

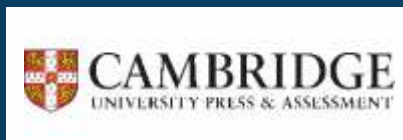
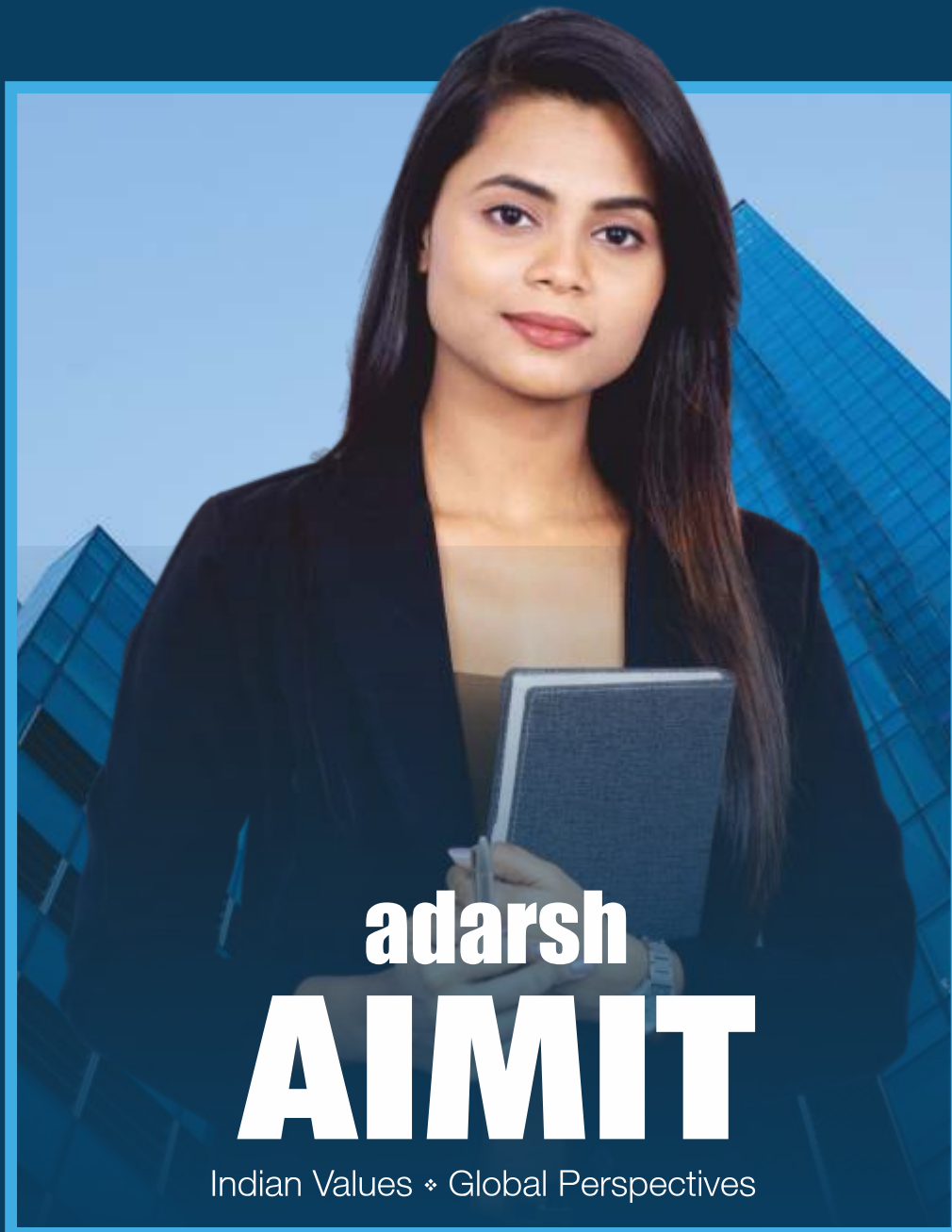


A JAIN INSTITUTION

# ADARSH INSTITUTE OF MANAGEMENT & INFORMATION TECHNOLOGY (AIMIT)

(A unit of Adarsh Group of Institutions)

Affiliated to Bengaluru City University  
Approved by AICTE, Recognized by UGC & MOE



**DUAL** Specialization

**TRIPLE** Course Advantage

[www.adarshaimit.org](http://www.adarshaimit.org)

“ To achieve -  
dream it, live it, AIMIT. ”

## VISION

To achieve total quality in  
management education and be a  
centre for excellence in leadership  
and management.



