



# ATHARVA INSTITUTE OF MANAGEMENT STUDIES

Approved by AICTE, DTE, Government of Maharashtra & Affiliated to University of Mumbai

## PLACEMENT BROCHURE





# VISION

At Atharva, we believe in  
pursuing Excellence in Education

# MISSION

To make Atharva the best in  
the Education sector recognized  
for its Excellence throughout



Atharva Institute of Management Studies (AIMS), Mumbai was established in 2003 under Atharva Educational Trust (AET), Mumbai by Shri Sunil Rane, a visionary educationist and a social entrepreneur, in response to the increasing demand for management professionals in the Indian corporate sector in the post-liberalisation period. AIMS is part of the Atharva Group of Institutes having the objective of imparting excellence in professional education in fields such as Engineering, Information Technology, Management, Fashion & Arts, Hotel Management & Catering Technology, and Film & Television. AIMS is approved by the All India Council for Technical Education, Directorate of Technical Education, Government of Maharashtra and is affiliated to the University of Mumbai.

AIMS has beautifully landscaped infrastructure that nicely combines contemporary and traditional architecture. It has well equipped library, comfortable classrooms, high-tech computer laboratories, mock stock laboratory, seminar halls with modern technology, acoustically designed auditorium and state-of-the-art conference rooms which offer its students the perfect setting to enhance and facilitate their quest for knowledge. By conducting seminars, conferences, workshops, competitions and other skill development activities, students are enabled to sharpen their skills and perform well in their business management operations. Our students and faculty have bagged several awards and accolades in the competitions conducted by professional management institutions.

AIMS is recognised as one of the leading and growing Business Schools in Mumbai and is ranked amongst the top 100 B-Schools pan India. It has high quality of experienced faculty drawn from industry and academics, strong industry-academia interface and excellent record of placement of students in many reputed companies. It is known for its professional approach to management education and enables students to fine tune their skills to become gainfully employable and productive for industries. With over a decade of academic, research and corporate experience, the institute continues to ensure that its students add valuable contributions to the corporate sector while providing professionals capable of handling the dynamic and challenging issues of business.

Atharva is one of the renowned educational brands in India which is a blend of continuous innovation and global benchmarking. The goal of AET is to create a new generation which will be sensible and responsible for the progress and development of the nation with high standards of morals and ethics, clarity of thought and with a spirit of innovation and creativity. The objective of Atharva is to create 'industry ready' youth who can be gainfully employed upon completion of their courses. Atharva Group is one of the fastest growing enterprises operating in the hospitality, entertainment and information technology space for over a decade now. The group is currently developing a unique Information Technology Park for R & D and IT enabled services in Mumbai.

## EXECUTIVE PRESIDENT'S MESSAGE

Atharva is a symbol of excellence and the Atharva Institute of Management Studies (AIMS) is an integral part of the success story of the Atharva Brand. Within a short span of time, AIMS has evolved into one of the premier management institutes in the country. The credit for that goes to our students and faculty.

India is a land of a million opportunities and a cradle of civilisation. Throughout the sands of time ancient India has been a symbol of culture, innovation and knowledge. This is the land that gave birth to philosophies that have changed our perspectives. But modern India is a young Nation nestled in the womb of an ancient civilisation. Today's India faces several challenges that can be only met if we all work together and build a new society based on exclusiveness, equal opportunity and freedom to excel. Also to translate the real potential of our ancient land we need the power of youth. Through every generation builds on the strong foundation of their predecessors and the youth of this nation are ready to take over with a promise which will surely turn into reality. Each year, a fresh batch of students join AIMS to further their career and unlock their true potential. With every passing batch, the Atharva brand contributes to society by infusing young creative talent into the veins of the industrial world.

Effective and visionary governance is the key and we at Atharva are committed to professional management of education. All members of the Faculty play a critical role in administering the diverse academic and non-academic activities of the institute. In fact, the empowerment of the Management and the Faculty has been the propelling force behind the high quality learning experience at AIMS. Our strength is also in the unique blend of faculty with academic and industry experience. The Institutes have collaborations with the best in the Industry from every sector. This has been a huge competitive edge that we have enjoyed over others and has greatly influenced our approach to education.

