



**ASHOKA WORLD**  
— EDUCATIONAL CAMPUS —



# AIMS BROCHURE 2026-28

**Aspire. Innovate. Manage. Succeed.**

[www.aimspune.com](http://www.aimspune.com)

**India's 1st and only college<sup>#</sup>**



**S.P. Pune University  
Affiliated**



**Study at  
IIM Nagpur**



**A.I.C.T.E  
Approved**



**Study Tour  
to Dubai**



**SAP - ERP  
Program**



**Nasscom  
Future Skills**

# AIMS B-SCHOOL IN NUMBERS



**3**

Decade in Education

**10000+**

Strong Alumni Network

**550+**

Corporate Hiring Partners  
exclusively for you

**1500+**

Hours of business  
skills training

**150+**

Mock Interviews to ensure  
the confidence needed for  
the placement process.

**25+**

Certification Programs:  
SAP- ERP, Microsoft,  
Salesforce, ADV Excel, AI &  
ML & more

**25+**

States from where  
Students have joined  
Ashoka Campuses to  
achieve their dreams

**200+**

Aptitude tests to enhance  
your analytical and  
reasoning skills and  
acumen

**100+**

Mock Group Discussions  
to hone the skills of  
communication and  
knowledge building

# WELCOME MSG FROM AIMS B-SCHOOL



**ASHOKA WORLD**  
—EDUCATIONAL CAMPUS—

Dear Applicant/Student,

Welcome to ASHOKA World Educational Campus! Today marks the beginning of an exciting new chapter in your life, and we are beyond thrilled that you've chosen to start this journey with us.

We know that choosing the right college is more than just a decision—it's the first step toward shaping your future. And we want you to know, you've made an incredible choice. Here at ASHOKA world campus, we believe in more than just providing you with a degree. We are committed to preparing you for the real world, empowering you with not only knowledge, but also the skills and experiences that will make you stand out and succeed.

Our industry-oriented, job-guaranteed management program is designed to ensure you don't just learn theory, but gain practical, hands-on experience that directly prepares you for your dream career. With personalized guidance, strong industry connections, and a placement team dedicated to seeing you succeed, we promise to stand by you every step of the way. Together, we'll turn your ambitions into reality.

But beyond your career, this place will become your home. You'll meet incredible people who will challenge, inspire, and support you. You'll find mentors who genuinely care about your growth, and you'll create lifelong friendships that will stay with you long after graduation.

We know that the road ahead won't always be easy, but here at ASHOKA, you will never walk alone. You are now part of a family that believes in you, your dreams, and your potential. We can't wait to see you grow, overcome challenges, and achieve greatness.

Welcome to a place where your future is not just a possibility, but a promise. We are so excited to see all the incredible things you'll accomplish here.

Warmest regards,

Aspire. Innovate. Manage. Succeed.



**ASHOKA WORLD**

—EDUCATIONAL CAMPUS—

Institutes under

**AIM**

**AIMS**

**ABS**

# WHY PUNE?

Pune, known as the '**Oxford of the East**', is an academic centre of national repute. It is one of the most sought after MBA study destinations. Pune has the seventh largest metropolitan economy and the sixth highest per capita income in the country. There are many reasons why Pune attracts thousands of aspirants for MBA admission in Pune every year from all parts of the country.



## 01

**Educational Hub:** Pune is home to numerous prestigious MBA institutes offering diverse specializations. Infact, the city has some of the top MBA colleges in India.

## 02

**Thriving Industry:** Pune boasts a strong presence of IT, automotive, manufacturing, and pharmaceutical companies, providing ample internship and job opportunities for MBA graduates.

## 03

**Cultural Diversity:** Pune's vibrant culture and diverse student population create a stimulating learning environment and foster global networking opportunities.

## 04

**Affordable Cost of Living:** Compared to other major metropolitan cities, Pune offers a relatively lower cost of living, making it an attractive option for MBA aspirants.

## 05

**Pleasant Climate:** Pune's pleasant weather throughout the year contributes to a comfortable and conducive learning environment.

