



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

adarsh  
**AIMIT**

Indian Values ♦ Global Perspectives



**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 Bangalore, 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

## Accreditations



Affiliated to Bengaluru City University



Recognized by UGC, Govt. of India



Approved by MOE, Govt. of India



Approved by AICTE, New Delhi

## Adarsh Group of Institutions (AGI)

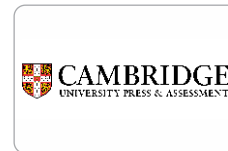
A leading educational institution in Bengaluru, AGI offers courses in Commerce, Science, Management and Computer Applications for over five decades, since 1971. The focus and commitment towards implementing and improving pedagogic practices has evolved the group as one of the premier educational institutions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



# 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

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



**Nunna Hemaswitha**  
(Highflyer's Batch 2025)

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



**Sahana Shree**  
(DreamChasers Batch 2024)

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



**Tejaswini D**  
(Avenger's Batch 2022)

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



**Keerthana G S**  
(Highflyer's Batch 2025)

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



**Jovita Ephrem M**  
(Avenger's Batch 2022)

Our university rank holders being felicitated by the Honourable Governor of Karnataka



Adarsh consistently shaping top rank holders, year after year

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

PROGRAMS  
OFFERED

# 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\*



# 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

## 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 & II

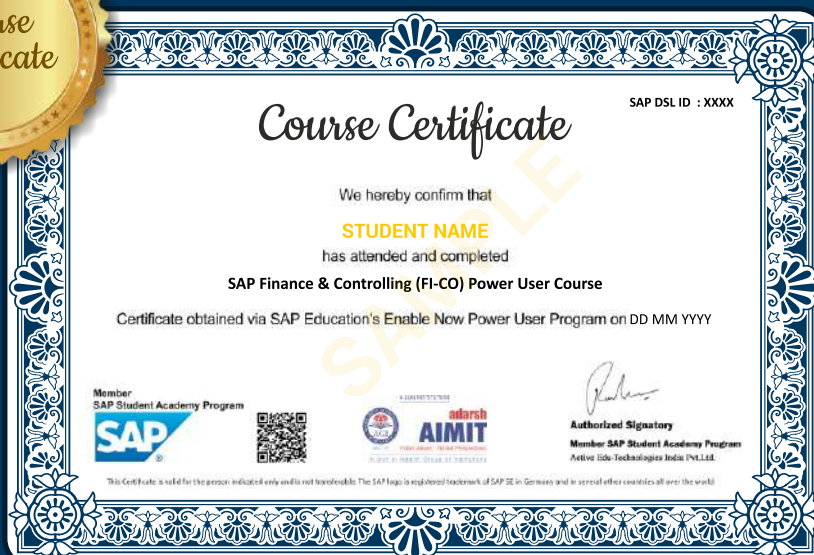
**Adarsh Finishing School**

CIBP 103  
Semester: I

**Microsoft Office**

CIBP 104  
Semester: II

**Six Sigma Certification**



# PGPM

## 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**





“ 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 **Cambridge University Press and Assessment**.

Going Global

Education 5.0  
(Experiential Learning)

Adarsh Finishing School

Entrepreneurship Corner



# 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





# 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

## Community Engagement Programs

## Saakalya

Professional Counseling Service

## MOUs with Industry bodies

## 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, Bengaluru

WILDCRAFT

Wildcraft



NHRD



CIYI



NIPM



Gokaldas Exports

& many more

# 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



# Entrepreneurship Corner

## 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 Institution's 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. ”





# 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 Global CEOs

## Domestic Industry Visit

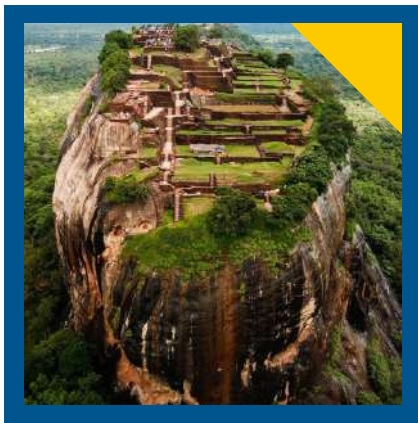
With a commitment to ensure maximum industry interaction & learning for students, we have multiple domestic industry visits round the year for all students.