# AIMIT & AGI

## Adarsh Institute of Management and Information Technology

Ranked amongst Bengaluru's top B-Schools, Adarsh Institute of Management and Information Technology, a unit of Adarsh Group of Institutions offers a two year MBA program which is affiliated to Bengaluru City University, approved by AICTE, New Delhi and recognized by Government of Karnataka. The faculty team at Adarsh AIMIT consists of eminent personalities from most prestigious institutions like Stanford University, IIM Bengaluru, IIM Kolkata, Singapore University, FMS Delhi, Symbiosis etc., They bring with them their enormous industry and academia experience to share with our students.

### AIMIT – in a snippet

- Two decades of dynamic growth and virtuous history
- 100% Placement Record
- The one of its kind industry-ready Masters program in Bengaluru that goes beyond the curriculum
- State-of-the-art facilities coupled with academic & co-curricular excellence
- Dedicated faculty from the best B-schools of the country
- A space that blends Indian values with global perspectives

### Adarsh Group of Institutions (AGI)

A leading educational institution in Bengaluru, AGI offers courses in Commerce, Science, Management and Computer Applications for over five decades, since 1971. The focus and commitment towards implementing and improving pedagogic practices has evolved the group as one of the premier educational institutions in the city, covering school, pre-university, undergraduate and postgraduate levels of study.

## Accreditation



Affiliated to Bengaluru City University



Recognized by UGC, Govt. of India



Approved by MOE, Govt. of India



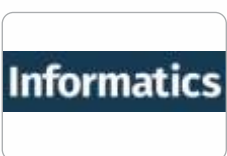
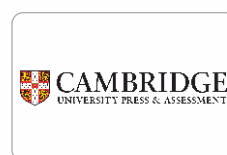
Approved by AICTE, New Delhi



# Our Collaborations

Strategic collaborations and well-intended associations have been at the heart of our growth journey, and we continue to learn & expand our horizons with like-minded institutions in the domains that have direct impact with the students & their careers.

## Our Professional Membership / Knowledge Partners / MOUS



# Academic Excellence to the Forefront

Our commitment to academic excellence came to the forefront when our students from the MBA program topped the program in Bengaluru City University.



**Sahana Shree**

(DreamChasers Batch 20240)

**1<sup>st</sup> Rank**



**Tejaswini D**

(Avenger's Batch 2022)

**1<sup>st</sup> Rank**



**Jovita Ephrem M**

(Avenger's Batch 2022)

**5<sup>th</sup> Rank**

Hearty Congratulations to our toppers of the  
MBA Program at Bengaluru City University



Rank holders honoured & felicitated for their extraordinary performance.

“A good degree  
equips you with  
**skills and knowledge;**  
a true MBA program  
ensures its execution.”

A close-up photograph of a person's hand holding a black graduation cap (mortarboard) with a gold tassel. The hand is positioned as if holding the cap from underneath. A bright, glowing light source is visible inside the cap, creating a lens flare effect. The background is dark and out of focus.

**PROGRAMS**  
OFFERED



# MBA: Program Overview

## Specialization



Finance



Marketing



Entrepreneurship  
& Startups



Business  
Analytics



Human  
Resource



Production & Operations  
Management

## Certifications



Marketing  
Analytics



Stock  
Market



Financial  
Modelling



Information  
Technology



HR  
Analytics



International  
Business



Retail  
Management



Distribution &  
Logistics Management



Digital  
Marketing

**DUAL** Specialization

**TRIPLE** Course Advantage

# MBA 2 year program

## MBA + PGPM + CIBP

### 3 Core Qualifications

#### MBA+ Dual Specialization

(Bengaluru City University)

#### MBA+ PGPM

(Post Graduate Program in Management)

#### MBA+ CIBP

(Certification in Business Proficiency)

### Certificate Programs

- Business English
- SAP Certification
- Foreign Language  
– Japanese/Spanish/French/German
- Six Sigma Basic Level Certification
- Essential Stock Market Skills Certification
- Digital Marketing
- Massive Open Online Courses (MOOCs)
- Proficiency in Microsoft Word, Excel, PowerPoint
- Data Analytics



**DUAL** Specialization

**TRIPLE** Course Advantage

### Value Adds

- Paid Internships & Industry Projects
- Ideation & Intellectual Property Cell
- National Level Fest & Inter Collegiate Competitions
- Campus to Corporate Programs
- Knowledge Exchange Series Cell
- Student Development Cell
- Student Seminar Series Cell
- Career Guidance & Mentoring
- Entrepreneurship & Incubation Center
- 100% Placement Assistance
- Case Study Series
- National Industry Visits & Tours\*
- International Immersion Programs – visit to Dubai / Singapore / Malaysia / Sri Lanka\*



## Post Graduate Program in Management

Post Graduate Program in Management (PGPM) will prepare the students for roles in a range of fields of Management. It helps to develop the necessary skills and knowledge to excel in their chosen areas of specialization. This intensive learning program equips the students with certification courses in Business Analytics / Marketing / Finance / Human Resources.