## WHY MBA IN AIMS ?

Here are 6 key reasons why pursuing an MBA can be a rewarding career choice:



**Increased career opportunities:** An MBA can open doors to an array of leadership positions in a wide variety of fields. By completing the program, you will develop strategic thinking and managerial skills that are sought after by top companies.



**Stronger Networking:** MBA programs foster valuable connections between students, faculty, and industry professionals. Mentorship, job opportunities, and lasting relationships can be found in these networks.



**Entrepreneurial Launchpad:** An MBA provides the foundational knowledge and skills needed to succeed as an entrepreneur. This course introduces you to business planning, finance, marketing, and operations.



**Salary Boost:** MBA graduates tend to earn substantially more than their peers without the degree. Knowledge and skills acquired during the program translate into higher salaries.



**Personal and Professional Development:** An MBA challenges you to think critically, solve complex problems, and communicate effectively. It cultivates leadership qualities, improves decision-making abilities, and broadens your global perspective.



**Career Pivoting:** An MBA can be an effective tool for transitioning into a new field or function. It allows you to acquire the necessary skills and knowledge to make a successful career change.



## ABOUT ASHOKA WORLD EDUCATIONAL CAMPUS'S AIMS B-School

Aspire. Innovate. Manage. Succeed.

- Welcome to AIMS, where excellence meets innovation in business education.
- Established in 2009, we are proud to be recognized as one of the top MBA colleges in Maharashtra.
- With government-recognized courses and UGC, AICTE, and NAAC accreditations, we ensure a holistic and high-standard educational experience.
- As we enter our third decade, we continue to redefine the boundaries of management education.
- Our flagship Super Advanced MBA program is designed to meet the demands of the ever-evolving corporate world, equipping students with cutting-edge skills and knowledge.
- **India's One and Only MBA Institute to Offer Electric Vehicle (EV), Artificial Intelligence (AI) & Data Science Course as optional subjects\*: At AIMS Institute, we offer a diverse range of courses tailored to emerging industry trends. We are the only MBA college in India to provide an Electric Vehicle (EV) course as an optional subject for aspiring leaders in the new-age business ecosystem. Additionally, our specialized programs in Artificial Intelligence (AI) and Data Science empower students to excel in the technology-driven economy.**
- **Our unwavering commitment to student success is reflected in our 100% written placement guarantee starting @ INR 6LPA\*, ensuring that every graduate steps confidently into their professional journey.**
- Join Ashoka World Campus AIMS B-School to unlock your potential, embrace innovation, and build a rewarding career in the business world. Together, we create leaders who inspire and make a difference.

# ASHOKA World Campus- AIMS



## VISION

To be a world-class institution, providing industry-relevant, experiential learning that nurtures future business leaders with strong ethical values, critical thinking skills, and a global mindset.



## MISSION

To provide transformative business education that empowers individuals to become innovative leaders who drive sustainable growth and societal progress.

# WHAT MAKES ASHOKA WORLD CAMPUS, DIFFERENT?

At ASHOKA-AIMS, we don't just prepare you for a degree – we prepare you for the world. What truly sets us apart is our commitment to delivering an education that is not only industry-oriented but also globally competitive. Here's what makes **ASHOKA World Educational Campuses** the perfect place to shape your future:

## International Exposure & Tour

Experience learning beyond borders with our exclusive international exposure opportunities. Our carefully curated international tours and exchange programs ensure you get a global perspective.

## 360-Degree Holistic Training

At ASHOKA-AIMS, we believe in developing you as a complete professional. Our holistic approach combines academic learning with personality development, leadership skills, and a strong focus on emotional intelligence.

## Courses from IIM

We are the only institute offering specialized courses in various subjects, designed and delivered by prestigious institution like IIM. This gives you direct access to world-class education and resources.

## SAP ERP Course

Stay ahead of the curve with our cutting-edge SAP ERP course, designed to equip you with the knowledge and skills needed to succeed in all the fastest-growing industries globally.

