum would be common to all the students. The second year would contain core papers and optional papers leading to dual specialization.

The core and optional courses are so designed that each term builds upon the courses taught in the previous term, as well as the field experience. Formal classroom sessions are supplemented by frequent guest lectures from visiting scholars, practitioners, administrators and organisation leaders. In addition, the students would have to frequently carry out field studies that would involve outdoor works. It has to be borne in mind by the applicants that the two-year PGDBM programme would be very heavy and demanding in nature. Right from day one, the participants would be subjected to a heavy workload. Normally three or four sessions would be held in a day, but the participants would have to devote equal amount of time everyday for self-study.

Therefore, 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 two years to their studies and the various course requirements.

The Trimester-wise break-up of the papers:

FIRST YEAR					
First Trimester		Second Trimester		Third Trimester	
101	Management: Evolution, Principles & Relevance (MEPR)	201	Information Technology for Managers – II (ITM - 2)	301	International Business (IB)
102	Principles of Marketing (MM - 1)	202	Marketing Management (MM - 2)	302	Marketing Research (MR)
103	Information Technology for Managers – I (ITM– 1)	203	Production and Operations Management - I (POM – 1)	303	Financial Management (FM)
104	Accounting Finance for Managers (AFM-1)	204	Accounts & Finance for Managers (AFM-2)	304	Production & Operations Management – II (POM - 2)
105	Statistics for Management (QM - 1)	205	Organisational Behaviour (OB)	305	Personnel Management & Industrial Relations (PMIR)
106	Managerial Economics (ME)	206	Quantitative Methods for Management (QM - 2)	306	Law for Managers (LM)
107	Written Analysis and Communication (WAC): All three terms on continuous basis.				

SECOND YEAR					
Fourth Trimester		Fifth Trimester		Sixth Trimester	
401	Quality Management (QLM)	501	Resource, Environment and Energy Management (REEM)	601	Supply Chain Management (SCM)
402	Corporate Strategy & Planning (CSP)	502	Ethics and Non Corporate Management (ENCM)	602	Management Information Systems (MIS)
403	Summer Internship Programme (SIP)	503	Project Management (PM)	-	-
A	Elective – 1.1	-	Elective – 1.2	-	Elective – 1.3, 1.4
B	Elective – 2.1	-	Elective – 2.2	-	Elective – 2.3, 2.4
Executive Effectiveness (EE) : All three terms on continuous basis					

The above structure may undergo minor modification depending upon faculty convenience and institute's academic calendar.

SPECIALISATION

The second year participants have to take two elective papers each in each term from the list below. The Institute may add or delete electives or change their schedule depending upon various factors and convenience

Further, if the minimum number of participants offering specialisation is less than ten, the specialisation paper may be withdrawn.

Code	Marketing	Code	Finance	Code	Operations	Code	Personnel
411	Sales, Distribution & Retail Management (SDRM)	412	Investment Management	413	Operations Research and Production Technology (ORPT)	414	Human Capital Development (HCD)
511	Marketing Promotion (MP)	512	Corporate Financial Strategies (CFS)	513	Quality, Six Sigma & Maintenance Management (QSSM)	514	Organisational Transformation & Development (OTD)
611	Marketing of Services (MS)	612	Corporate Taxation (CT)	613	Re-engineering & Lean Manufacturing, Service Operations Management (RLMS)	614	Industrial Jurisprudence & Grievance Resolution (IJGR)
621	New Dimensions in Marketing (NDM)	622	Banking & Insurance Management (BIM)	623	Modern Production Technology (MPT)	624	Futuristic Human Resource Management (FHRM)

Summer Placement:

After the completion of 1st year, participants are required to undergo minimum 8 weeks of compulsory Summer Placement in any organisation of repute. The participants would have to make their own arrangements for fixing summer placement in suitable organisations. Cities in which the students did their summer placement in 2009 included Mumbai, Bangalore, Kolkata and New Delhi.

Grand Project:

Second year participants would be required to do a Grand Project (2 credits), which will commence in the 4th Term and will have to be submitted during 5th term.

