

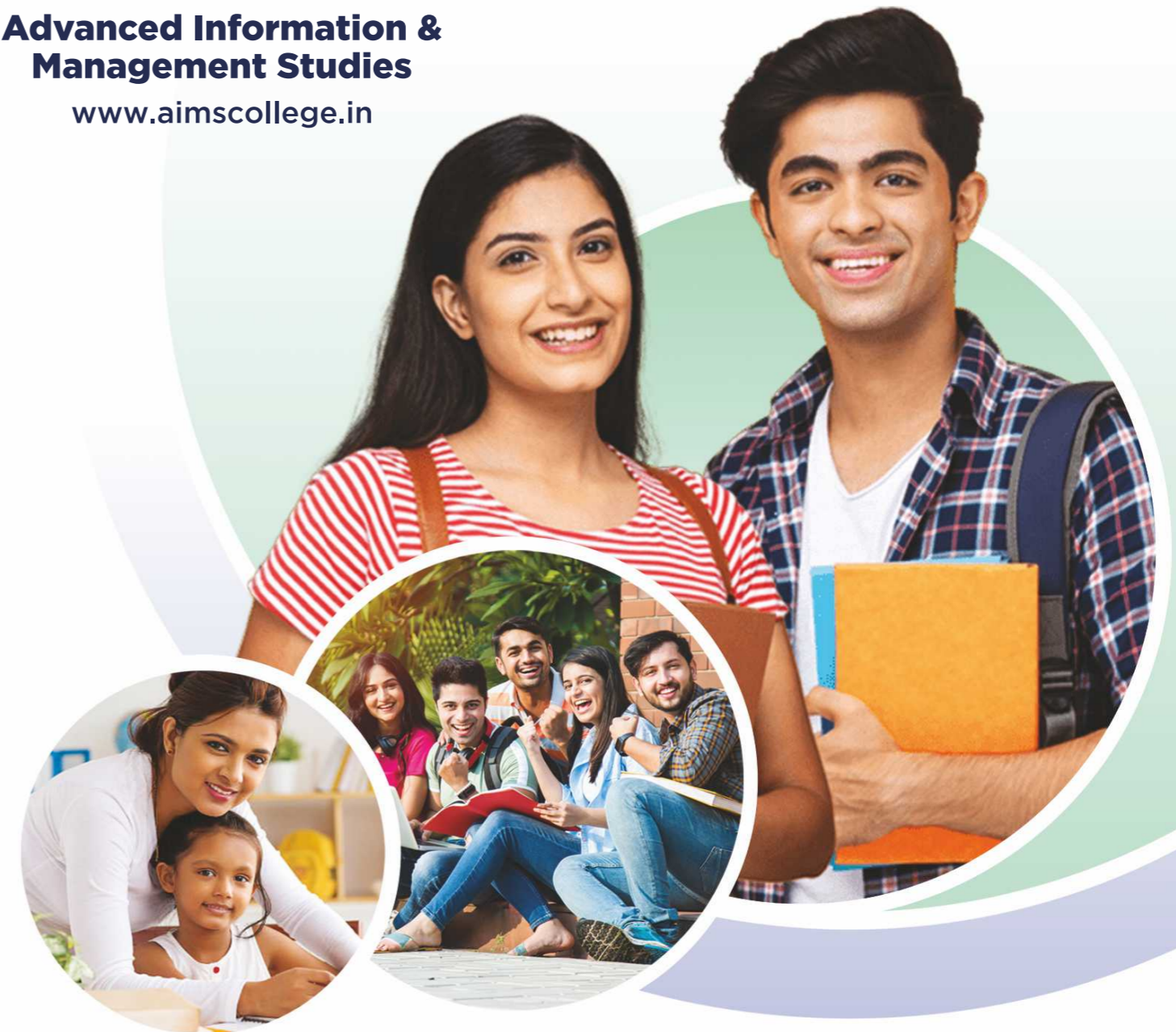


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**Advanced Information &
Management Studies**

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Advanced Information & Management Studies

Affiliated to MAKAUT

CAMPUS ADDRESS : J.P. Avenue, Zonal Centre, Sagarbhangha,
Opposite Shyam Mandir, Durgapur - 713211, WB, **EMAIL** : info@aimscollege.in, aimstrainingandplacement@gmail.com

 **70632 82433 | 94347 51697**

 **ZONAL CENTRE :**
SAGARBHANGA | DURGAPUR

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**SEPARATE HOSTEL
FOR BOYS AND GIRLS**

BBA Bachelor in
Business Administration

BCA Bachelor in
Computer Application

BHSM B.SC. in Hospitality &
Hotel Administration

BHM BBA in Hospital
Management



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ABOUT THE AIMS COLLEGE

Established back in 1997 One of the Durgapur's Best Management college, a top-ranked entrepreneurship center and a comprehensive portfolio of business-education programs.