## Artificial Intelligence Course

Prepare for the future with our comprehensive Artificial Intelligence (AI) course, teaching you the foundations of AI, machine learning, and data-driven decision-making.

## NASSCOM Futureskills prime

As part of this partnership, we offer world class courses across 11 emerging technologies through:

- Key Content Partners - AMAZON, SALESFORCE, MICROSOFT, ACCENTURE, ORACLE, ADOBE, CISCO, GOOGLE, ETC

### 100+ Guest Lectures

Gain invaluable insights from industry leaders with over 100 guest lectures every year. Hear from CEOs, entrepreneurs, and top professionals who share their real-world experiences and guidance.

### Artificial Intelligence Courses

In today's data-driven world, our AI & ML courses are designed to equip you with the analytical tools and techniques needed to make intelligent data-driven decisions across industries.

### Numerous Industrial Visits

We believe in learning by seeing. With many industrial visits throughout your course, you'll connect classroom theory with the practical world of business and industry.

### Guaranteed Placement

At ASHOKA World Campus, we stand by our commitment to your career. Our job-guaranteed management program includes a Pre-Placement Letter, ensuring you're ready to start your career with confidence.

### m-Woodpecker

Founded by Lt. Col. Sameer Kulkarni (Retd.) specializes in SSB coaching, personality development, leadership training, etc for our students.

- CLIENTS -

Mercedes-Benz, GM, Praj, Sakal Media, Etc

### Awards & Achievements

- India's Most Trusted Brand Of The Year **2022** in Education Category.
- Awarded Best Private Business School: West Region.
- Awarded Fastest Emerging Institute for Management (Pune)

At ASHOKA World Campuses, we offer much more than an education – we offer a transformative experience that equips you with the skills, knowledge, and global perspective you need to succeed. Our 360-degree approach ensures you graduate not only with a degree but also as a confident, industry-ready professional with a broad skill set.

**Welcome to ASHOKA World Educational Campus Group – where your future is limitless!**

# WELCOME MESSAGE FROM STUDENTS!

## Join Our Family!

Hey future ASHOKA World students! I just wanted to say that deciding to apply here was one of the best decisions I've ever made. The community is so welcoming, and the professors truly care about your success. You'll find so many opportunities to grow both academically and personally. I can't wait to see you here!

-  
**Darshkumar Kalariya**

## A Place to Thrive

Hey there! I remember being in your shoes, wondering if ASHOKA-AIMS was the right choice. Now, as a current student, I can tell you that it's more than just a place to study – it's a place to grow, make memories, and achieve your dreams. Apply, and I'm sure you won't regret it!

-  
**Vaishnavi Mandlik**

## Excited for You!

Welcome to the ASHOKA World Education Campus! As an existing student, I can honestly say this place feels like home. The friendships you'll make, the knowledge you'll gain, and the experiences you'll have will shape you in amazing ways. Best of luck with your application – I hope to see you around campus soon!

-  
**Shah Mudasir**

# WELCOME MESSAGE FROM STUDENTS!

## Get Ready for an Amazing Journey

To all the students considering applying to ASHOKA World's AIMS – trust me, this is the place where you'll thrive. From amazing courses to fun student events, there's something for everyone. I'm excited for you to start your own journey here!

–  
**Vipasha Mool**

## You're in the Right Place

As someone who's currently at ASHOKA-AIMS, I can confidently say it's a place where you'll find both support and challenge. It's a college that helps you achieve your best while encouraging you to be yourself. Take the leap and apply – you've got this!

–  
**Vikas Wagh**

## Make the Right Choice

Choosing a college can be tough, but ASHOKA World Educational Campus - AIMS Institute has been a game-changer for me. The campus vibe is so friendly, and there's always something happening, whether it's an event or a chance to connect with peers. If you're thinking about applying, do it – you'll be glad you did!

–  
**Harish Tawni**

# COURSES @AIMS WORLD CAMPUS

At all the ASHOKA World Educational Campuses in Pune, the courses are designed to bridge the gap between academic knowledge and corporate expectations, empowering students to excel in their careers with confidence and expertise. Join us to take the first step toward a future of unlimited possibilities.