Atharva is committed to providing best-in-class standards and world class infrastructure and we really understand that the soul of a truly global management institute is in the strength of its Academics, Industry Interface and opportunities for cross-market and cross-country exposure. Added to that is the healthy competitive spirit on the campus among students... to excel in seminars, competitions and simulated exercises which have all gone a long way in building the AIMS value proposition. The Atharva brand of Excellence actually belongs to every Atharvite who steps out of our portals to face the world with confidence. Your passion is our fuel and we are committed to be a part of you... throughout your life....even as you take on the world! All the Best!



**Shri Sunil Rane**  
Executive President

## DEAN'S MESSAGE

The business of Business is to add value. At Atharva, we not only prepare students to add value to the society through the committed application of their skills and attitude but also inculcate a passion for excellence.

For close to a decade, the Atharva Institute of Management Studies has been singularly committed to making a difference in management education. Today, we are one of the fastest growing Management Institutes in India with a formidable reputation for industry interface. The secret of our success is largely due to our students who have taken AIMS to greater heights of glory by making a mark in the industry. Having armed themselves with an undoubted skill set and an uniquely different way of thinking, they have stormed the citadels of Enterprises, proving themselves as truly value focused Managers.

In fact, our students not only thrive under the cult of competition but also, through the fully rounded pedagogy of AIMS, stand ready to step in as solutions oriented management professionals. Our custom designed curriculum helps students understand the shifting sands of the industry and help them carve out an identity in the worlds vast business landscape. Today, AIMS is ranked high in the list of Business Schools in the country and our close links with the Industry has helped us build a symbiotic relationship with the corporate world. With a Faculty that is drawn from the best in the business backed in turn by truly World-class infrastructure, learning blooms in the most fertile of environments. The ambience of the campus is equally well known and is an apt setting to the Culture of Excellence that Atharva has promoted all these years.

Our task is to help you translate your aspirations into reality. It is your desire to excel that drives us and we get better every moment. But we believe quality is a moving target and the focus of AIMS is to never stop hitting the Bulls-Eye even as Quality Target moves.



**Dr. N. S. Rajan**  
Dean



## DIRECTOR'S MESSAGE

We impart education by functioning as teachers, facilitators, guides, mentors and counsellors and cater to the realistic aspirations of our students by providing excellent management education with care and commitment. By adopting contemporary and innovative teaching pedagogy applicable in the field of management education, we make it possible for our students to develop analytical skills and become competitive by nurturing their talents. We introduce regular and systematic improvement in various academic and institutional processes to incorporate the latest developments in the economy so as to remain updated with the best practices in the industry.



**Dr. R. M. Kumar**  
Director

We incorporate serious methods to strengthen our students on parameters such as technical knowledge, soft skills, professional attitude and readiness for corporate life to enhance their employability and productivity. By providing training to become efficient and creative, efforts are made to build rewarding career for our students by enabling them to satisfy the changing needs of the industry. Knowing that industry needs business managers and not merely management degree holders, dedicated student-centric efforts are made for various aspects of skill development so that our students can get gainful employment and become entrepreneurs also.

We wish to participate and contribute in nation building activities by creating management professionals who can think seriously, evaluate analytically, create innovatively, produce qualitatively and perform decisively. We recognize the need to develop and offer superior quality management professionals who would passionately serve the industry and society with a sense of responsibility and accountability. We direct our efforts also by stressing the need to become ethical and genuine in business and professional life while pursuing the material interests. Thus we consciously adopt measures to offer value-based education for the holistic development of our students.

Activities are conducted in such a way that our long-term vision of pursuing excellence in education is attained by regular day-to-day execution. We inculcate the need to attach more importance for being committed rather than merely satisfied employees, and being passionate contributors rather than qualified and talented alone. Due to the ideal combination of excellent physical, financial and human resources, we can perform our academic activities to the satisfaction of our students and industry. With the combined efforts of all of us, we hope that our students will be able to become vibrant managers, inspiring leaders, dynamic entrepreneurs and responsible citizens.