Course Duration and Timing:

The course will commence from 5th July 2010. Classes would be normally held from 8.45 A.M. onwards. Each class would be of 1 hour 15 minutes . Between the first and the second and the second and the third trimesters, there may be breaks of one week each. Depending upon the course progress and operational requirements, classes may be held outside the hours and days stipulated, including holidays. The Institute draws up an Academic Calendar at the beginning of each year, which is strictly adhered to. Hence, participants must be willing to attend unscheduled classes on holidays or on irregular hours if decided by faculty to complete the academic stipulations as per schedule.

Convocation:

Barring unforeseen circumstances, the participants of the 2010-2012 batch, who successfully complete the programme, would be awarded their Diplomas in a Convocation to be held in the third week of April, 2012. In the past, H.E. the Governor of Assam, the Directors of IIM Calcutta, the Chief of Corporations like Williamson Magor and Exide Industries have presided over these functions.

Attendance:

80% attendance in each paper is required before a participant is considered eligible for sitting in each trimester ending test. Participants who fail to meet the minimum attendance stipulation in any paper may be treated as to have failed in that paper.

Evaluation: For each paper; the participants would be evaluated on the basis of the following:

1. Class tests/performance
2. Assignments/Projects
3. Field Work
4. Term-End Examinations
5. Class Participation

The weightage given to each of the above depend upon the individual Faculty and Controller of Examination. Emphasis would be given to continuous evaluation rather than simply on a trimester-end examination. Therefore, participants would have to exert themselves for the programme from the very beginning and sustain efforts continuously for a period of two years till the programme is over. Minimum pass marks in subjects would be 45. The break-up of marks would be as follows.

First Year

18 papers in 3 terms @ 100 marks	1800
Written Analysis & Communication	200
Viva at the end of the each trimester	100
Total =	2100

Second Year

Summer job presentation and report	100
17 papers (including elective) in the second year	1700
Project work	200
Total =	2000
Grand Total	= 4100

Class will be awarded on the basis of the following marks:

First Class with Honours	= 3075 Marks (75%)
First Class with Distinction	= 2665 Marks (65%)
First Class	= 2460 Marks (60%)
Diploma Class	= 2150 Marks (50%)

NOTE:

1. Participants admitted to the Two Year programme would not be allowed to join any other course of study or allowed to appear in any other examination.
2. Participants admitted to this programme would not be allowed to join fulltime job during the course of the programme. Any student found violating this stipulation would be immediately expelled from the course. Even for part-time jobs, prior approval of the Director would be necessary.
3. Please note original certificates and marksheets would be required only if they are short-listed for GD/Interview. Only copies of Marksheet need to be attached with the application.
4. Applicants are requested to make sure they fulfill all eligibility requirements. Admission to the written test is at applicants' own risk and will not automatically render them eligible for consideration for admission if at later stage is found that any applicant does not meet the eligibility criteria. 'NO REFUND OF FEES PAID WOULD BE POSSIBLE'.
5. Applicants, who want to seek admission through the non-ATMA process, as mentioned above, must submit copies of their Scores of other tests, call letters etc. and any other relevant documents to substantiate their candidature along with their AIM application form. It may be clearly understood that the institute would reserve the right to evaluate these on the basis of criteria set for the same by the Institute itself. Mere submission of these would not automatically render an applicant eligible to be short-listed for final selection.
6. THE DECISIONS OF THE DIRECTOR OF THE INSTITUTE SHALL BE FINAL AND BINDING IN THE MATTER RELATING TO ADMISSION. ALL LEGAL MATTERS WILL BE SUBJECT TO GUWAHATI JURISDICTION ONLY.
7. Candidates selected for admission to the course will be informed about the date by which they must complete the admission formalities. If they fail to do, their admission may be withdrawn.
8. The interpretation of the Director of the Assam Institute of Management in respect of all clauses in this Prospectus shall be final and binding.
9. Candidates who secure admission to the institute by furnishing false information will be removed from the programme immediately on detection of the same and fees etc., already paid would not be refunded to them.
10. If an applicant who has been selected to join the programme fails to join the programme or abandons the programme mid-way, he/she will not be refunded any fee etc. paid by him/her.