**MBA - S.P Pune University, as per DTE, GoM.**

**PGDM` - A.I.C.T.E Approved.**

**MBA (SPPU) - Fees as per Shikshan Shulk Samiti, GoM.**

**MBA+Advance (International) - Fee INR 5.45 Lacs for 2 years**

**MBA+PGP (international + IIM + SAP) - INR 6.95 Lacs for 2 years**

- Advance(international) - Optional/Not Mandatory
- PGP - Optional/Not Mandatory
- ` Please refer separately.

## Specialization Offered @AIMS:

- MARKETING MANAGEMENT
- FINANCIAL MANAGEMENT
- HUMAN RESOURCE MANAGEMENT
- BUSINESS ANALYTICS
- AGRI BUSINESS MANAGEMENT
- PHARMA & HEALTHCARE MANAGEMENT
- OPERATIONS & SUPPLY CHAIN MGMT

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## Marketing Mgmt

- Certified Sales & Marketing Professional.
- Market Research.  
Marketing Analytics.
- Retail Marketing.  
Rural Marketing.  
Digital Marketing.



## Pharma & Healthcare Mgmt

- Regulatory Affairs Certification (RAC).  
Certified Healthcare Manager
- (CHM).  
Pharmaceutical Business  
Development Professional
- Training



## Agri Business Mgmt

- Certified Organic farming professional.  
Agri - Entrepreneurship
- Development Program (AEDP)  
Certificate in Global Agri -  
Business Management
- (CGABM).



## Finance

- Financial Analytics
  - Portfolio Management
  - Financial Modelling
  - Financial Valuation
  - Banking
- and other training programs for in-depth finance specialization.



## Business Analytics

- Teaches interpretation of data to drive business solutions and performance.
  - Big Data Analytics for Businesses
- Business analytics offers diverse
- career opportunities in roles like data analyst, business intelligence analyst, and data scientist.



## Operations & Supply Chain Management

- Project Management Professional (PMP).
- Certified in Risk & Information System Control (CRISC)
- Advanced Operations Management Certification.
- Supply chain and logistics management offers diverse career opportunities in planning, sourcing, production, transportation, and distribution of goods and services, ensuring efficient and cost-effective flow



## Human Resource Management

- HR Analytics, HR Technology & Digital Transformation, Global HR Management
- Essential for building and managing high-performing teams.
- Career opportunities in strategic HR roles focusing on talent management, organizational development, change management, and workforce planning to align HR strategies with overall business objectives.



## Six Sigma

- Green Belt Training & Certification.  
Statistical Analysis - You stop guessing & start proving. You'll master DMAIC (Define, Measure, Analyze, Improve, Control)
- On Average, MBA Students with Six Sigma Command higher starting salaries because they requires less "on-the-job" training.



## Microsoft Excel

- A must-have tool for data analysis, financial modeling, and decision-making.
- Enhances productivity with advanced formulas, charts, and automation.
- Strong Microsoft Excel skills are valuable across numerous industries and roles, from entry-level administrative positions to high-level financial analysis, due to its ubiquitous use for data organization, analysis, and reporting.



## Digital Marketing

- Covers SEO, social media, email marketing, and content strategy.

Crucial for businesses to

- increase brand visibility and drive growth.

Diverse career paths in areas like

- SEO, social media marketing, content creation, email marketing, and data analytics, driven by the increasing importance of online presence for businesses.



## Financial Valuation

- Teaches methods to determine company worth, mergers, and acquisitions.
- Crucial for analysts, investors, and finance professionals.
- Expertise in financial valuation creates opportunities in investment banking, equity research, and corporate finance.



## Financial Modeling

- Builds complex financial projections to analyze business performance.
- Essential for investment decisions, valuations, and corporate finance planning.
- Financial modeling skills are highly sought after in finance roles, particularly in investment banking, private equity, and corporate finance.