We provide training on various technical aspects and soft skills to our students to improve their employability. We hope that our students will be able to meet the expectations of companies and will become valuable to them. It's our great privilege to invite our regular recruiters who have believed in us in the previous years and also the new companies to offer placement to our students. We extend hearty welcome to the companies to AIMS for enabling our students to lay the foundation for a bright career by working with them.

## CMC HEAD'S MESSAGE

Atharva Institute of Management Studies (AIMS) is successfully celebrating the second decade continuing its services to the corporate and academics. It is certainly a matter of immense pleasure and pride that we are getting continuous positive feedback from corporates that our alumni are excelling in their performance and taking their respective organizations to greater heights.

The fact that most of the companies keep visiting our campus year after year to hire our students both for permanent placements as well as summer internships is itself the proof of the corporate world's confidence on us.

I consider it to be an honor and opportunity to present to you a group of young, dynamic individuals who have been groomed to face challenges that lie ahead for them in the industry and corporate world as a whole. AIMS is one of the institutes that has evolved with time to be at par with the global educational world. The intelligence, high energy and motivation of our students, as well as their challenging work environments, assure that they bring an added measure of maturity and knowledge to the classroom. The interaction between students and professors greatly enriches the educational experience for all. The combination of bright, dedicated students and expert professional faculty results in a great learning environment.

The intensive training and the encouraging learning environment of our institute has made them proficient in the basic as well as specialized fields of relevance. AIMS has provided a perfect environment for developing the overall personality of the students. We are confident that these young men and women would be an asset to your organization through their managerial capabilities and their talent for innovation. Our aim is to actively assist you in attracting and identifying the individuals best suited to your needs and in developing a successful recruitment relationship.

I also express my sincere gratitude to all those organizations who have extended their active co-operation to the department in accomplishing its endeavor successfully. It is indeed a honour to present our students to your esteemed organizations and I look forward to your cooperation in the placements of our students. We welcome you once again to our campus and provide us the opportunity to serve you. Assuring you of best of our attention.



