



WEEKEND  
**BA**  
**BB**  
**BA**

“GATEWAY FOR MANAGEMENT EXCELLENCE”

P R O S P E C T U S

# WHY AAM BUSINESS SCHOOL?



**10+ Years of  
Excellence in  
Education**



**Campus at Nungambakkam  
with fully Air Conditioned  
Smart Classrooms, Digital  
Library**



**No Break from  
Work**



**Comprehensive Curriculum  
as per industry standards**



**Faculties from  
Industry Verticals**



**Two Year Industry  
Integrated MBA Program**



**Hybrid Learning  
Model, Only on  
Weekends**



**Career Mentorship  
programs**

## OUR AFFILIATION

AAM Business School is approved by Alagappa University under Collaborative Programs for Regular Industry Integrated MBA Program. Obtained A+ Grade with CGPA of 3.64 grading by the National Assessment and Accreditation Council (NAAC). Alagappa University is the first State University in Tamil Nadu to obtain the A+ grade.



### DIRECTOR'S MESSAGE

AAM BUSINESS SCHOOL offers Full Time & Week End MBA program in Chennai since 2011, equipping its students with the right set of skills on the ability to communicate, team building, business etiquettes and many more. Guest lecture by industry stalwarts and extracurricular activities help the students to develop capabilities and competencies to meet the expectations and demands of Indian and foreign MNCs. Our emphasis on Practical learning has a unique teaching and value imparting style.

*Dr.D.T.Roshini  
M.Com, MBA, M. Phil, Ph.D  
Director*

It is really a pleasure to hire the students who are clear in their career goals, all students are well groomed and training in corporate etiquettes  
- Mr. Rajaselvan  
HR Manager|WorldSource

We hired HR Interns from AAM, They are smart and effective resources, every students are trained effectively in various domains like HR especially.  
- Mr. Nayagam  
CEO|Thirancare

# MBA INDUSTRY INTEGRATED

## FIRST SEMESTER

1. Accounting for Decision Making
2. Business Communication
3. Quantitative Techniques
4. Economics for Managers
5. Organizational Behavior
6. Marketing Management
7. Leadership I (Lab)

## SECOND SEMESTER

1. Business Research Methods
2. Corporate Finance
3. Global Business Environment
4. Human Resource Management
5. Operations Management
6. Leadership II (Lab)

## MBA SYLLABUS

## THIRD SEMESTER

1. Strategic Management
2. Project Management
3. Digital and Social Media Marketing
4. Strategic Financial Management
5. HR Analytics
6. Total quality Management & Lean Management
7. Business Analysis & IT Consulting

## FOURTH SEMESTER

1. Entrepreneurship
2. Talent Acquisition
3. E-Business
4. Marketing Analytics
5. Corporate Taxation
6. Organization Development
7. International Logistics Management
8. Big Data Analytics

## ELIGIBILITY

Candidates for admission shall be required to have passed any Bachelor Degree from recognised University/Institution

## DURATION

Two Years comprising 4 semesters

## SPECIALIZATIONS

HR

FINANCE

MARKETING

OPERATIONS

SYSTEMS

AAM Students are really proactive in all the tasks assigned to them, they effectively manage their assigned job, Really satisfied with the quality of students

- Mr. Nataraj

HR Manager|Zoho Corp

We hired for Marketing Research from AAM Business School, we were able to find best resources as they are training on various marketing certifications during their MBA

- Mrs Bilalhari  
Head HR|Softura

# VALUE ADDED PROGRAM ALONG WITH MBA

## HUMAN RESOURCE MANAGEMENT

Talent Acquisition  
Payroll Management  
MS Office Suite

## SYSTEMS

Field of Data Science  
Advanced Python Tools  
Statistical Analytics

## FINANCE

### STOCK TRADING

Understanding Candlesticks &  
Indicators  
Tools of Trading  
Preparation for the Trading Day  
Intraday Trading strategies

Modern Logistics  
Operations  
Supply Chain  
Management  
Logistical Process

## OPERATIONS/LOGISTICS MANAGEMENT

Online B2C Marketing  
Digital Assets Creation  
SEO, Campaigns

## DIGITAL MARKETING





## CLUBS ACTIVITIES



## EVENTS



## LIFE @ AAM

Every Student applies their learning in various activities

## CONFERENCES



## INDUSTRIAL VISITS





**WAITING  
LOUNGE**



**AC SMART  
CLASSROOMS**



**COUNSELLING  
CABIN**



**RECEPTION**



**CAFETERIA**



**AIR  
CONDITIONED  
LIBRARY**



**OUR CAMPUS  
INFRASTRUCTURE**



## OUR FACULTIES

“PROFESSORS ARE YOUR PROFESSIONALS”



Mr. Alex Melwyn  
Head- Training  
AAM Business School



Dr. Uma Balasubramanian  
Former Dean|Great Lakes  
Institute of Management



Mr. Murali Srinivasan  
HR Coach & Mentor  
MS your Coach



Mr. Manikandan  
People Operations |  
Tiger Analytics India LLP



Mrs. Bilahari  
Head- HR|Softura



Dr. Abhishek  
Founder|PDF Consultant



Mr. Parasuraman  
Director|Leadership Coach  
Samriddhi Leadership  
Academy



Mr. Nayagam  
Mentor|Head Coach  
Thirancare Solutions



Mr. Kishore  
NIISM Certified Trader



Mr. Rajesh  
Training Manager|Amazon



Mr. Raghunathan  
Faculty|City Union Bank



Dr. Kalaivani  
HR Analytics Specialist

*Our Faculties are Domain Experts having multi functional experience in diverse industries*

## OUR PLACEMENT & INTERNSHIP COMPANIES

**50+ Companies recruit from our campus every year**

Inviting new-age companies looking for great talent for accelerating their growth



and more...

We have been associated with AAM for more than 8 years and the journey with them was amazing. They give Internship to the student for career exploration and development, and to learn new skills. My best wishes to the college teachers and the other management staff.

- Mr. Vinothraj R  
State Head-HR/Mahindra and Mahindra Financial Service Ltd

## OUR ALUMINI'S PLACEMENT RECORDS



Capgemini

**GOPINATH VASU**

Senior Consultant  
CTC- 16 LACS



Red Hat

**IMMANUEL.M**

Technical Support Engineer  
CTC- 16 LACS



Infosys

**V.CRISPA**

HR recruiter  
CTC: 4.5 LACS

### OUR STATS

Minimum Salary Package: 4.5 Lacs

Maximum Salary Package: 12 Lacs

Placement Co-ordination from AAM Business School is always good. Every time we recruit students they provide full support and students are intellectual

- Mrs. Suganthi  
HR Manager|Prateek Technosoft



**AVIDUS ACADEMY OF MANAGEMENT**

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