Students are expected to complete two certification courses along with the compulsory certifications

PGPM 101 Semester: III	SAP (Compulsory)	PGPM 103-E Semester: III	Information Technology Certification
PGPM 102 Semester: III	Massive Open Online Courses	PGPM 103-F Semester: III	Distribution and Logistics Management Certification
PGPM 103-A Semester: III	Certification in Marketing Digital Marketing   Marketing Analytics	PGPM 103-G Semester: III	Retail Management Certification
PGPM 103-B Semester: III	Certification in Finance Stock Markets   Anti Money Laundering & Know Your Customer   Financial Modelling	PGPM 104 Semester: III	Business Analytics
PGPM 103-C Semester: III	Certification in Human Resources HR Analytics   Counselling Skills	PGPM 105 Semester: III	Advanced MS-Excel Certification
PGPM 103-D Semester: III	International Business Certification		

## Certification in Business Proficiency

Certification in Business Proficiency (CIBP) is developed to enhance the knowledge and competence of students to become more valuable in their future positions in industry.

This Program equips them with a wide range of skills that can enhance their success in their careers. It enables a student to understand and learn the fundamental skills that are required in business management. It comprises of the following courses

CIBP 101  
Semester: I

Business English

CIBP 105  
Semester: I & II

Business Lab

CIBP 102  
Semester: I

Foreign Languages  
Japanese / Spanish / French / German

CIBP 106  
Semester: I & IV

Adarsh Finishing School

CIBP 103  
Semester: I

Microsoft Office

CIBP 104  
Semester: II

Six Sigma Certification



# Going Global with Cambridge University Press and Assessment

## Soft Skills & Employability Course

The Soft Skills and Employability course is designed to enhance students' professional competencies and workplace readiness. This comprehensive program covers essential soft skills such as goal setting, emotional intelligence, leadership, and social consciousness, equipping learners with the mindset and adaptability required for success. The course delves into employability skills, including CV preparation, workplace

communication, presentation skills, and professional etiquette, ensuring students are well-prepared to transition seamlessly from academia to the corporate world by developing a strong personal and professional brand, aligning with global industry expectations.



- Holistic Skill Development** – emotional intelligence, leadership, adaptability, and teamwork
- Global Workplace Readiness** – workplace etiquette, cultural sensitivity, and social consciousness
- Enhanced Employability** – CV writing, workplace communication, and professional etiquette
- Corporate Intelligence** – Understand the evolving job market, anticipate industry trends, and build a future-ready career
- Problem Solving & Decision-Making** – Develop analytical thinking, decision-making, and crisis management abilities
- Strategic Networking & Career Acceleration** – Build influential professional connections, leverage global networks, and unlock high-impact career opportunities





“ You learn the most  
when you’re out on  
the EDGE. ”

*- Jim Whittaker*



Adarsh  
**EDGE**



# Adarsh Edge

Going beyond the curriculum, committed to an all-round industry and life-ready course, the MBA program comes along with Adarsh Edge that encompasses: one-of-its-kind Adarsh Finishing School, Education 5.0 (Humanised Experiential Learning), Entrepreneurship Corner (nurturing the spirit of entrepreneurship) and going global with training & certificate from **Cambridge University Press and Assessment**.

Adarsh Finishing School

Education 5.0  
(Experiential Learning)

Entrepreneurship Corner

Going Global

Training & Certificate  
from



# Adarsh Finishing School

Adarsh Finishing School is the wing that focuses on the overall development of the students through continuous training, grooming and practice. The curriculum under Adarsh Finishing School is spread across the entire two year MBA program.

## The programs are as under:

- Communication Skills
- Fluency Development
- Business Writing
- Team Building
- Leadership Skills
- Grooming
- Impactful Presentations
- Group Discussions
- Personal Interview Skills
- Interpersonal Relation and Rapport Building
- Stress Management
- Aptitude Training
- Creative Thinking and Winning Attitude
- Time Management
- Refresher Session
- Professional Curriculum Vitae and Video Resume Building



# Education 5.0

Education 5.0 is an advanced approach to learning that integrates emerging technologies, personalisation and real-world experiences. A humanised approach, focuses on critical and creative thinking and adaptability.