We do more than simply disseminate information: we create intellectual capital and produce graduates who are ready for today's workplace and trained to be forerunners in tomorrow's workplace. In short, we equip students with the skills and knowledge needed to take leadership positions in business and society. We train students across all disciplines to analyze and interpret data to make sound business decisions. There is so much data available that can be used to explain what is happening today and to make educated guesses about what might happen tomorrow.

Our location : in the midst of a vibrant, business-centric major market – provides rich opportunities to integrate real-world experiences into classroom learning as large and small companies offer internships and jobs, speakers, and service-learning projects. This means our students participate in case competitions and networking opportunities impossible at many other business schools. We attract top employers who recognize the potential of our students. Our graduates hold leadership positions at respected corporates such as TCS, Cognizant, Wipro, Star Health Insurance, The Oberoi, Spicejet, Intercontinental Group, Hyatt, Celebi, etc. The business community seeks our students first and foremost because of their exposure to real-world business situations. This solidifies our reputation as the region's leading source of new talent.

AIMS College is a world-class solution for complete Management courses ranging from certificate to masters level. AIMS provides a graded syllabus which focuses more on practical skills than theoretical concepts. It combines both Management and Personality Development Education. We strive to make our students face the world with confidence and knowledge. The Industrial Training exposure helps the students to know the latest & technical up gradation in the Industry. AIMS actively assist the students in obtaining job placements.

AIMS is a Trusted Band among the leading Corporates, aiming to produce multi-talented executives, fully capable of facing the new challenges posed by rapidly changing nature of our world.

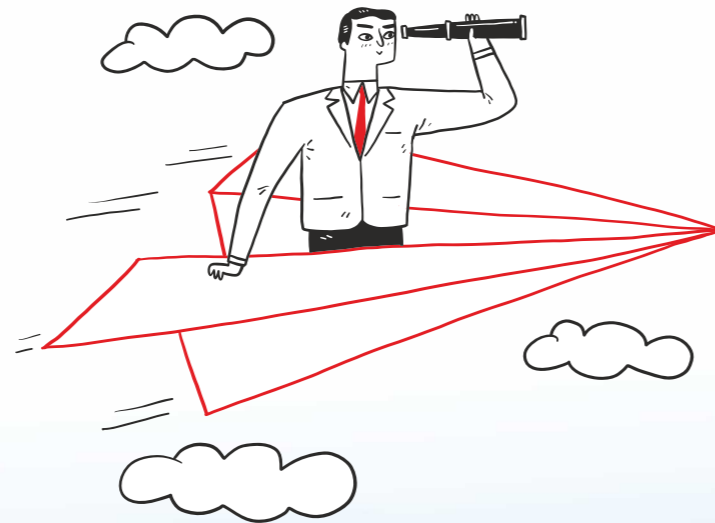
MISSION

Our mission is to impart innovative & project based education that integrates the theory & practice of Management and prepares aspirants to assume positions of leadership in an increasingly global business environment

VISION

The vision of the college is to build an institution, which will ensure quality education and training which will prove as hall mark in every phase of operation. It Includes,

1. Developing & mouldings the human resources.
2. Imparting quality education to the young aspirants.
3. To be a true guide for all those who are filled with desire to trail on the path of prominence.



COLLEGE CAMPUS

The college has developed unmatched infrastructure; well-equipped laboratories with contemporary equipment. Stretched over 2 acres, it is about 1.5kms from Railway station, and provides an ambiance that sparks intellectual thinking and academic interaction. The college has a well-stocked Library consisting of books, journals CD's and Newspapers. Efforts are on to make access to international journals and libraries online. Our Computer Lab is fully air-conditioned equipped with latest computers, requisite licensed software and Broadband internet connectivity.

CAFETERIA

A hygienic and well-maintained canteen is provided for all students and staff within the campus.

SPORTS & GAMES

Playground and playtime are vitally important to children for their fun and relaxation as well as for their good health and well-being. The College has one playground and one basketball court along with the indoor games room. There goes a good proverb "All work and no play makes Jack a dull boy". In addition to the academics our college gives special attention towards inter-college sports meets where student participates with full energy and zeal to excel the performance. Our college is equipped with all the required sports requisitions to bring out the best in each student.

