



ESTD : 1971

A JAIN INSTITUTION

# adarsh AIMIT

Indian Values ✦ Global Perspectives



**MBA**

**DUAL** Specialization

**TRIPLE** Course Advantage

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

(A unit of Adarsh Group of Institutions)

Dr. Manmohan Singh Bengaluru City University  
Approved by AICTE, Recognized by UGC & MoE

[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.



# AGI & AIMIT

## 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.

### 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 Dr. Manmohan Singh 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 Dr. Manmohan Singh  
Bengaluru City University



Recognized by UGC, Govt. of India



Approved by MoE, Govt. of India



Approved by AICTE, New Delhi



ISO-21001, ISO 50001, ISO 140001

20+ Years Legacy

2500+ Alumni

100+ Recruiters

# Where excellence is not an exception – it is a tradition.

With a hat-trick of University 1st Rank Holders and a consistent legacy of producing achievers year after year, AIMIT stands as a benchmark for academic distinction.



Tejaswini D  
2022 Avenger's Batch



Sahana Shree  
2024 DreamChasers Batch



Jovita Ephrem M  
2022 Avenger's Batch



Keerthana G S  
2025 Highflyer's Batch



# HAT-TRICK UNIVERSITY 1<sup>st</sup> RANK HOLDERS



Nunna Hemaswitha

2025 Highflyer's Batch



Pooja K Kadli

2026 Titan's Batch



Sudeep G Gaonkar

2026 Titan's Batch



2026, 2025,  
2024, 2022



2026, 2025,  
2022

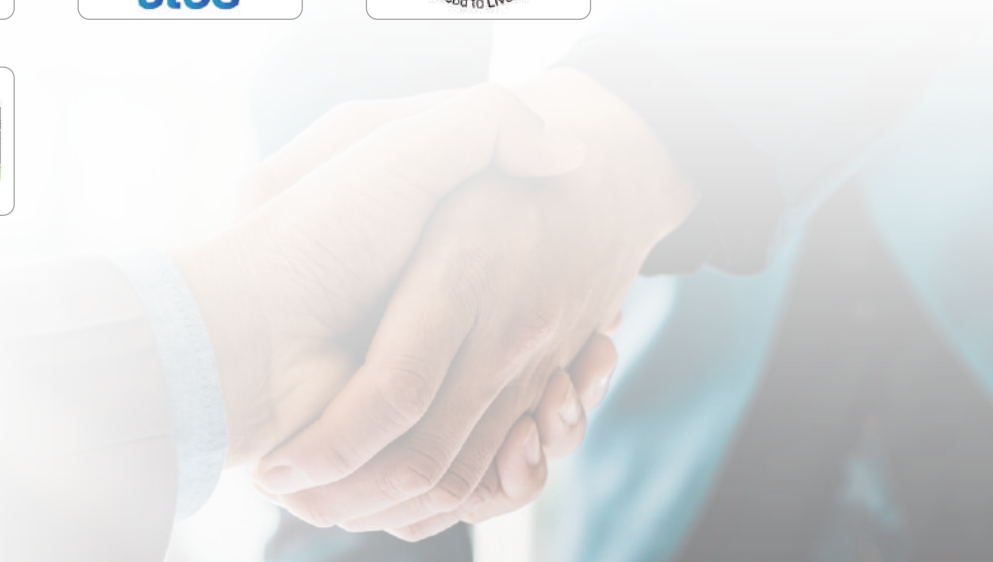
Our university rank holders being felicitated by the **Honourable Governor of Karnataka**



# 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



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

**PROGRAMS**  
**OFFERED**

# MBA: Program Overview

2 year program

International Certificate  
Program by



**DUAL** Specialization

**TRIPLE** Course Advantage

## MBA + PGPM + CIBP

### 3 Core Qualifications

#### MBA-Dual Specialization

(Dr. Manmohan Singh Bengaluru City University)

#### MBA+ CIBP

(Certification in Business Proficiency)

#### MBA+ PGPM

(Post Graduate Program in Management)