## Womensorship

To Instill Psychological Safety Among Female Students

## Anti-Ragging

Zero Tolerance to Ragging, Always & Forever

## Mentoring

For Professional and Personal Development

## Anti-Sexual Harassment

## Student Insurance

## All Other Community Engagement Programme

## Saakalya

Professional Counseling Service

## MOUs with Industry bodies like:

## Shakti

Women Student Empowerment Initiative

## BSmart

Business Standard Digital News App

## Academic Social Responsibilities (ASR)

Blood Donation Camp

Swachh Bharat Campaigns

Street Plays

Stationery/Other Essentials Donation to Orphanage

Personality Development Programs for Children at Orphanage

Program on Financial Literacy

## Other Programmes

Inter Collegiate Fest

Outbound Training

Industrial Visits

Positive Health: Yoga and Meditation Sessions



NASSCOM



MSME Technology Center



Wildcraft



NHRDN



CIYI



NIPM



Gokaldas Exports

& many more

# Entrepreneurship Development Cell & Institution's Innovation Council

## *Empowering Future Business Leaders*

Entrepreneurship has become a major driver for innovation and development of the economy, thanks to an evolving and competitive business environment. Entrepreneurship Development Cell at Adarsh promotes entrepreneurial mindsets by creating an ecosystem conducive to the development of entrepreneurship opportunities among young entrepreneurs. The significance of the ED cell for our MBA students highlights their role in shaping future business leaders. With fresh perspectives, creativity, and determination, our budding entrepreneurs will have the potential to disrupt industries, create jobs, and make significant contributions to the economy and society as a whole.

The Entrepreneurship Development Cell under Institutions Innovation Council, MoE fosters a culture of ideation, problem solving and startup creation engaging in activities like design thinking, IPR and Project Development



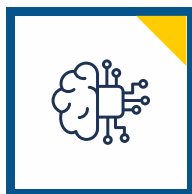
**Creating an  
Entrepreneurial  
Mindset**



**Incubation  
& Support**



**Access to  
Funding**



**Hands-on Learning  
& Experiential  
Education**



**Collaboration  
& Networking**



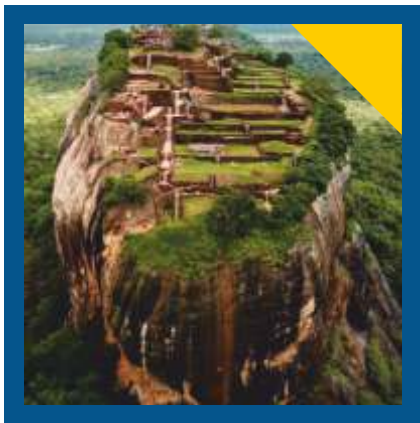
“ Holistic is wholesome.  
At AIMIT, we gear you  
up for progress, such that  
success is a natural by-product.”





# Global Expedition Malaysia / Sri Lanka / Singapore / Dubai

This carefully curated program is designed to provide students with international exposure and practical insights into global business practices & opportunities to engage with diverse cultures. The expedition is a unique blend of academic learning and cultural exploration, aimed at equipping students with a global perspective and fostering personal and professional growth.



## Objectives

Malaysia / Sri Lanka / Singapore / Dubai

### 1. Academic Enrichment

This will help students learn about international business and cross-cultural management practices.

