

AIMS Institute of Management Studies (AIMS) was set up in 2009 by the Adhyan Education Society. The institute runs a two-year industry-focused Post Graduate Programme (PGP) with the objective of creating employability in students. The institute is a partner institution of the Punjab Technical University (PTU) and students who undergo the course can take exams that award an MBA degree from PTU.

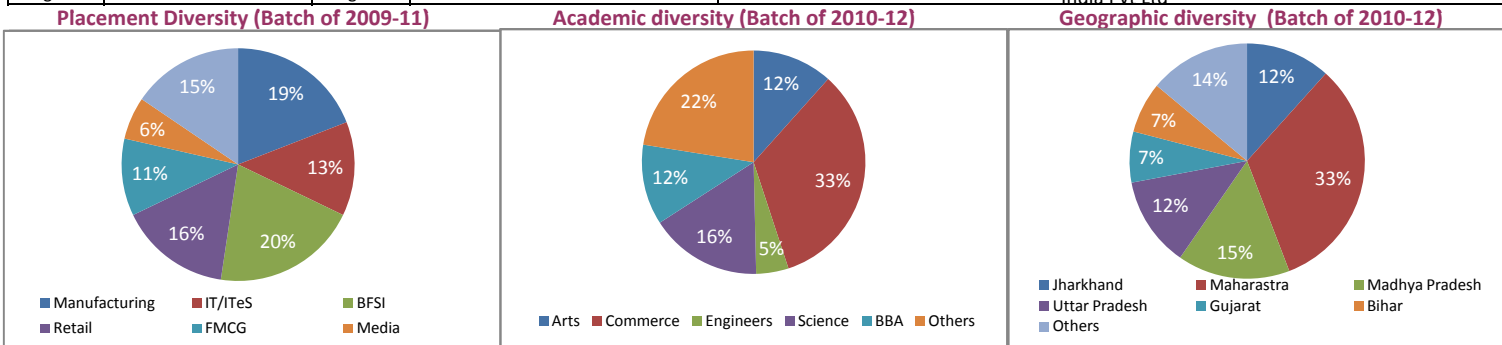
Best Practices Followed

- Good industry representation in the management helps provide the industry-relevant inputs

Areas of Strong Performance	Areas of Good Performance	Areas of Improvement
<ul style="list-style-type: none"> • Fair placement record for the first year of placements (2011) • Well-qualified visiting faculty 	<ul style="list-style-type: none"> • Steadily improving student selection cut-off scores • Student-led functional and activity cells provide opportunities for self-development • Emphasis on student grooming and academic discipline 	<ul style="list-style-type: none"> • Emphasis on institution-building through in-house curriculum development, research and faculty development • Larger and stronger in-house faculty team • Stronger curriculum review process • Improved focus on guest lectures for students • Inclusion of academic representatives in management or advisory bodies to guide framing of academic systems

Graded Program Details	Students - Key Statistics	Permanent Faculty	Student Outcome (Batch of 2009-11)
Program: PGP	Student strength: 64	Faculty strength: 3	Placements: 78%
Offered since: 2009	Average age: 23 years	Median teaching experience: 1 year	Median salary: Rs. 3.5 lakh
Status: Autonomous	Average work experience: -	Median Industry experience: 10 years	Maximum salary: Rs. 5.5 lakh
Recognition: -	Percentage of female students: 40%	Retention rate: -	Pre-placement offers: NIL
Program Fee: Rs. 3.5 lakh	Percentage of students with work experience > 2 years: -	Student-Faculty ratio: meaningful	No. of student clubs: 7
Total Seats: 120	Entrance Exam: MAT, CAT, XAT, ATMA, Self-test	Visiting faculty: 24	Predominant placement region: Maharashtra

Admission statistics : Cut offs		Prominent recruiters							
<table border="1"> <thead> <tr> <th>General category seats</th> <th>Industry sponsored seats</th> </tr> </thead> <tbody> <tr> <td>Cut off: MAT: 60th percentile</td> <td>Cut off: NA</td> </tr> <tr> <td>Highest: NA</td> <td>Highest: NA</td> </tr> </tbody> </table>		General category seats	Industry sponsored seats	Cut off: MAT: 60th percentile	Cut off: NA	Highest: NA	Highest: NA	Anama Energy Pvt Ltd, Birla Sun Life Insurance Ltd, Dainik Bhaskar Group, Gas Projects India Pvt Ltd, HB Entertainment Ltd, Indiabulls Home Loans, India Infoline Ltd, Pantaloons India Pvt Ltd	
General category seats	Industry sponsored seats								
Cut off: MAT: 60th percentile	Cut off: NA								
Highest: NA	Highest: NA								



Curriculum

The two-year curriculum follows a four semester system where a specialisation can be chosen in the second year. A summer internship is scheduled between the two years.

The entire curriculum in terms of list of courses, course outlines and session plans have been developed by an external vendor constituting IIM alumni.

The curriculum includes three modules called Applied Marketing, Applied Finance and Applied HR which are more industry-relevant versions of traditional courses. This helps the students learn necessary practical application of these management concepts.

A book review is also conducted every semester with presentations made by students. The two-year programme also includes personal grooming classes and community projects to prepare students in a well-rounded manner.

Industry Interaction

AIMS has conducted 8 guest lectures in academic year 2010-11 and 30 in 2009-10.

A 3-day corporate event was conducted in 2010 and a 'Retail' week was organised in 2011 to engage with industry representatives.

AIMS has organised 3 Management Development Programmes in the past two years which saw participation from 17 companies.

Infrastructure

The AIMS campus is housed in a 20,000 square feet building which is on lease for a 5-year period. This includes 5 dedicated classrooms, a students' mess, a conference room and a convention centre. There is a hostel facility available near campus, for outstation students.

The library has 1324 books and 5 journals that are just about sufficient for the curricular needs of the students. The learning infrastructure is well-integrated on the iCampus architecture which enables students, faculty and administrative functions on a common platform.

Disclaimer: A CRISIL Business School Grading reflects CRISIL's opinion on the relative ability of the graded institute to impart quality education and achieve the desired outcomes for the Programme. It does not constitute an audit/credit rating of the institute by CRISIL. CRISIL's Business School Grading is based on the information provided by the institute, or obtained by CRISIL from sources it considers reliable. CRISIL does not guarantee the completeness or accuracy of the information on which the Grading is based. CRISIL Business School Grading is not a recommendation to enroll in any program conducted by the institute or to avail any services offered by the institute.

The Gradings are revised as and when circumstances so warrant. CRISIL is not responsible for any errors and especially states that it has no financial liability whatsoever to the subscribers / users / transmitters / distributors of its Business School Gradings. For the latest information on any outstanding CRISIL Business School Gradings, please contact CRISIL RATING DESK at CRISILratingdesk@crsil.com or at (+91 22) 3342 3001 - 09