### Specialization



Finance



Marketing



Entrepreneurship  
& Startups



Business  
Analytics



Human  
Resource



Production & Operations  
Management

# MBA: Program Overview

2 year program

## 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\*

## AIMIT Clubs

### Vaṛdhan

- Finance Club

### Venture Vista

- Entrepreneurship Club

### Marketing Minds

- Marketing Club

### Career 360°

- General Management Club

### The Insights League

- Business Analytics Club

### Vedanza

- Cultural Club

### Pravritti

- Human Resource Club

### Ek Bharat Shreshtha Bharat

- EBSB

# Certifications



**Business  
English**



**Digital  
Marketing**



**SAP  
Certification**



**Data  
Analytics**



**AFS  
Certification**



**Stock  
Market**



**Foreign  
Language**



**Information  
Technology**



**Marketing  
Analytics**



**International  
Business**



**Financial  
Modelling**



**Distribution &  
Logistics Management**



**HR  
Analytics**



**Six Sigma Basic  
Level Certification**



**Retail  
Management**



**Massive Open Online  
Courses (MOOCs)**



**Proficiency in Microsoft Word,  
Excel, PowerPoint, Power BI**

## 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	<b>Business English</b>	CIBP 105 Semester: I & II	<b>Business Lab</b>
CIBP 102 Semester: I	<b>Foreign Languages</b> Japanese / Spanish / French / German	CIBP 106 Semester: I & II	<b>Adarsh Finishing School</b>
CIBP 103 Semester: I	<b>Microsoft Office</b>		
CIBP 104 Semester: II	<b>Six Sigma Certification</b>		



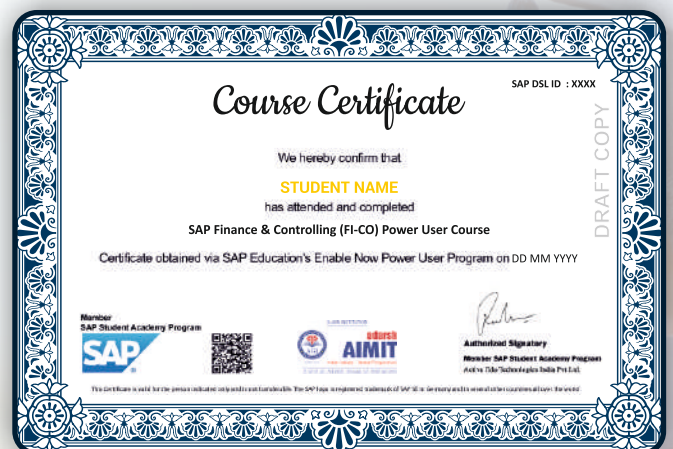
# PGPM

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



“ 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

Student Welfare

Education 5.0  
(Experiential Learning)

Adarsh Finishing School

Entrepreneurship Corner

Pedagogy

Industry Internship Project

National & International Industrial Visits



## 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



# Student Welfare

## Womensorship

To Instill Psychological Safety Among Female Students

## Anti-Ragging

Zero Tolerance to Ragging, Always & Forever

## Mentoring

For Professional and Personal Development

## Student Insurance

## Outbound Training

## Anti-Sexual Harassment

To Ensure a Safe and Respectful Campus Environment for All Students

## Community Engagement Programs

To Foster Social Responsibility and Real-World Learning Among Students

## Saakalya

Professional Counselling Service

## Positive Health: Yoga and Meditation Sessions



# Education 5.0

## Leadership Skills

Developing the ability to lead with confidence, take initiative, and manage teams effectively through collaborative and experiential learning activities.

## Digital Skills

Enhancing proficiency in modern digital tools and platforms to stay relevant in a technology-driven business environment.

## Analytical Skills

Strengthening problem-solving abilities through data interpretation, logical reasoning, and critical thinking approaches.

## Data Analytics

Introduction to data-driven decision-making using analytical tools and real-world business datasets.

## SPSS

Training in statistical analysis using SPSS for research, data interpretation, and academic projects.

## Excel

Developing advanced spreadsheet skills including data organization, formulas, visualization, and reporting.

## Communication Skills

Fostering effective verbal and written communication for professional interactions, presentations, and interpersonal relationships.

## Emotional Intelligence

Building self-awareness, empathy, and interpersonal sensitivity to manage emotions and maintain healthy workplace relationships.