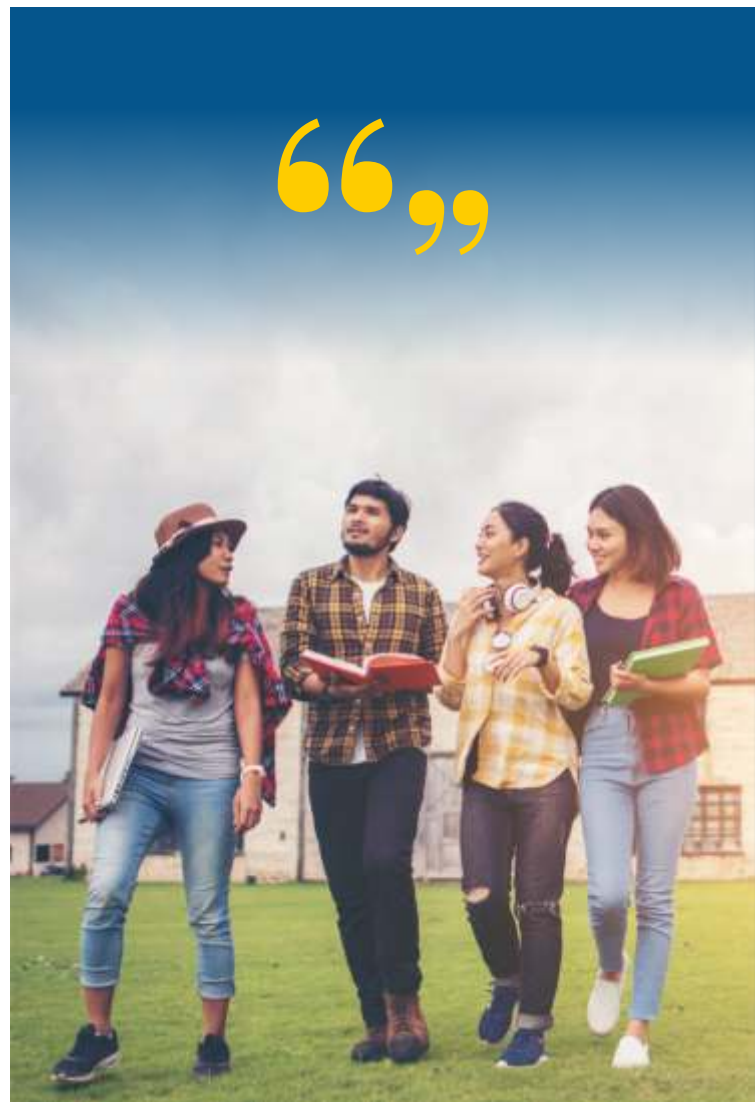
### 2. Cultural Exploration

These experiences will provide students with a deeper understanding of the cultural and historical contexts of these regions.

### 3. Global Networking

Build connections with global professionals, peers, and entrepreneurs, paving the way for future collaborations and career opportunities in the international arena.

“„



# International Immersion & Domestic Industry Visits

From knowing global approach to living the same through visits, enables students from all backgrounds to trigger unspoken experiences. With a current focus on South-East Asian countries for International Industry visits, we believe, our students are ready to take on the global stage!



Round Table with the Global CEOs

## Domestic Industry Visit

With a commitment to ensure maximum industry interaction & learning for students, we have multiple domestic industry visits round the year for all students.

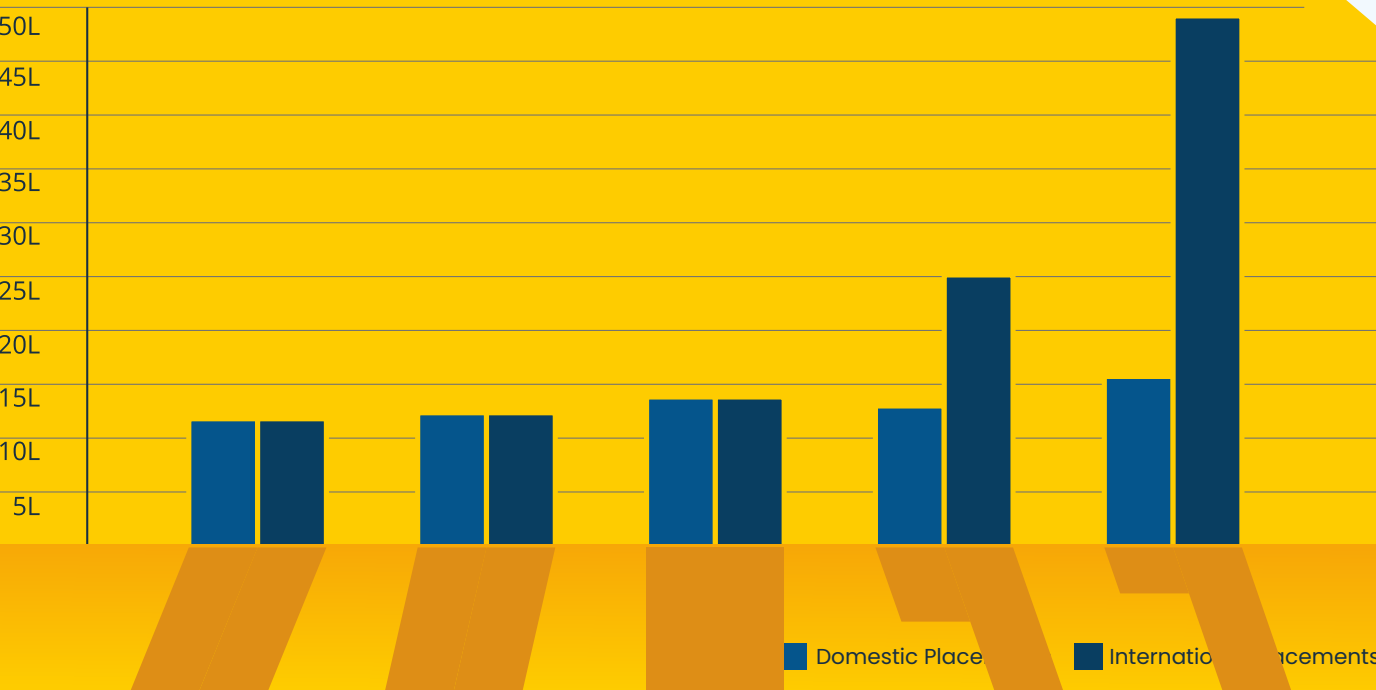


A Glimpse of Domestic Industry Visits

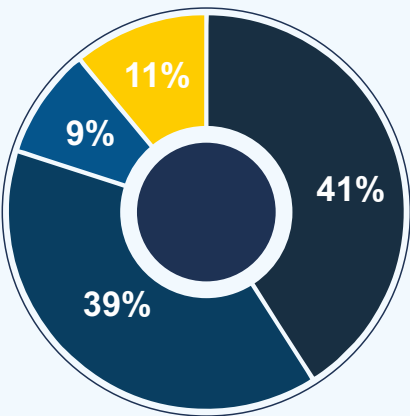
# Placement Statistics

A steady growth inclined graphing the recent years showcase consistency and encouraging signs of substantial growth and demand for our students across various industries.