EXTRA CURRICULAR ACTIVITIES

AIMS believe in the all-round development of its students. It organizes several extra curricular activities throughout the academic session. Round the year the AIMS community gets to experience a milieu of activities, which complement the academic programmes. These activities give students a platform to exhibit their natural talents, explore their potential skills and gain popularity among the peers and thereby increase their self-confidence. This includes events like music, sports, quizzes, debates, creative writing, dramatics and public speaking. Along with the internal events, students from AIMS also participate in the inter-college fests and competitions. These interactions inculcate a sense of self-discipline and broaden their outlook.





BACHELOR DEGREE IN BUSINESS ADMINISTRATION (BBA)

Bachelor of Business Administration, or BBA, is a four years full time course that is designed to give rise to future professionals, rather than mere "Degree Holders". This course keeps in mind the needs of the industry where the students would ultimately find employment, and therefore, has completely different approach to learning.

A professional course – BBA goes beyond bookish knowledge. Instead, it sharpens your managerial skills through presentations, case studies, industry visits, guest lectures by professionals etc. that helps you deal with the real life situations better.

The limited number of seats in the BBA Colleges means only the best students gets selected. They are then trained by some of the finest faculty members. Added to this, the guest lectures delivered by industry experts and as a result BBA Graduates have a definite edge over others.

DURATION : BBA is a four years full time Degree course. The course is conducted on a Semester pattern with total of 6 Semesters.

ELIGIBILITY : A passed in pre-university/Higher Secondary Examination (10+2 level). Selection will based on C.E.T test after 10+2 level at selected locations as directed by university.

ACCREDITED UNIVERSITY : Maulana Abul Kalam Azad University of Technology (MAKAUT)

BACHELOR OF COMPUTER APPLICATION (BCA)

The BCA provides an understanding and skills related to the use of computer and its application. Fast growing information technology and communication systems have become critical components of almost every company's strategic plan. Companies which want to take advantage of the new information technologies and communication systems require expert professionals, who can apply computer science principles to solve problems produced by the interface between business and technology. This is an undergraduate programme where students are exposed to various areas of computer applications including the latest development keeping pace with the industry.

The course provides a sound academic base from which an advanced career in computer application can be developed. These graduates can start their career as junior programmer and get promoted to the post of senior programmer and project managers in the I.T. Sectors.

DURATION : BCA is a four years full time Degree course. The course is conducted on a Semester pattern with total of 6 Semesters.

ELIGIBILITY : A passed in pre-university/Higher Secondary Examination (10+2 level) with Mathematics/Statistics/Business math/Computer Application as a subject. Selection will based on C,E,T test after 10+2 level at selected locations as directed by university.

ACCREDITED UNIVERSITY : Maulana Abul Kalam Azad University of Technology (MAKAUT)



HOSPITAL MANAGEMENT BBA (HOSPITAL MANAGEMENT)

A large number of private hospitals and clinics have come up all over the country. With increased emphasis on quality of health care and patient satisfaction there is a tremendous need for persons with a professional qualification in Hospital Management.

Hospital Management is a new concept in management stream. Gone are the days when a senior doctor would generally be responsible for the role of a hospital manager. But in today's era of specialization, the term hospital has undergone sea-changes and many categories related to medical sciences and hospitals have been revamped completely. We have ordinary hospitals, specialty hospitals and even super specialty hospitals depending upon the kinds of service they render to the public and the number of people they care for.

DURATION : BBA-Hospital Management is a four years full time Degree course. The course is conducted on a Semester pattern with total of 6 Semesters.

ELIGIBILITY : A passed in pre-university/Higher Secondary Examination (10+2 level). Selection will based on C.E.T test after 10+2 level at selected locations as directed by university.

ACCREDITED UNIVERSITY : Maulana Abul Kalam Azad University of Technology (MAKAUT)

HOTEL MANAGEMENT B.SC IN HOSPITALITY & HOTEL ADMINISTRATION

As we are aware that today's trend is moving fast, in this regard AIMS is in step ahead to fulfill the dreams of young boys & girls. As the hospitality and tourism industry are international in nature, job opportunities can be found in India as well as abroad.

The hospitality and tourism industry in India is experiencing exponential growth bringing with it an influx of job openings and possibilities of tremendous economic growth. Within the next ten years, the hospitality sector will create nearly 70 lakh new jobs directly and nearly 1 crore jobs indirectly.

DURATION : BHM is a four years full time Degree course. The course is conducted on a Semester pattern with total of 6 Semesters.

ELIGIBILITY : A passed in pre-university/Higher Secondary Examination (10+2 level). Selection will based on C.E.T test after 10+2 level at selected locations as directed by university.