A Glimpse of Domestic Industry Visits

# Global Expedition Malaysia / Dubai / Singapore / Sri Lanka

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 / Dubai / Singapore / Sri Lanka

### ■ Academic Enrichment

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

### ■ Cultural Exploration

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

### ■ Global Networking

Encouraging students to build connections with global professionals, peers, and entrepreneurs, paving the way for future collaborations & career opportunities in the international arena.

“Global exposure for  
limitless learning”



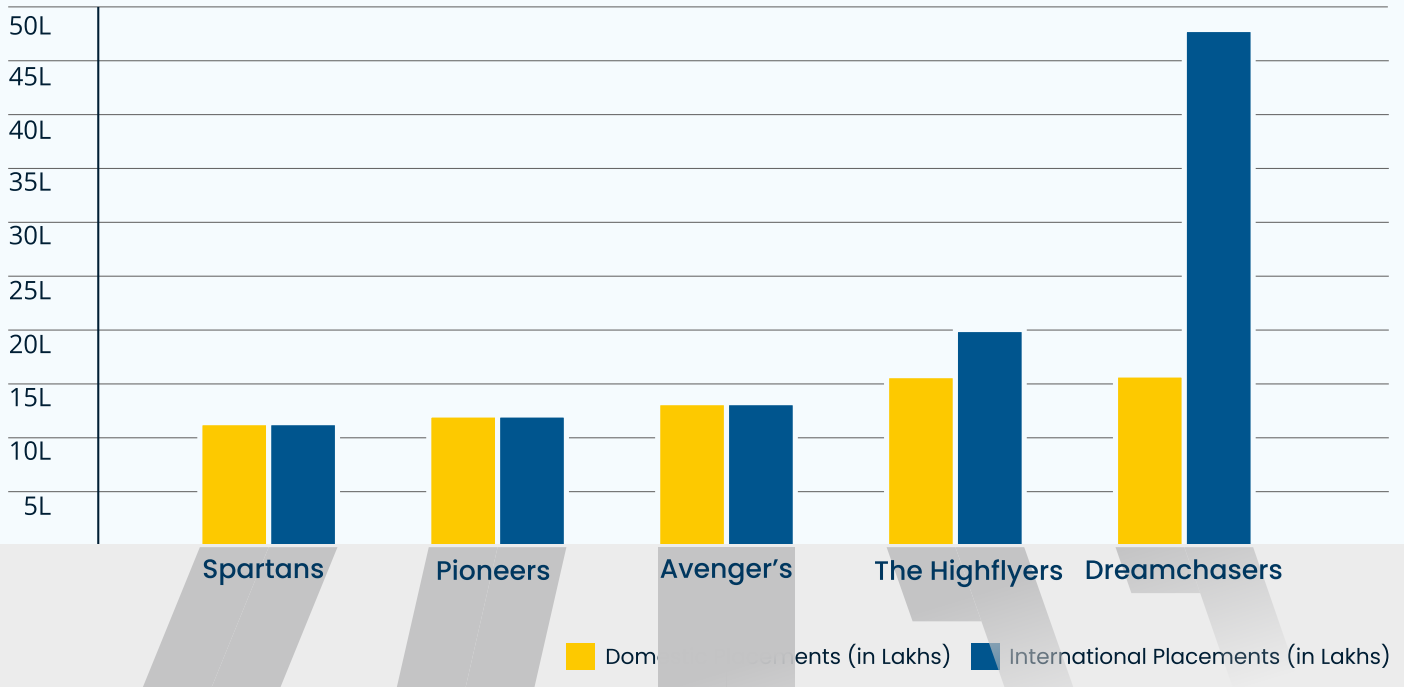


# Placement Statistics

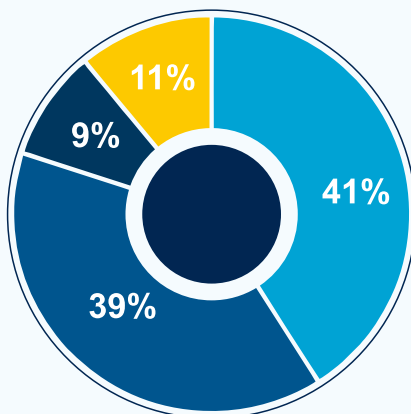
A steady growth inclined graphing the recent years showcase consistency and encouraging signs of substantial growth and demand for our students across various industries.



## Highest Placement Package

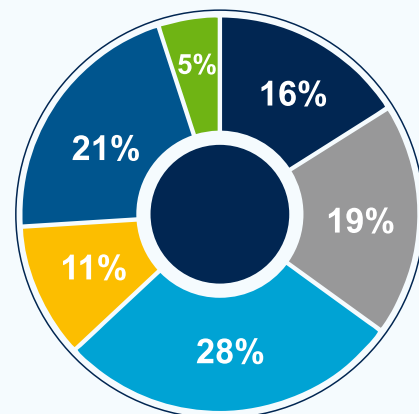


## Function-wise Placements



- Finance
- Marketing
- Business Analytics
- Human Resource

## Sector-wise Placements



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

# 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 to me a quality education, which I consider a great privilege 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.



**Bhrath. B** EY

My journey here has been transformative. I'm filled with gratitude for the learning, mentorship, and community that shaped me. The unwavering support of our principal gave us direction & purpose, while our faculty brought that vision to life. Moreover, it was the values instilled in us that prepared me for the world beyond. I carry with me, not just a degree, but a story I'll always be proud of.