## Highest Placement Package

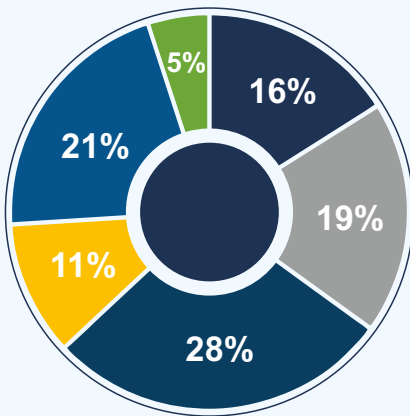


## Function wise placements



- Finance
- Marketing
- Business Analytics
- Human Resource

## Sector wise placements



- IT / ITES
- FMCG
- Consulting
- Retail
- BFSI
- Others





# Top Placements



Cloud Analyst  
CTC - ₹ 48 LPA

**Mohammed  
Abdul Farhan**



Consultant  
CTC - ₹ 20 LPA

**Rayyan Khan**



Product Specialist  
CTC - ₹ 14 LPA

**Rachana D**



Associate  
CTC - ₹ 6 LPA

**Suchithra K S**



Associate  
CTC - ₹ 6 LPA

**Sridhar C M**



Associate  
CTC - ₹ 6 LPA

**Surendra Reddy**



Associate  
CTC - ₹ 6.56 LPA

**Bharath B**



Associate  
CTC - ₹ 6.56 LPA

**Srikanth CN**



Associate  
CTC - ₹ 6.56 LPA

**Syed Liyakath**



Business Development  
Associate  
CTC - ₹ 8 LPA

**Aishwarya M**



Relationship  
Manager  
CTC - ₹ 7 LPA

**Pavan Kalyan**



Deputy Assistant  
Manager  
CTC - ₹ 6.20 LPA

**Gowrav M**



Business Analyst  
CTC - ₹ 14 LPA

**Ajay Rosario P**



Business  
Development  
Manager  
CTC - ₹ 10 LPA

**Gouthami E**



Business  
Development  
Executive  
CTC - ₹ 10 LPA

**Chandan B G**



Associate  
CTC - ₹ 6 LPA

**Poornima T U**



Business  
Development  
Associate  
CTC - ₹ 6 LPA

**Jamiul Tarofdar**



Management  
Trainee/  
Area Manager  
CTC - ₹ 4.5 LPA

**Prashanth R**



HRBP  
CTC - ₹ 4 LPA

**Nivedhitha M**



Management Trainee  
CTC - ₹ 3.7 LPA

**Sukanth N**



Surya Financial  
Technology  
Pvt Ltd  
CTC - ₹ 5 LPA

**Sujay Kumar R**



Management  
Trainee  
CTC - ₹ 4.25 LPA

**Pavithra R**



Senior Associate  
(Accounts  
Receivables)  
CTC - ₹ 4.5 LPA

**Vyshnavi C**



Inside Sales  
Associate  
CTC - ₹ 6 LPA

**Nisha R**

# Our Recruiters

Over the years we have had the privilege of hosting numerous multi-national and national companies for campus recruitment drives. Working in tandem with companies ensure the student skills remain niche and in sync with the trending and growing industry standards.



# Testimonials & Success Stories

Our institution's greatest ambassadors are our students who continue to excel in their respective domains. While success may be measured by different parameters, for us their progress & growth – both as individuals & leaders, is all that measures our success in education.



**Mohammed Abdul Farhan**  
Highest International Placement

AIMIT has imparted quality education which I deem it as my immense luck and good fortune. The faculty members are highly qualified and are very supportive from whom I learnt to nurture my dreams and fulfill my ambitions. Huge respect, Gratitude and Devotion for AIMIT!



**Rayyan Khan**  
Second Highest International Placement

Life has been full of ups and downs. But AIMIT has helped me widen my skills by exposing me to countless opportunities in academics and also in corporate world. The lecturers are very passionate about student's well being and they have taught me how to set up my priorities, the importance of thinking critically and the intricacies of professional life.