## Power BI

Hands-on learning in data visualization and dashboard creation for business intelligence and insights.

## LMS

(Learning Management System)

Utilizing digital learning platforms for seamless access to academic resources, assignments, and continuous learning.

## Business Lab

A simulated platform enabling hands-on experience in real-world business decision-making and strategy.



NASSCOM



MSME Technology Center, Bengaluru



Wildcraft



NHRD



CIiYi



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 Development Cell & Institution's Innovation Council

### Empowering Future Business Leaders

Entrepreneurship drives innovation and economic growth in today's competitive business environment. The Entrepreneurship Development Cell at Adarsh nurtures entrepreneurial thinking by creating opportunities and a supportive ecosystem for young entrepreneurs.

For MBA students, the ED Cell helps shape future business leaders who can drive innovation, create jobs, and contribute to society.

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

Flagship entrepreneurial initiatives like 'IDEATE' – Entrepreneurship Hackathons foster innovation, teamwork, and a competitive spirit by bringing together students from multiple institutions on a common platform. As an intercollegiate event, IDEATE attracts diverse talent, encouraging cross-campus collaboration, exchange of ideas, and exposure to varied perspectives. Participants engage in intensive problem-solving, pitching, and mentoring sessions guided by industry experts.



Creating an  
Entrepreneurial  
Mindset



Incubation  
& Support  
from MSME-TC



Access to  
Funding



Hands-on  
Learning  
& Experiential  
Education



Collaboration  
& Networking

# Pedagogy

Smart Classroom Lectures

Role Plays

Case Study Analysis

Group Discussion

Guest Lectures

Movie Review and Analysis

Simulation

Collaborative Learning

Flip Classrooms

Peer Learning

Project Based Learning

Activity Based Learning

## Industry Internship Project

Industry internships are an integral part of the learning journey at AIMIT, bridging the gap between academic knowledge and real-world business practices. Through these internships, students interact with industry professionals, work on live projects and develop problem-solving skills. This hands-on learning approach not only enhances their professional competence but also prepares them to confidently face the dynamic challenges of the corporate world.



“ 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 the students learn about international business and cross-cultural management practices.

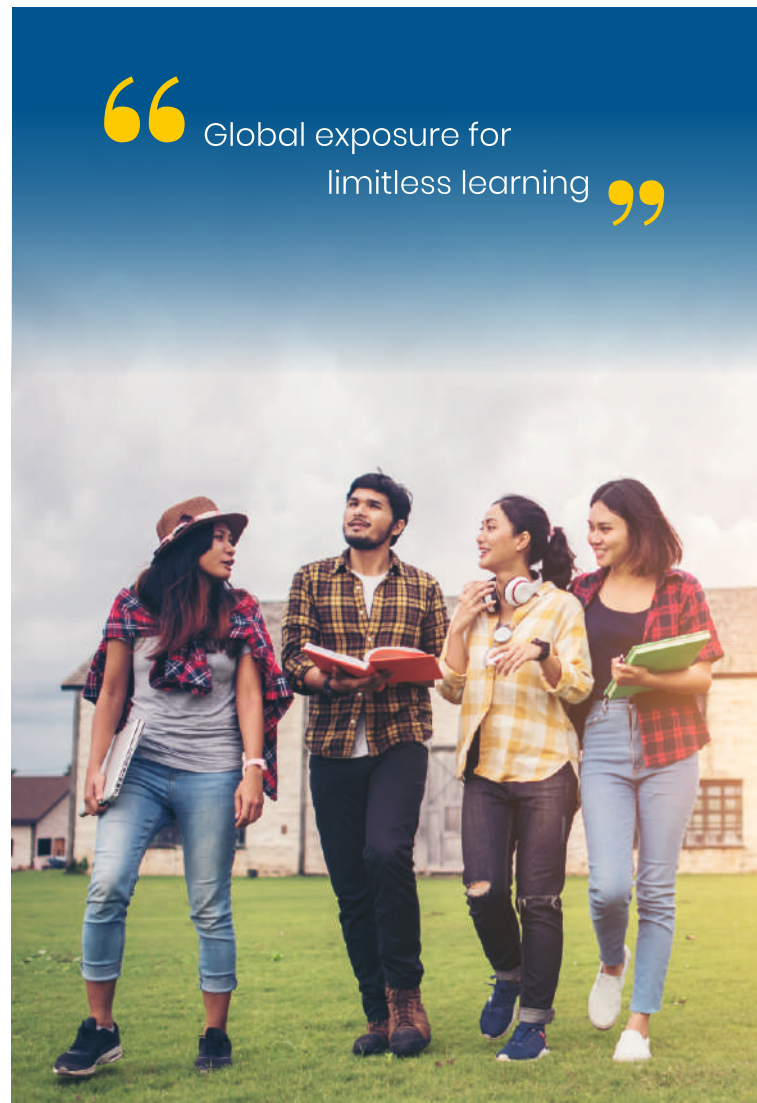
### ■ Cultural Exploration:

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

### ■ Global Networking:

Encouraging the 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 Cell at AIMIT

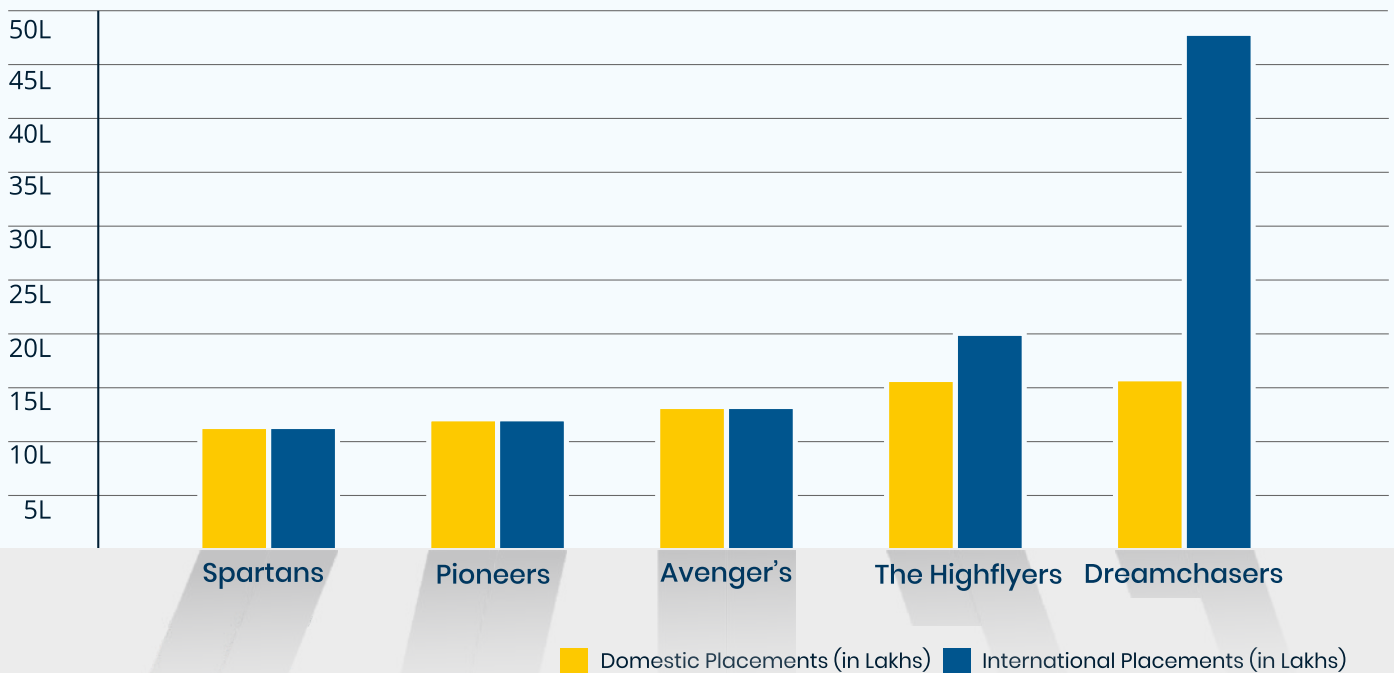


AIMIT provides strong placement support through industry-oriented training and skill development programs. The institute collaborates with reputed companies to create diverse career opportunities for students. Workshops, mock interviews, and internship opportunities enhance students' employability.