## AI & ML (Artificial Intelligence & Machine Learning)

- Equips learners to build algorithms for data-driven predictions and automation.
- Key for roles in tech, healthcare, finance, and e-commerce industries.
- The fields of AI and ML offer abundant career opportunities in research, development, engineering, and data science, driven by the increasing demand for intelligent systems across various industries.



## Data Science

- Develops expertise in data analysis, statistics, and machine learning.
- Enables businesses to extract actionable insights and improve strategies.



## Soft Skills Training

- Builds communication, teamwork, and leadership abilities.
- Enhances professional and personal effectiveness.
- Career opportunities for trainers, coaches, and consultants to help individuals and organizations develop essential interpersonal and professional skills for improved communication, teamwork, and leadership.



## Foreign Language

- Opens career opportunities in global companies and international markets.
- Useful for travel, business, and cultural immersion.

Enhances career prospects in international business, tourism, education, and diplomacy.



## Cyber Security

- Cyber Security for management professionals program.
- Design to equip students with practical cyber security knowledge, fraud detection techniques and risk mitigation strategies.
- It prepares future managers and leaders with the cyber resilience required to protect organizations in today's digital business environment.



## Business Skills Training

- Teaches negotiation, problem-solving, and decision-making skills.
- Prepares individuals for managerial and entrepreneurial roles.
- Career opportunities for trainers, facilitators, and consultants to equip individuals and organizations with the knowledge and competencies needed for success in various business functions, such as finance, marketing, and management.



## Dip in IIM Nagpur

- We provide students with an exclusive opportunity to participate in the **DiP at IIM Nagpur**.
- This immersive program allows students to experience the academic environment of IIM Nagpur.

the program includes expert-led sessions on data analytics, finance, entrepreneurship, marketing, Pharma & healthcare, OSCM, etc



## SAP Certified Professional

- SAP is a global leader with nearly 77% of worldwide business transactions interacting with SAP everyday.
- In India almost 80% companies use SAP, making it one of the most sought after certification.
- A SAP certified professional easily finds a high paying job in almost 196 countries around the world



## Stock Market Trading

- Provides knowledge of equities, derivatives, and portfolio management.
- Empowers individuals to make informed investment decisions.
- Offers career opportunities for individuals with analytical skills and risk tolerance in roles such as traders, analysts, and portfolio managers, involved in buying and selling securities to generate profits.

# INTRODUCING INTERNATIONAL EXPOSURE PROGRAMS

At ASHOKA World-AIMS, transcend international borders with an elite residency designed for the modern MBA. Gain direct access to international markets, engage with global C-suite leaders and analyze diverse business ecosystems in real-time. This program builds the cultural intelligence and strategic agility required to lead across continents. **Your Career, Without Boundaries.**



## The DUBAI Experience: Welcome to the City of the Future

Experience the future of global commerce in Dubai, the world's most dynamic business crossroads. This immersive program offers Ashoka World MBA students a front-row seat to tax-free economic powerhouse, where East meets West.

Engage with leaders at multinational giants, explore cutting-edge innovation in Dubai Internet City, and analyze the logistical mastery of global trade hubs.

## Decoding Digital Asia: The MALAYSIA Experience

Malaysia offers a unique immersion into one of southeast Asia's most dynamic economies. Visit industry giants like Petronas and the Malaysia Digital Economy Corporation (MDEC).

Beyond the boardroom, you will explore the cultural synergy of Kuala Lumpur, from the architectural marvel of Petronas Twin towers to historic Batu Caves. This trip will provide a firsthand look at Malaysia's thriving digital and manufacturing sectors.





### **The SINGAPORE Experience: The future of Finance**

Singapore is the ultimate “Living Lab” for MBA students - a global Financial Titan. this trip focuses on smart city infrastructure, green finance, and the strategic management of one of the world’s most competitive economies.

By visiting the Singapore Exchange (SGX) and the innovation hubs at Block71, you’ll see how a nation with zero natural resources became a global powerhouse through sheer strategic brilliance.