ACCREDITED UNIVERSITY : Maulana Abul Kalam Azad University of Technology (MAKAUT)



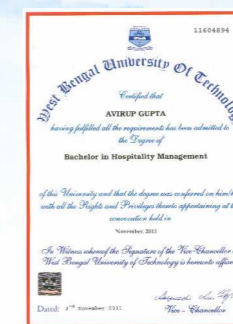
PROPOSED COURSES

**BMLT | B. OPTM
MASTER OF HOSPITAL
MANAGEMENT**



AFFILIATIONS, AWARDS & RECOGNITIONS

AIMS organises various competitions amongst the Students. AIMS has instituted “AIMS EXCELLENCE AWARD” annually for the best Student of the year. This award carries a citation alongwith a cash prize of Rs5000/=.The Insstitute also gives “MOST DISCIPLINED TRAINEE”, “AIMS PERSONALITY AWARD” & “CHEF OF THE YEAR AWARD” every year.AIMS takes pride in holding various sports event annually.



Recipient of “South Asian Academy Awards-2012” for best emerging Management & Tourism Institution by Research wing of Education Expo TV.

Competition Success Review in association with GHRDC has ranked AIMS as top 11th in the field of “Potential Institutes of Excellence” in 2012. AIMS secured 2nd position in the Region.

AIMS Collage has been awarded ISO 9001:2000 certification by NOROSK, Norway.

AIMS is under Maulana Abul Kalam Azad University of Technolgy (MAKAUT) and our college code is 198.

ADMISSION PROCEDURE

When you apply to AIMS College, you have the opportunity to join a diverse community of students from different cultural, economic, and educational backgrounds.

Throughout our admissions process, you will work with an enrolment advisor who will guide you through each step of the way—from finding the right program to funding your education.

Our trained AIMS COLLEGE Consultants are always on hand to offer advice to prospective students on their choice of disciplines and career aspirations, ensuring accurate information is given for them to make informed decisions. For prospective students and their parents visiting AIMS campus, personalised attention is always provided to bring them on guided tour to view our campus facilities.

Every year Common Entrance Test (C.E.T) conducted by MAKAUT. On qualifying one such, will bring the opportunities to pursue the desired professional courses in diverse domains.the questions for CET MAKAUT 2018 Exam will be based on General Aptitude. There will be 50 questions, each carrying 2 marks. Time Granted for the MAKAUT CET 2018 is 90 minutes.

PROVISIONAL ENROLLMENT

Any Aspirant can enrol themselves if they have Appeared/completed 10+2 level course with any recognised Board. You'll be able to save time and energy if you prepare a portfolio of all required documents in advance. So what documents do you need?

Attested Documents to be submitted at the time of Admission. Candidates are required to submit 3 set of following documents:

Application/ Registration form • Passport size photographs-6 copies • Stamp Size Photographs-4copies • Mark sheet and Admit Card-Class Xth level and XIIth Level • Proof of date of birth/ Aadhar Card • Scheduled Caste/ Scheduled Tribe/ Other Backward Caste Certificates are needed if you've applied under these categories.



AIMS PLACEMENT DIVISION

A House of Excellence

We at AIMS College strongly believe in the creation of good quality human resource with training of intellectual minds. To help students stand-out and gain competitive edge over the others, we stress on developing both functional skills and exceptional practical outlook. The Training and Placement cell works tirelessly towards ensuring employment for all students across various industries and helping budding entrepreneurs in establishing successful businesses. The department organizes activities and workshops at a regular basis to enable students to be effective team leaders and players.

The placement record AIMS College speaks for itself. It has placed more than 90% of its last batch students in various industries and has been maintaining a strong 80%+ placement track record for last five years. Over the past five years, this record has reached heights of success and never fell below 85%. Even in the Covid

year 2020 and 2021, more than 90% of students of the outgoing batches secured lucrative job opportunities pan India.

Our success in placements has been the result of meticulous planning, pre-placement training from day one of admissions and tireless work by our large placement team spread across India. They are constantly in touch with over 100 recruiters. We have devised a two-pronged training module that sharpens the students' aptitude, business communication and HR skills. All the academic departments work in close coordination with the placement team to ensure effective student performance mapping. Besides hands-on training, internships, opportunities to work on live projects and interactions with industrial and corporate leaders help our students to become job-ready.

TRAINING & PLACEMENT

IT'S OUR PLEASURE TO PREPARE YOU FOR TAKE-OFF

We have lasting connections with many establishments in the Industry. Each semester, top employers visit the college to hire graduates and many recruit from AIMS year after year. We have lasting connections with many establishments in the Industry. Each semester, top employers visit the college to hire graduates and many recruit from AIMS year after year.