**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.



Scan this QR code to read more student testimonials

# Top Placements



**Mohammed  
Abdul Farhan**



**Rayyan Khan**



**Rachana D**



**Suchithra K S**



**Sridhar C M**



**Surendra Reddy**



**Bharath B**



**Srikanth CN**



**Syed Liyakath**



**Aishwarya M**



**Pavan Kalyan**



**Gowrav M**



**Ajay Rosario P**



**Gouthami E**



**Chandan B G**



**Poornima T U**



**Jamiul Tarofdar**



**Prashanth R**



**Nivedhitha M**



**Sukanth N**



**Sujay Kumar R**



**Pavithra R**



**Vyshnavi C**



**Nisha R**



# 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



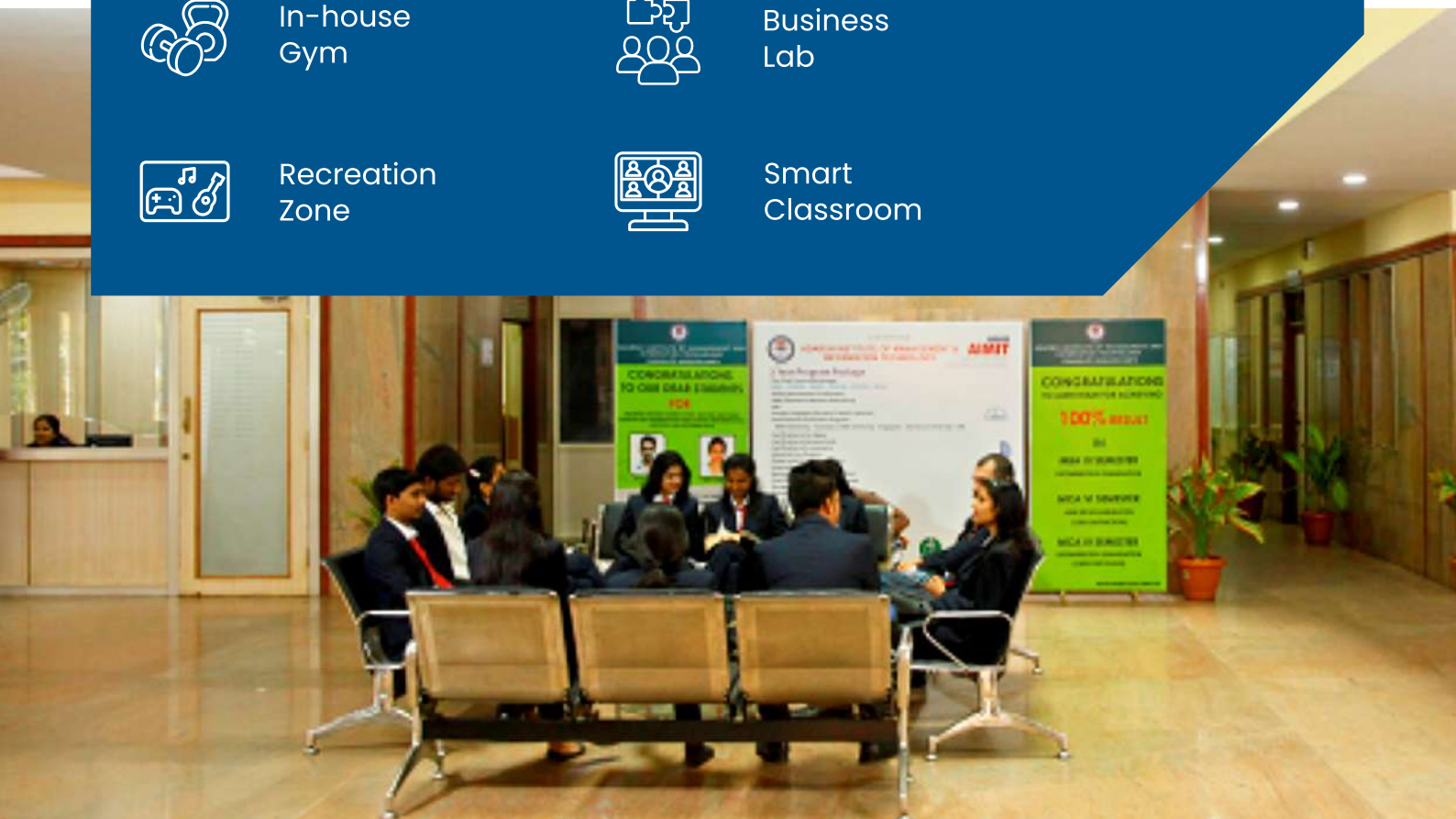
Business  
Lab



Recreation  
Zone



Smart  
Classroom



# 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.





# University Rank Holders Speak



**Nunna Hemaswitha**

*1st Rank Holder in MBA (2025)  
Bengaluru City University*

AIMIT has helped me achieve my academic goals and shape my future. This achievement wouldn't have been possible without the exceptional guidance from our Director & Principal Sir, the faculty members, and staff. Their mentorship and encouragement played a significant role in my success. The institute's commitment to excellence, innovative approach, and dedication to student success make it an ideal choice for aspiring business leaders.



**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.

*Your future*  
is worth every step –  
this is just one of them.

If you're ready to take the next step,  
**scan the code to start your application**



If you'd like to learn more about our programs,  
**scan the code to explore further**

If you'd like visit our campus or to speak to  
someone from the admissions department,  
**scan the code for directions**



Admission Department

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

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ESTD : 1971

A JAIN INSTITUTION

adarsh  
**AIMIT**

Indian Values • Global Perspectives



# ADARSH GROUP OF INSTITUTIONS

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