## 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.

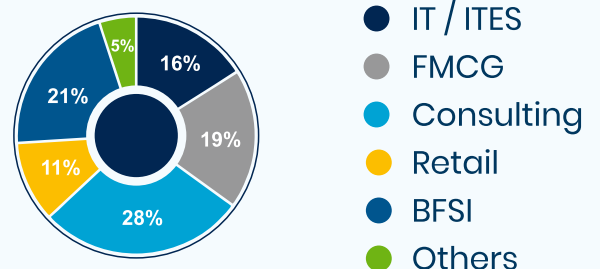
### Highest Placement Package



### Function-wise Placements



### Sector-wise Placements



# 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



Auditorium



In-house Gym



Business Lab



Hybrid Classroom

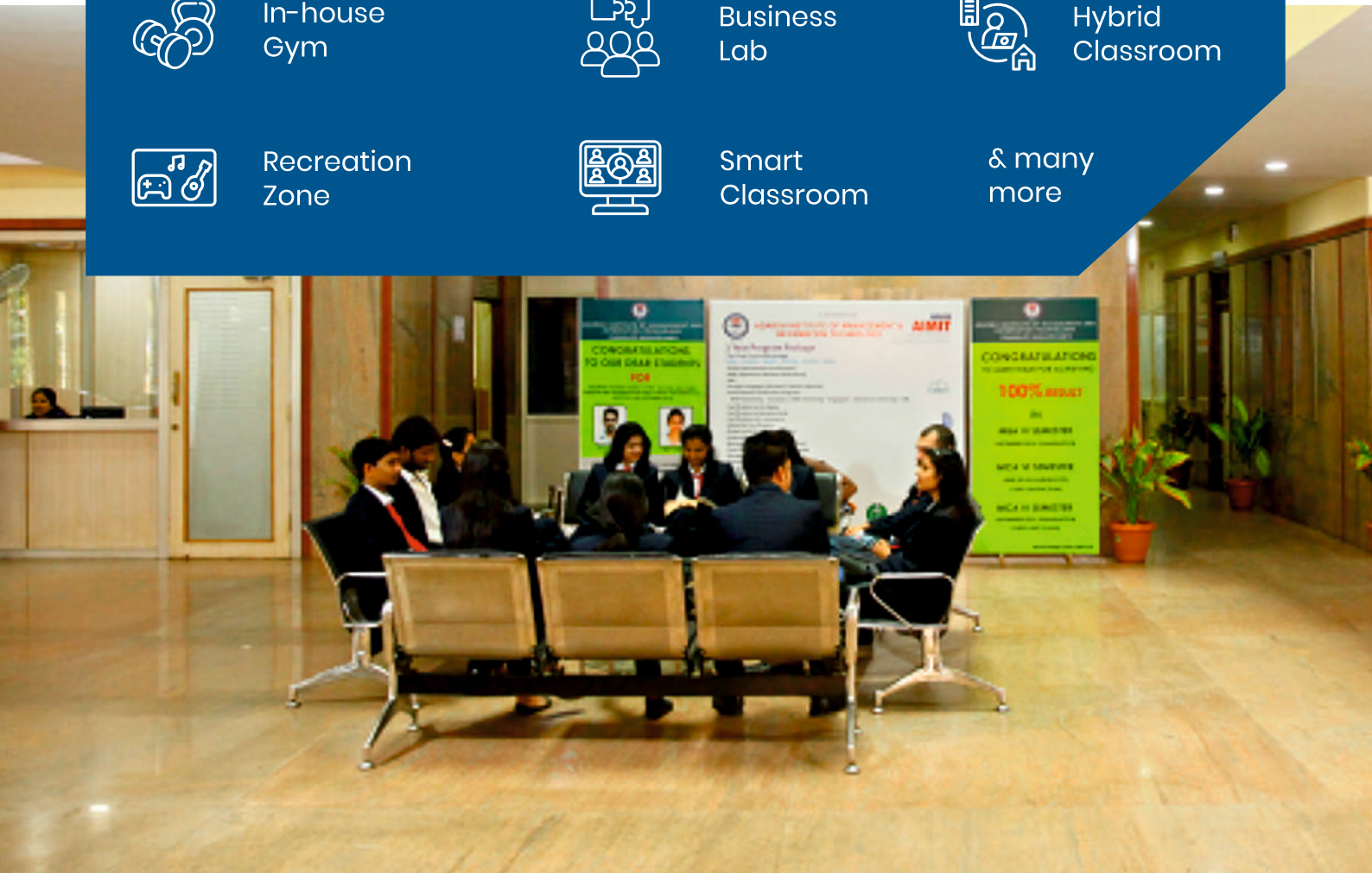


Recreation Zone



Smart Classroom

& many more



# Life at Adarsh

The bridge from a 'life as student' to 'career as a professional' is built every day through multiple touch points and experiences at Adarsh. From academic excellence to excelling across various co-curriculars, 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.





# Adastra – Management Fest

Unleashing Potential, Inspiring Excellence

ADASTRA is the premier management fest of AIMT, designed to ignite innovation, leadership, and competitive spirit among budding managers. It serves as a dynamic platform where talent meets opportunity through a blend of intellectual, cultural, and managerial events. The fest brings together students to showcase their skills, creativity, and strategic thinking in a vibrant and engaging environment.



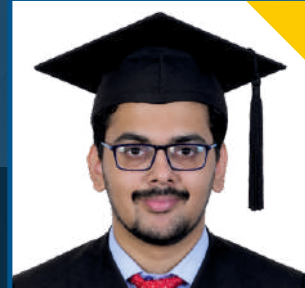
# University Rank Holders Speak



**Pooja Kadappa Kadli**

1st Rank Holder in MBA  
(Titan's Batch 2026)

AIMIT has been a transformative part of my academic journey. The constant support from faculty and the enriching learning environment helped me push my limits and achieve my goals. The institute's focus on both knowledge and skill development truly prepares students for real-world challenges. It has instilled in me confidence, discipline, and a strong sense of purpose.



**Sudeep Gajanan Gaonkar**

5th Rank Holder in MBA  
(Titan's Batch 2026)

AIMIT has been an important part of my academic journey. The faculty members were always approachable and supportive, especially during challenging times. Their focus on strong concepts and consistent practice really helped me improve. The regular feedback kept me on track and motivated to do better. I'm grateful for the guidance and environment that helped me grow with confidence.