We have excellent placement records and our career services office helps you to define a career path, search for jobs, and organize interviews.

Hotel/ Hospitality Management Students at AIMS need to undergo six months off-site training at reputed five star hotels in India or abroad to familiarize themselves with the latest technological and practices use in the Industry. The same procedure is applicable for Travel & Tourism Management students who need to undergo Six months I.T in two sessions in the leading travel agency/Airlines in India and abroad.

AIMS actively assists all students in obtaining Industry placements through on/off campus interviews. Career opportunities may be found in diverse fields such as cruise lines, flight catering, Healthcare Institutes and tourism sectors. A wide choice of career opportunities exists worldwide for trained professionals in Hotel Management. Some of them are highlighted below.

PLACEMENT RECORD - 2023

AIMS COLLEGE DURGAPUR, PLACEMENTS 2022 HIGHLIGHTS

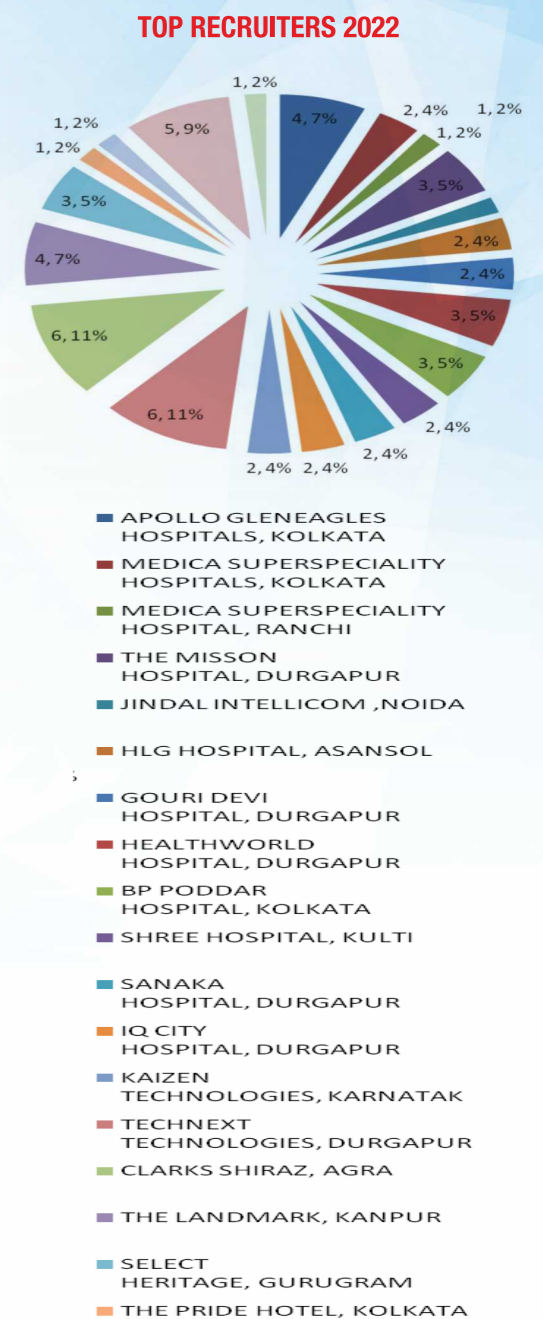
PARTICULARS	STATISTICS
Batch	2021-2022
No. of Companies Conducted Interview	40+
No. of Students Registered For Placements	60
Percentage Of Students Placed	94%
Highest CTC	INR 4.80 LPA
Average CTC	INR 3.00 LPA
Median CTC	INR 2.40 LPA
Lowest CTC	INR 1.80 LPA

TOP RECRUITERS :

- Apollo Gleneagles Hospitals
- Medica Superspeciality Hospitals
- Tata Medical Centre
- The Misson Hospital
- IQ City Hospital
- Healthworld Hospital
- The Pride Hotel
- The Clarks Shiraz Agra
- The Landmark
- Kochar Bpo
- Watermark Insight and Many More