Study beyond the classroom and into the world! International Educational Tours offer students an unforgettable learning experience that blends education, experience and personal growth.

Few benefits of International Exposure:

Global Mindset    Enhanced Career Potential    international Network    International level business Exposure

**Beyond Borders, Beyond Books: Building Global Architects of Business**

## MANAGEMENT ORIENTATION PROGRAM (MOP)

The MANAGEMENT Orientation Program (MOP) represents a distinctive initiative by ASHOKA World-AIMS Campus, designed to provide aspiring management students with an introduction to Management Studies. Serving as an introductory course, the MOP establishes a robust foundation for students as they commence their MBA endeavors. This program is particularly advantageous for individuals transitioning into Management Studies from varied academic backgrounds, such as Engineering, Commerce, and Science. Over a span of two months, participants are afforded the opportunity to comprehend fundamental management concepts and acclimate to their new academic environment.

The MOP encompasses essential training and the enhancement of communication skills, aptitude, and various domains through a range of practical learning experiences, including corporate interactions and





## **Knowledge, Skills, Attitude**

The foundation course places significant emphasis on cultivating students' knowledge, skills, and attitudes. The pedagogical approach is designed to expose students to real-world challenges, enabling them to devise effective solutions.

## **Corporate Interactions**

Through ASHOKA World's collaboration with over 550 prominent corporate leaders, new management students are afforded the opportunity to learn from and engage with these esteemed professionals during various events. These corporate interaction activities facilitate the development of foundational knowledge regarding different industry functions and provide insights into diverse sectors.

## **Industry Visits**

Industrial visits serve to bridge the gap between theoretical knowledge acquired in the classroom and its practical application within companies.

## **Domain Training**

Throughout the Management Orientation Program, ASHOKA World Educational Campus students receive training in the fundamental principles of Marketing, Finance, Business Analytics, Digital Marketing, Operations, IT, and Human Resources. This training equips them with a foundational understanding of each domain, preparing them for more advanced studies.

## Communication Training

AIMS recognizes the significant impact that robust self-confidence has on the careers of management professionals. Consequently, the Management Orientation Program (MOP) initiates comprehensive training aimed at enhancing students' business communication capabilities. This training emphasizes presentation skills, interpersonal skills, and non-verbal communication, ensuring that students grasp all relevant topics and express themselves with fluency.

## Aptitude And It Skills Training

Students undergo training designed to cultivate their aptitude, which includes the enhancement of analytical and reasoning abilities. In terms of IT skills, experienced faculty members instruct students on the practical applications of Excel, PowerPoint, and Word, ensuring that ASHOKA-AIMS students acquire proficiency in logical Excel functions, formulas, and essential data analysis tools.

As recent graduates from varied academic disciplines, the two-year full-time management program is crucial for their transformation. Therefore, the Management Orientation Program (MOP) at AIMS provides the essential impetus for students to embark on their MBA journey, ultimately guiding them toward success in the corporate arena.



# WHY CHOOSE ASHOKA WORLD CAMPUS - AIMS, PUNE?

## Focused Learning

Hands-on learning through industry-level with live projects, 100+ guest lectures, and industry visits to leading companies, plus a Unique syllabus featuring top-of-the-line courses.



## 1500+ Hours of Training

Our 1500+ hours of rigorous Corporate Readiness and Employability Training ensures that every graduate is workplace-ready, covering crucial aspects like interview preparation, mock practice sessions, and resume building.

## International Study Tour

Visiting global business hubs like Dubai, Malaysia or Singapore is a strategic necessity. In a globalized economy, the ability to navigate different environments is what separates a manager from a leader.

Strategic Importance of this tour:

- Bridging the “Theory-Reality” Gap
- Developing “Cultural Intelligence”
- Building a “Global Professional Network”
- International market Analysis
- Innovation
- Risk Assessment





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nasscom

future**skills**<sup>®</sup>  
— p r i m e

A Meity - nasscom Digital Skilling Initiative

### Nasscom Future Skills Prime

NASSCOM (National Association of Software and Service Companies) is India's premier non-profit trade body and chamber of commerce for the \$245+ billion IT-BPM industry, founded in 1988. Representing over 3,000 members, including startups and MNCs, it acts as the industry's voice, driving policy & digital transformation.