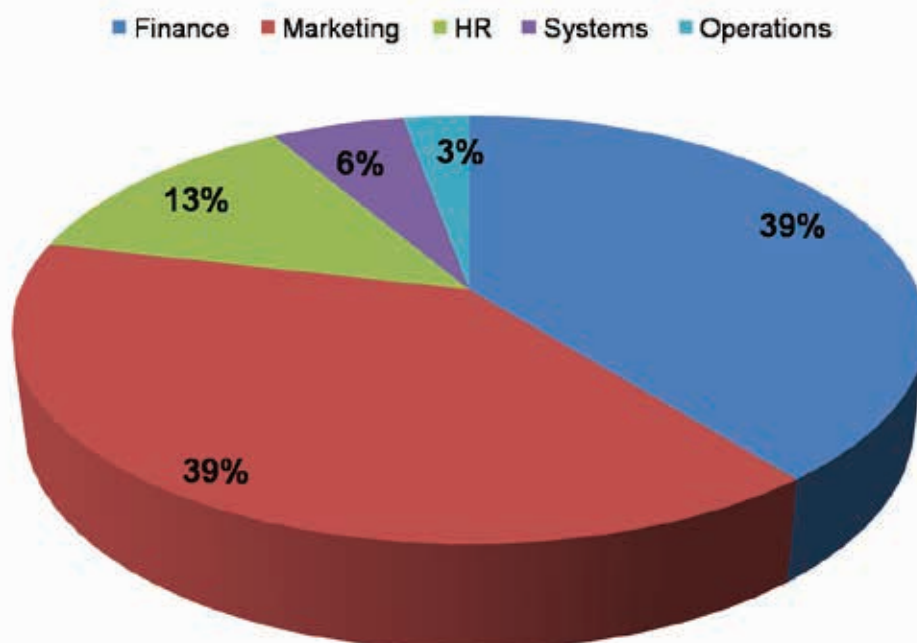
**Rakesh Narad**  
Head - CMC

## COURSES OFFERED

**MMS /  
PGDM :**

- Marketing
- Finance
- Human Resource
- Operations
- System

## STUDENTS – COURSE-WISE BIFURCATION





# PROGRAM STRUCTURE

## Masters of Management Studies (MMS)

### SEMESTER I

- |                          |  |
|--------------------------|--|
| • Perspective Management | • Financial Accounting                   |
| • Business Statistics    | • Operations Management                  |
| • Managerial Economics   | • Effective and Management Communication |
| • Ecommerce              | • Organizational Behaviour               |

### SEMESTER II

- |                                |                                   |
|--------------------------------|-----------------------------------|
| • Marketing Management         | • Financial Management            |
| • Operations Research          | • Business Research Methods       |
| • Human Resource Management    | • Legal & Tax Aspects of Business |
| • Cost & Management Accounting | • Business Environment            |

# PROGRAM STRUCTURE

## SEMESTER III

### SPECIALIZATION

FINANCE	HUMAN RESOURCES
<ul style="list-style-type: none"><li>• International Business</li><li>• Strategic Management (U/A)</li><li>• Financial Modeling</li><li>• Financial Markets and Institutions</li><li>• Financial Regulations</li><li>• Security Analysis &amp; Portfolio Mgmt.</li><li>• Derivatives and Risk Management</li><li>• Corporate Valuation and Mergers &amp; Acquisitions</li></ul>	<ul style="list-style-type: none"><li>• International Business</li><li>• Strategic Management (U/A)</li><li>• Compensation and Benefits</li><li>• Labour Laws and Implications on Industrial Relations</li><li>• Competency Based HRM and Performance Management</li><li>• O.S.T.D.</li><li>• HR Planning and Application of Technology in HR</li><li>• Training &amp; Development</li></ul>
MARKETING	OPERATIONS
<ul style="list-style-type: none"><li>• International Business</li><li>• Strategic Management (U/A)</li><li>• Product &amp; Brand Management</li><li>• Consumer Behaviour</li><li>• Sales Management</li><li>• Customer Relationship Management</li><li>• Marketing Strategy</li><li>• Services Marketing</li></ul>	<ul style="list-style-type: none"><li>• International Business</li><li>• Strategic Management (U/A)</li><li>• Supply Chain Management</li><li>• Service Operations Management</li><li>• International Logistics</li><li>• Operations Analytics</li><li>• Manufacturing Resource planning &amp; control</li><li>• Materials Management</li></ul>
SYSTEMS	
<ul style="list-style-type: none"><li>• International Business</li><li>• Enterprise Management System</li><li>• Big Data and Business Analytics</li><li>• Knowledge Management</li><li>• Data warehousing</li></ul>	<ul style="list-style-type: none"><li>• Strategic Management (U/A)</li><li>• Software Engineering</li><li>• Data Mining and Business Intelligence</li><li>• Data Based Management System &amp;</li></ul>

# PROGRAM STRUCTURE

## SEMESTER IV

### Core

- Project Management (UA)

### Electives

- B2B
- Marketing Application & Case Study
- Media Planning & Strategy
- Universal Banking Application
- Finance Application & Case Study
- Venture Capital
- Ethics in People Management
- HR Application & Case Study
- OD and Change Management
- Operations Application
- World Class Sourcing & Logistics
- Operations Outsourcing & Offshoring
- Cloud Base Computing
- System Application & Case Study
- Resource Management

### Specialization

Marketing

Finance

HR

Operations

Systems



# PROGRAM STRUCTURE

## Post Graduate Diploma in Management (PGDM)

### Non Credit Subject:-

1) German Language    2) Personality Development Sessions    3) Basic Foundation Course (one week)