COMPANY-WISE PLACEMENT RECORD - 2020

Name Of Companies / Organizations	Selected Students
Apollo Gleneagles Hospitals, Kolkata	4
Medica Superspeciality Hospitals, Kolkata	2
Medica Superspeciality Hospital, Ranchi	1
The Misson Hospital, Durgapur	3
Jindal Intellicom, Noida	1
hlg Hospital, Asansol	2
Gouri Devi Hospital, Durgapur	2
Healthworld Hospital, Durgapur	3
BP Poddar Hospital, Kolkata	3
Shree Hospital, Kulti	2
Sanaka Hospital, Durgapur	2
IQ City Hospital, Durgapur	2
Kaizen Technologies, Karnatak	2
Technext Technologies, Durgapur	6
Clarks Shiraz, Agra	6
The Landmark, Kanpur	4
Select Heritage, Gurugram	3
The Pride Hotel, Kolkata	1
Watermark Insight, Chandigarh	1
Perrycap Equities & Securities	5
Webgrity, Kolkata	1



PLACEMENT RECORD - 2022

AIMS COLLEGE DURGAPUR, PLACEMENTS 2022 HIGHLIGHTS

PARTICULARS	STATISTICS
Batch	2021-2022
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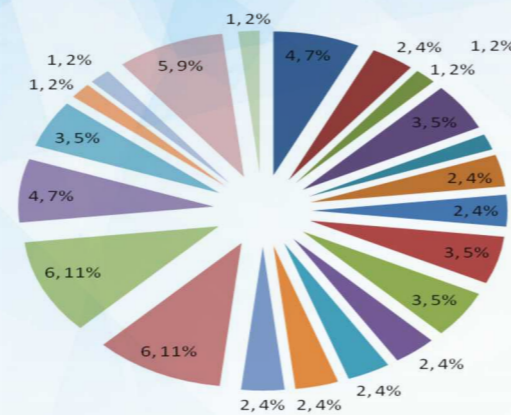
TOP RECRUITERS :

Apollo Gleneagles Hospitals ● Medica Superspeciality Hospitals
 ● Tata Medical Centre ● The Misson Hospital ● IQ City Hospital ● Healthworld Hospital
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 ● Watermark Insight and Many More

COMPANY-WISE PLACEMENT RECORD - 2020

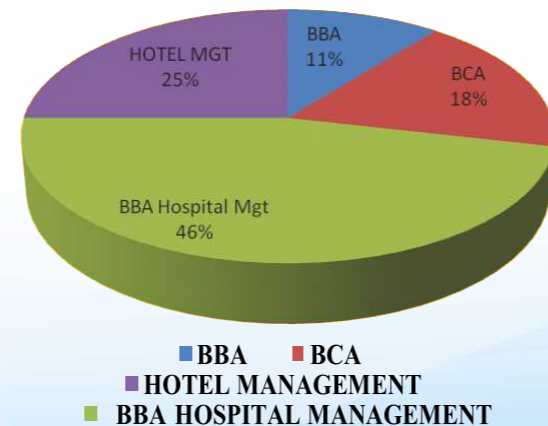
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The Misson Hospital, Durgapur	3
Jindal Intellicom, Noida	1
hlg Hospital, Asansol	2
Gouri Devi Hospital, Durgapur	2
Healthworld Hospital, Durgapur	3
BP Poddar Hospital, Kolkata	3
Shree Hospital, Kulti	2
Sanaka Hospital, Durgapur	2
IQ City Hospital, Durgapur	2
Kaizen Technologies, Karnatak	2
Technext Technologies, Durgapur	6
Clarks Shiraz, Agra	6
The Landmark, Kanpur	4
Select Heritage, Gurugram	3
The Pride Hotel, Kolkata	1
Watermark Insight, Chandigarh	1
Perrycap Equities & Securities	5
Webgrity, Kolkata	1

TOP RECRUITERS 2022



- APOLLO GLENEAGLES HOSPITALS, KOLKATA
- MEDICA SUPERSPECIALITY HOSPITALS, KOLKATA
- MEDICA SUPERSPECIALITY HOSPITAL, RANCHI
- THE MISSION HOSPITAL, DURGAPUR
- JINDAL INTELICOM, NOIDA
- HLG HOSPITAL, ASANSOL
- GOURI DEVI HOSPITAL, DURGAPUR
- HEALTHWORLD HOSPITAL, DURGAPUR
- BP Poddar Hospital, Kolkata
- SHREE HOSPITAL, KULTI
- SANAKA HOSPITAL, DURGAPUR
- IQ CITY HOSPITAL, DURGAPUR
- KAIZEN TECHNOLOGIES, KARNATAK
- TECHNEXT TECHNOLOGIES, DURGAPUR
- CLARKS SHIRAZ, AGRA
- THE LANDMARK, KANPUR
- SELECT HERITAGE, GURUGRAM
- THE PRIDE HOTEL, KOLKATA

