

Graded Programme: PGDM*		<b>Assam Institute of Management</b>	
CRISIL Grading:		7th Floor, East Point Tower, Banunimaidam, Guwahati – 781021, Assam	
National	A	<a href="http://www.aimguwahati.edu.in">www.aimguwahati.edu.in</a>	
State	AS A ****		
Valid up to: October 15, 2014		Report Date: October 16, 2013	
<i>* Programme nomenclature changed by the institute from PGDBM (as used in previous grading). This to align with the present AICTE terminology.</i>			
<p>The Assam Institute of Management (AIM) was set up in 1988 by the Government of Assam as an autonomous institute. The institute has been constituted as a Government of Assam Society, and operates under the Directorate of Technical Education (DTE) of Assam. The institute was called the Assam Institute of Management and Accountancy previously, and conducted management development programmes, short-term professional courses and training programmes for accountants also. This was later rechristened to reflect the vision that the Assam Government had for AIM. In 1994, AIM started the 2-year full time Post Graduate Diploma in Management (PGDM) approved by AICTE which was renamed to Post Graduate Diploma in Business Management (PGDBM) after a few years to meet AICTE requirements. The programme has now been renamed again as Post Graduate Diploma in Management (PGDM) from academic year 2013-15, again to meet AICTE requirements.</p>			
<p><b>Best Practices Followed</b></p> <ul style="list-style-type: none"> <li>• Inclusion of a graded Executive Effectiveness course running through the second year, which includes social projects, book reviews and seminars to be organised by students, leading to good personal development of students.</li> <li>• Written analysis and communication (WAC) examination conducted round the year to emphasise skill requirements of the students.</li> </ul>			
<b>Areas of Excellence</b>		<b>Areas of Strong Performance</b>	
<ul style="list-style-type: none"> <li>• Good institutional-building in the region due to backing of state government bringing in regional development projects</li> </ul>		<ul style="list-style-type: none"> <li>• Good contribution in management development and consultancy projects for regional institutions and government bodies</li> </ul>	
<b>Areas of Good Performance</b>		<b>Areas of Improvement</b>	
<ul style="list-style-type: none"> <li>• Good diversity in sector-wise placements</li> <li>• Stable faculty</li> </ul>		<ul style="list-style-type: none"> <li>• Weak geographical diversity and work experience profile of students</li> <li>• Adequacy of faculty</li> <li>• Physical infrastructure provided by the institute</li> </ul>	
<b>Graded Program Details</b>		<b>Students - Key Statistics (Batch of 2012-14)</b>	
Program	PGDM	Student strength	70
Offered since	1994	Average age	23 years
Status	Autonomous	Average work experience	6 months
Recognition	AICTE	Percentage of female students	36%
Program Fee	Rs. 2.47 lakh	Percentage of students with work experience > 2 years	Nil
Total Seats	70	Entrance Exam	CAT, CMAT, ATMA, MAT, XAT & JMAT
<b>Permanent Faculty</b>		<b>Student Outcome (Batch of 2011-13)</b>	
Faculty strength	7	Placements*	82%
Median teaching experience	8 years	Median salary	Rs. 2.5 lakh
Median industry experience	6 years	Maximum salary	Rs. 5 lakh
Retention rate	86%	Pre-placement offers	Nil
Student-Faculty ratio	20:1	Predominant placement region	Nort East India
Visiting faculty	7	Number of student clubs	5
<b>Admission statistics - Cut offs 2013-15</b>		<b>Prominent recruiters</b>	
<b>Government quota seats</b>		<b>Management quota seats</b>	
Cut off Score	NA	Cut off Score	40th percentile (ATMA)
Highest Score	NA	Highest Score	90th percentile (ATMA)
		Bharti Axa Life Insurance, Colgate Palmolive, HCL Infosystems Ltd, ICICI Bank Ltd, Johnson & Johnson Ltd, Kansai Nerolac, Life Insurance Corporation, SBI Life Insurance Co. Ltd, Vodafone	
<i>*excludes 4 students who opted out of placements</i>			
<b>Placement Diversity (Batch of 2011-13)</b>		<b>Academic diversity (Batch of 2013-15)</b>	
		<b>Geographic diversity (Batch of 2013-15)</b>	
<b>Curriculum</b>			
The trimester-based curriculum allows a choice of major specialisations in Marketing, Human Resources, Operations and Finance. In the second year, students have to opt for two elective papers in each term.			
Apart from a summer internship, students also undertake a grand project, which is a research-cum-dissertation project on their topic of interest.			
The curriculum includes good focus on personal development and industry exposure of students - through graded courses such as Executive Effectiveness and Ethics and non-corporate management.			
<b>Industry Interaction</b>			
Ministry of Development of North East Region (DoNER) has assigned to the institute the training of young unemployed youth in NER through a certificate programme on Retail Management.			
The institute has conducted 13 Management Development Programmes (MDPs) for 2012-13 for entities such as Cane & Bamboo Technology Centre, IOCL Bongaigaon Refinery, High Court & Subordinate courts of Assam and Post Masters of NE Circle.			
<b>Infrastructure</b>			
The campus occupies two floors (around 10,000 square feet) of a commercial building, and includes four classrooms, library, conference rooms and common rooms. A new campus closer to the Guwahati University campus is under construction and expected to be ready by the next academic year.			
The library and IT facilities supporting the programme are adequate.			
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