### SEMESTER I

- |                                     |  |
|-------------------------------------|--|
| • Principles of Management          | • Business Economics                   |
| • Business Communications           | • Marketing Management & Analytics     |
| • Financial Accounting & Management | • Organizational Behavior              |
| • Business Statistics & Analysis    | • Digital Marketing                    |
| • Management Information System     | • Production and Operations Management |

### SEMESTER II

- |                                       |                                   |
|---------------------------------------|-----------------------------------|
| • Cost & Management Accounting        | • Sales & Distribution Management |
| • Strategic Human Resource Management | • Enterprise Resource Planning    |
| • Business Research Methods           |                                   |

### Electives

- Product & Brand Management
- Consumer Relationship Management
- Retail Marketing & Analytics
- Consumer Behavior Dynamics
- Advance Supply Chain Management
- Project Management
- Total Quality Management
- Export Import Procedure Documents and Customs
- E-Commerce
- Networking & Communications
- Information System Audit
- Database Management System
- Learning & Management Development
- Labour Legislation-I
- Performance Management System & Competency Mapping
- Compensation & Benefits
- Security Analysis & Portfolio Management
- Financial Management
- Technical Analysis
- Direct & Indirect Taxes

### Specialization

- Marketing
- Operations
- Systems
- Human Resource
- Finance

# PROGRAM STRUCTURE

## Semester III

Core Subjects 3.1 to 3.4 Common for all Specialization

### SEMESTER III

- |  |                              |
|--|------------------------------|
| • Summer Internship Presentation               | • Services Marketing         |
| • Financial Products, Markets and Institutions | • Management Control Systems |

### SPECIALIZATION

#### FINANCE

- M&A & Corp Valuation
- Derivatives & Commodity Market
- Financial Modeling
- International Finance
- Advanced Financial Management

#### HUMAN RESOURCES

- Employees Relation
- Workforce Planning and Audit
- HR Analytics & HRIS
- Organization, Theories & Structural Design / OD & Change Management
- Labour Legislation II

#### MARKETING

- Rural Marketing
- Marketing Research
- Media Planning and Strategy
- Marketing Strategy
- Integrated Marketing Communications & Sales Promotion

#### OPERATIONS

- Material Management & Transportations
- Manufacturing Resource Planning & Control
- Supply Chain Risk & Performance Management
- Export Import Procedure, Documents & Customs
- Strategic Operations Management

### SYSTEMS

- |                                     |                        |
|-------------------------------------|------------------------|
| • Technology Platforms              | • Knowledge Management |
| • Business Intelligence & Analytics | • Software Engineering |
| • Data Warehousing & Data Mining    |                        |

## Post Graduate Diploma in Management (PGDM)

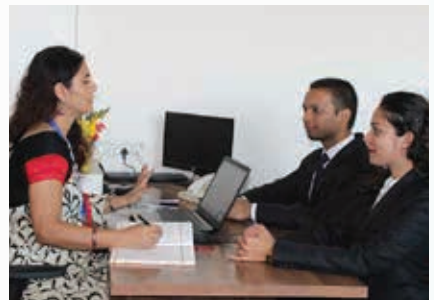
### SEMESTER IV

- |                |                 |
|----------------|-----------------|
| • Case Studies | • Presentations |
| • Assignments  | • Viva Voce     |

# CAREER MANAGEMENT TEAM

## Career Management Centre Contact

Mr. Rakesh Narad	Head, Career Management Centre
Ms. Nikita Nimkar	Manager, Corporate Relations
Ms. Kiran Nigam	Soft Skills Trainer
Ms. Pooja Gupta	Training & Placement Executive
CMC Phone Nos.	022 4029 4949 / 022 4925 9500
CMC Email Id.	<a href="mailto:placements@atharvaims.edu.in">placements@atharvaims.edu.in</a>





# RECRUITER COMPANIES



## CONTACT US

### FIND US

Atharva Institute of Management Studies  
Atharva Educational Complex, Malad-Marve Road  
Charkop Naka, Malad West  
Mumbai - 400 095., Maharashtra, India



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