COURSE WISE PLACEMENT-2022



- BBA
- BCA
- HOTEL MANAGEMENT
- BBA HOSPITAL MANAGEMENT

PLACEMENT RECORD - 2021

AIMS COLLEGE DURGAPUR, PLACEMENTS 2021 HIGHLIGHTS

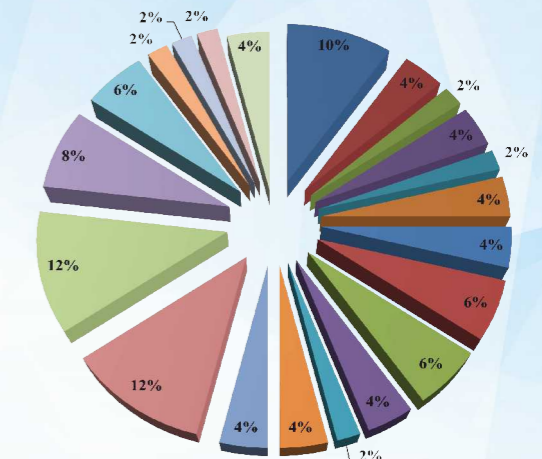
PARTICULARS	STATISTICS
Batch	2020-2021
No. of Companies Conducted Interview	40+
No. of Students Registered For Placements	60
Percentage of Students Placed	92%
Highest CTC	INR 4.80 LPA
Average CTC	INR 3.00 LPA
Median CTC	INR 2.40 LPA
Lowest CTC	INR 1.80 LPA

TOP RECRUITERS : Apollo Gleneagles Hospitals, Kolkata ● Medica Superspeciality Hospitals, Kolkata ● Tata Medical Centre, Kolkata ● The Misson Hospital, Durgapur ● Jindal Intellicom, Noida ● HLG Hospital, Asansol ● Gouri Devi Hospital, Durgapur ● Healthworld Hospital, Durgapur ● Parijat Hospital, Burdwan ● Sanak Hospital, Durgapur ● Satwik Hospital, Durgapur ● IQ City Hospital, Durgapur ● Kaizen Technologies, Karnatak ● TVS Motors, Durgapur ● The Fern, Jodhpur ● The Landmark, Kanpur ● Select Herige, Gurugram ● The Pride Hotel, Kolkata ● Octagen Kiddle Biologics, Asansol ● Trivina Hospital ● Bims Hospital

COMPANY-WISE PLACEMENT RECORD - 2021

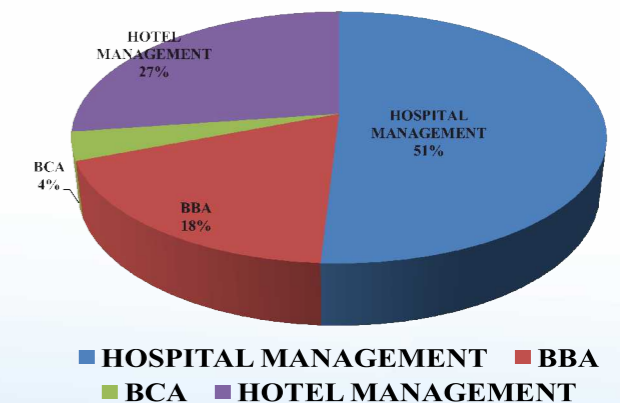
NAME OF COMPANIES / ORGANIATIONS	SELECTED STUDENTS
Apollo Gleneagles Hospitals, Kolkata	5
Medica Superspeciality Hospitals, Kolkata	2
Tata Medical Centre, Kolkata	1
The Misson Hospital, Durgapur	2
Jindal Intellicom, Noida	1
HLG Hospital, Asansol	2
Gouri Devi Hospital, Durgapur	2
Healthworld Hospital, Durgapur	3
Parijat Hospital, Burdwan	3
Sanak Hospital, Durgapur	2
Satwik Hospital, Durgapur	1
IQ City Hospital, Durgapur	2
Kaizen Technologies, Karnatak	2
TVS Motors, Durgapur	6
The Fern, Jodhpur	6
The Landmark, Kanpur	4
Select Herige, Gurugram	3
The Pride Hotel, Kolkata	10
Octagen Kiddle Biologics, Asansol	1
Trivina Hospital	1
Bims Hospital	2