Regular Placement:

From the information furnished by its alumni as well as its own information, the AIM alumni seems to have ready acceptance in industries. AIM alumni are posted in places like Kathmandu, Ahmedabad, Aurangabad, Hyderabad, Bangalore, Kolkata, Pune, Bhubaneswar, Delhi, Mumbai etc. apart from being in various places in the North East. Some of the organisations that have recruited AIM students in the past are:

ACC, AMTRON, ASIAN PAINTS, ASSAM COMPANY LIMITED, BATA, BERGER PAINTS, BLOWPLAST, CADBURY'S, CAPART, CII, CIPLA, COLGATE PALMOLIVE, DABUR, DR. REDDY'S, ESCORT, JCB, EUREKA FORBES, EVEREADY INDUSTRIES, EXIDE, GAIL, GSB, HCL INFOTECH, HLL, HDFC BANK, COCA COLA, INTERNATIONAL DEVP. ENTERPRISES, ICICI BANK, IDBI, ITC, J. THOMAS, KOTAK MAHENDRA, LIPI DATA SYSTEMS, LUPINS, McDowell, NEEPCO, NEDFi, NESTLE, ONIDA, OZONE PHARMA, PEARSON PUBLICATIONS (SINGAPORE), PEERLESS, RANBAXY, RELIANCE TELECOM, SHAW WALLACE, SCHIL, STP, TATA TEA, TATA FINANCE, TATA MOTORS, TATA INDICOM, UB GROUP, UNICHEM, UNITED BANK, USHA INTERNATIONAL, VIDEOCON, VINAY CEMENTS, WIPRO, WILIAMSON MAGOR, XEROX CORP., ZENITH INFOTECH. MARICO INDUSTRIES, SBI LIFE INSURANCE, HINDUSTAN COPPER LTD., LG ELECTRONICS, DS GROUPS, REDINGTON INDIA LTD., ICICI BANK, ICICI PRUDENTIALS, AXIX BANK ETC.

The Assam Institute of Management is grateful to the above companies for their support and encouragement.

SUPPORT FACILITIES:

Library:

The institute has a well-stocked library with more than 6000 volumes and subscribing to nearly 50 journals and magazines and daily newspapers. The library offers an excellent collection of books on management as well as on related disciplines and interests. The library also maintains.

1. Newspaper clippings in diverse areas
2. Collection of corporate annual reports
3. Audio/video/CD reference materials
4. Reports of various projects undertaken by students
5. Publications and reports of committees etc

Computer Centre:

The Institute has a computer centre with twenty standalone computers with printing facilities. The PGDBM participants are allowed liberal access to use the computers to augment their learning and supplement their assignments. The institute also has Internet facilities for the students along with Wi-Fi facility.

Student activities:

The institute runs many unique programmes and activities, which contribute to the overall development of the participants. The participants are required to conduct the following activities of their own, which involves planning, resource mobilization, implementation and assessment

- AIMULET** - News letter published every quarter
AIM-PULSE - Student magazine published once a year
AIM-QUEST - Annual meet of business schools students of the NE region
AIM-SPORTS - Annual Sports meet among the AIM students.

The PGDBM participants are required to undergo a weeklong Yoga and Spiritualism session at the Vivekananda Kendra Institute of Culture at Guwahati every year. In small groups the participants also render socially useful activities like organising sports meet for street children, conducting health and hygiene camps for slum dwellers, sensitizing students of non-elite schools to normal day-to-day hazards, volunteering for serving those who are mentally or physically challenged etc. In addition, the participants are also required to interact actively with the corporate sector and organise relevant corporate seminars. Every year AIM is organizing a voluntary blood donation camp, where a large number of students and faculties donate blood to the Guwahati Medical College Blood bank.

For further information, please contact:

Assam Institute of Management

(A Government of Assam Society)

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