**Poornima TU** KPMG

I'm thrilled to share that I've secured a position at KPMG, my dream company. The institution's exceptional training program and opportunities, coupled with faculty support and guidance, have been instrumental in shaping my skills. I'm proud to be part of this community and look forward to contributing to KPMG



**Suchitra KS** KPMG

Adarsh provided a wonderful platform for learning and innovation, enabling me to secure a position at KPMG. I'm grateful to our esteemed institution and the dedicated placement department for their guidance and support, which played a pivotal role in my career success.



**Sindhu BN** KPMG

I'm thrilled to join KPMG, thanks to the placement department's exceptional support. Their comprehensive training in technical and soft skills from the 1st semester was instrumental in my success, equipping me with the expertise and confidence to excel in my role



**Soniya KR** CONSERO

Adarsh has equipped me with essential skills and knowledge to thrive in today's competitive landscape. I'm grateful to the Institution for providing a nurturing environment and opportunities that have enabled me to excel and achieve my goals



**Surendra Reddy** KPMG

Adarsh's comprehensive training, including advanced Excel and SAP, has been instrumental in shaping my professional journey. The practical skills and knowledge gained have empowered me to excel in my career, making me industry-ready and confident to take on new challenges



**Parvati Biradar** ESAF

I'm grateful to Adarsh for providing comprehensive training in aptitude and technical skills, which enabled me to secure a position in my dream company. My experience at AIMIT was truly enriching, and I am grateful to the institution for shaping my career

From **Campus** to  
**Corporate Giants**



**Sadananda S** Pyrox I City

I'm deeply grateful to AIMIT for the extensive training that equipped me to ace interviews. The college's tireless efforts in preparing students for the corporate world have paid off, and I'm thrilled to have secured a position. AIMIT's support has been instrumental in my career success



for more student testimonials scan this QR code

“ In the truest sense, not alumni  
but ambassadors of AIMIT,  
inspiring the world  
by creating their own. ”



**Sahana Shree B**

*1st Rank Holder in MBA (2024)  
Bengaluru City University*

Choosing AIMIT has been the best decision of my academic journey. The vibrant campus culture & supportive faculty have nurtured my passions and fueled my ambitions. The emphasis on holistic development ensures I'm not just a student, but a well-rounded individual ready to take on the world. It's a home where dreams are realized and futures are forged.



**Tejaswini D**

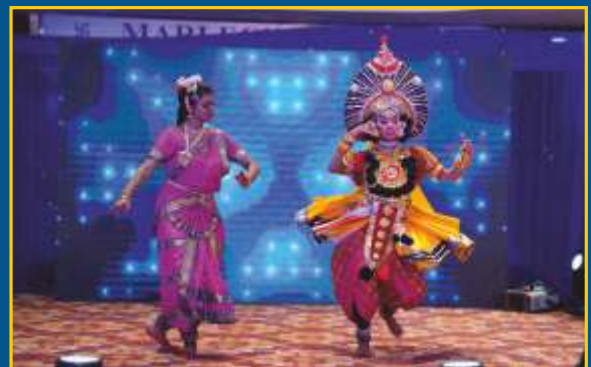
*1st Rank Holder in MBA (2022)  
Bengaluru City University*

AIMIT does not focus only on bookish knowledge; rather, it enforces students to do their best through experiential learning and a rich and wholesome experience of the business world. My experience at AIMIT has been awesome. The tutors are encouraging and my peers are ambitious & enthusiastic providing me with the right environment to learn.



# Life at Adarsh

The bridge from a life as student to the career as a professional is built every day through multiple touch points and experiences at Adarsh. From academic excellence to excelling across various co-curricular, from various industry interactions & incubations to an environment of creating lasting memories, at Adarsh – you don't just make a career or complete a degree, but create a highly dynamic, forward thinking life at Adarsh.



# Infra at Adarsh

The learning environment at Adarsh is supported with the state-of-art infrastructure, that we believe, is critical to the overall well-being and development of students. With an air-conditioned and well-ventilated campus coupled with an outdoor breakout area, makes the campus a perfect place for students to find a space of their own.