**Nunna Hemaswitha**

1st Rank Holder in MBA  
(Highflyer's Batch 2025)

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.



**Keerthana G S**

5th Rank Holder in MBA  
(Highflyer's Batch 2025)

My experience at AIMIT has been incredibly rewarding. The guidance of dedicated mentors, combined with practical exposure and innovative teaching methods, played a crucial role in shaping my success. It is a place where ambition meets opportunity.



**Sahana Shree B**

1st Rank Holder in MBA  
(Dreamchaser's Batch - 2024)

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  
(Avenger's Batch 2022)

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.



**Jovita Ephrem M**

5th Rank Holder in MBA  
(Avenger's Batch 2022)

AIMIT has consistently nurtured my potential through continuous guidance and encouragement. Its industry-oriented approach to learning has equipped me with practical knowledge and skills. The positive and motivating campus environment has inspired me to perform my best. The faculty members have played a vital role in shaping both my academic and personal growth.

“ At AIMIT, you don't just MASTER  
business administration,  
**YOU MASTER SELF, MASTER LIFE!** ”



For admission queries, call: **+91-74067 40077 / 88**

Email: [admission@adarshaimit.org](mailto:admission@adarshaimit.org) | Web: [www.adarshaimit.org](http://www.adarshaimit.org)

*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 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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A JAIN INSTITUTION



ESTD : 1971

# adarsh AIMIT

Indian Values ♦ Global Perspectives



**HAT-TRICK  
UNIVERSITY  
1<sup>st</sup> RANK  
HOLDERS**



Dr. Manmohan Singh  
Bengaluru City University



All India Council for  
Technical Education



ज्ञान - विज्ञान विमुक्तये  
Gyan-Vijnan Vimuktaye



शिक्षा मंत्रालय  
MINISTRY OF  
EDUCATION

# ADARSH GROUP OF INSTITUTIONS

ADARSH INSTITUTE OF MANAGEMENT & INFORMATION TECHNOLOGY (AIMIT)

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