TOP RECRUITERS 2021



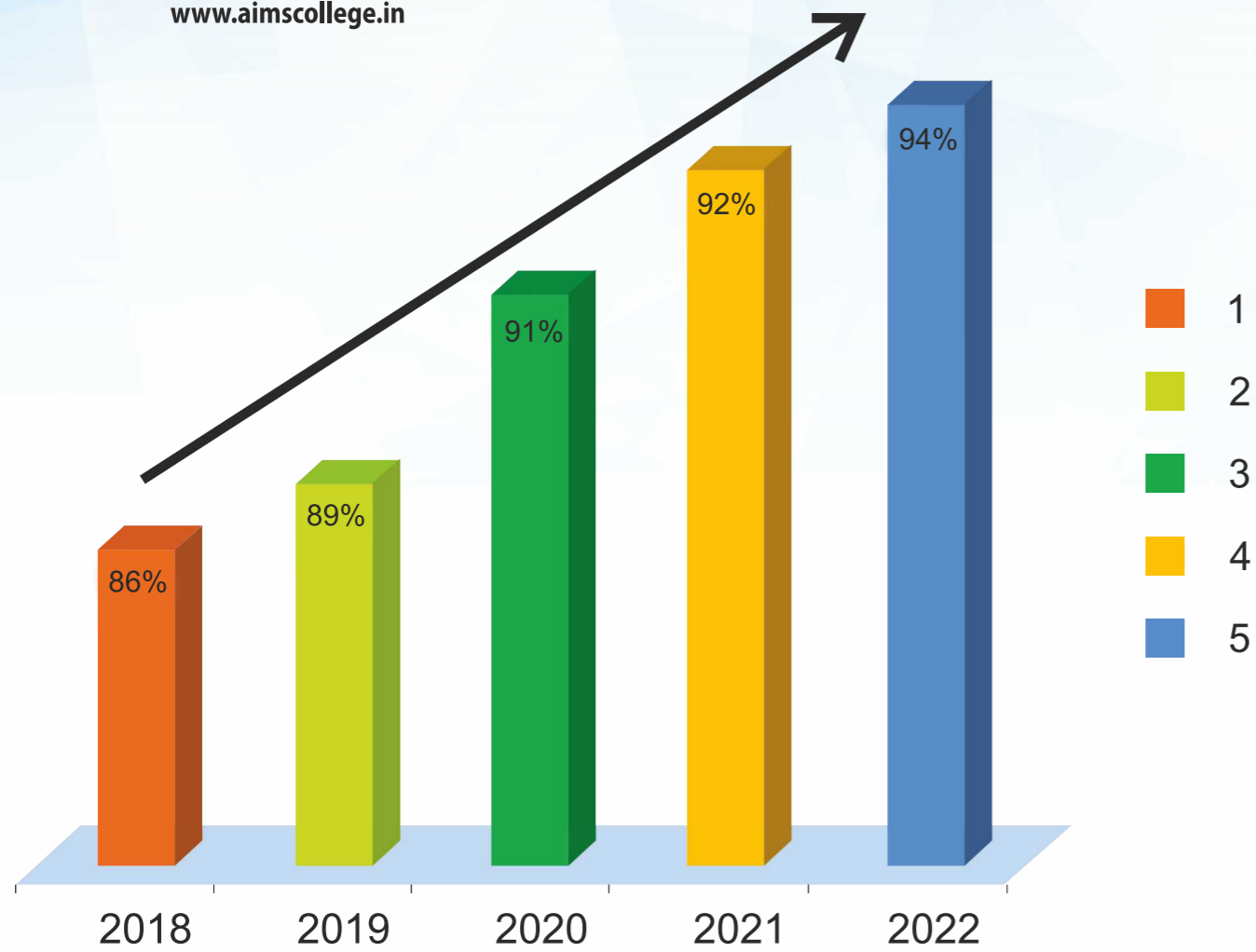
- APOLLO
- MEDICA
- TATA
- THE MISSION HOSPITAL
- JINDAL INTELICOM
- HLG HOSPITAL
- GOURI DEVI HOSPITAL
- HEALTHWORLD
- PARIJAT HOSPITAL
- SANAK HOSPITAL
- SATWIK HOSPITAL
- IQ CITY HOSPITAL
- KAIZEN
- TVS MOTORS
- THE FERN
- THE LANDMARK
- SELECT HERIGE
- THE PRIDE HOTEL
- OCTAGEN KIDDLE BIOLOGICS
- TRIVINA HOSPITAL
- BIMS HOSPITAL

COURSE WISE PLACEMENT-2021



- HOSPITAL MANAGEMENT
- BBA
- BCA
- HOTEL MANAGEMENT

AIMS COLLEGE DURGAPUR PLACEMENTS STATISTICS



PLACEMENT RECORD (%) STATISTICS
LAST FIVE YEARS



TOP RECRUITERS