Dedicated Placement Cell



Indoor Games



Computer Lab



Incubation Center



Playground



Wi-Fi Campus



Digital Library & Resource Center



Healthcare Facilities



CCTV Surveillance



Seminar Hall



Student Lockers

& many more



In-house Gym



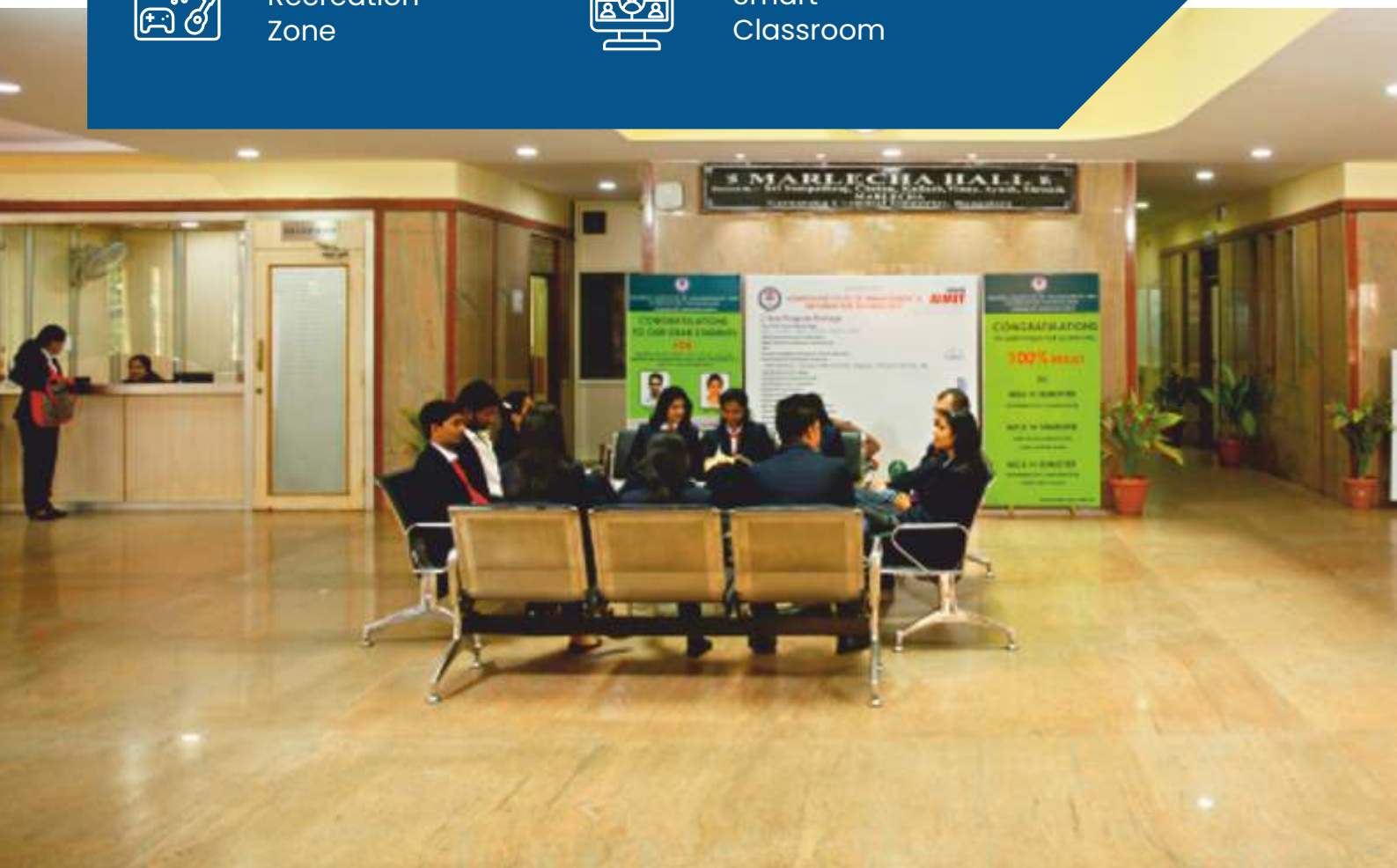
Business Lab



Recreation Zone



Smart Classroom





# Payment Method

Scan QR code



For Application Form

Scan QR code



For Campus Visit

Send details after payment through **Whatsapp: 74067 40099**

Admission Department

**Adarsh Institute of Management and  
Information Technology (AIMIT)**

5th Main, Chamarajpet, Bengaluru 560 018, India  
Mobile: +91-74067 40077 / 88

To know the advantage (AIMIT)

Call: +91-74067 40077 / 88

Email: [admission@adarshaimit.org](mailto:admission@adarshaimit.org)

Web: [www.adarshaimit.org](http://www.adarshaimit.org)

A JAIN INSTITUTION



ESTD : 1971

# ADARSH GROUP OF INSTITUTIONS



## ADARSH INSTITUTE OF MANAGEMENT & INFORMATION TECHNOLOGY (AIMIT)

5th Main, Chamarajpet, Bengaluru – 560 018, Karnataka, India.

Mobile: +91 74067 40077/88 | Ph: +91 80 26984938

Email: [admission@adarshaimit.org](mailto:admission@adarshaimit.org)

# adarsh AIMIT

Indian Values ♦ Global Perspectives

SCAN THE QR CODE



& CONNECT WITH US

[www.adarshaimit.org](http://www.adarshaimit.org)