### The IIM Connection

Our institute offers an exclusive opportunity for students the chance to study at any 1 of the prestigious IIM campuses (Nagpur, Mumbai, Raipur, Kozhikode, Indore) and learn from esteemed IIM faculty.



IIM NAGPUR

candent  
academy

### Candent

Building industry ready ERP professionals. This partnership establishes an ERP Centre of Excellence(CoE) at our campus. Key Hiring Partners: Cognizant, Infosys, Bosch, Adidas, TATA, Nestle, Wipro, Deloitte, Accenture, TechM, Etc

## #100%CareerKiGuarantee

Guaranteed 100% career success with assured placements and internships. Multiple internships with stipends up to ₹1,00,000 per month. Job offer letter guaranteed upon admission. Partnerships with 550+ placement companies offering salaries up to ₹14 LPA, with an average of ₹7.75 LPA.



## Courses Recognized by GOI

AICTE-approved, UGC approved, NAAC-accredited, Government of Maharashtra and Government of India recognized courses.

Aspire. Innovate. Manage. Succeed.



# GUARANTEED PLACEMENTS & INTERNSHIPS

- YOUR SUCCESS IS OUR PRIORITY!

- WRITTEN PLACEMENT GUARANTEE OF INR 6.00+ LPA FROM AIMS



We partner with top-tier companies across diverse sectors, ensuring every student gains practical experience and secures a promising future.

Gain a competitive edge with real-world projects and internships, building a strong professional network before graduation.



Launch your career with Ashoka-AIMS Institute's guaranteed placement and internship opportunities.

Our dedicated career services team provides personalized guidance, resume building workshops, and interview preparation to maximize your placement potential.

Invest in your future with an MBA that delivers tangible career outcomes.

## MENTORSHIP @AIMS

The Training and Development initiatives enhance a student's capabilities and effectiveness; however, guidance is essential for navigating and maintaining the correct trajectory. At AIMS, we regularly implement Mentorship Programs designed to steer our students towards success, assisting them in overcoming fears, dispelling doubts, and addressing various challenges. This program fosters mutual understanding between students and faculty, facilitating professional growth. Whether it involves selecting an appropriate specialization or resolving academic inquiries, our unwavering support is available to students.

The Mentorship Program, which exists as a collaborative relationship between two individuals, aims to promote both personal and professional advancement. At AIMS, we organize each cohort into smaller groups, assigning a mentor to each. A seasoned faculty member or domain expert is designated to each group, imparting knowledge, experience, and guidance to their mentees. Mentors are dedicated to supporting, encouraging, and motivating their mentees by offering comprehensive professional assistance. Over time, the mentor-mentee relationship evolves into a meaningful connection, with mentors serving as trusted advisors and role models who have navigated similar challenges.





## 01 Confidence Building:

In the contemporary corporate landscape, there is an increasing expectation for management graduates to possess not only knowledge and skills but also to exhibit qualities such as intelligence, sharpness, and confidence. Confidence stands as a pivotal factor influencing performance within the corporate sector; an individual may possess the requisite abilities to achieve a goal, yet without self-belief in those abilities, they are unlikely to leverage their potential fully in the quest for success.

AIMS is committed to equipping students with the confidence necessary to tackle challenges head-on. Through comprehensive training focused on enhancing business communication, refining presentation skills, and thorough preparation for the placement process—which encompasses aptitude training, mock group discussions, and mock personal interviews—ASHOKA World ensures that its students develop the confidence essential for entering the corporate arena.

At any of the ASHOKA World Campuses, we emphasize the cultivation of confidence through various corporate interactions. Students undergo evaluations via verbal and written assessments, and they are provided with opportunities to participate in mock group discussions and mock personal interviews in front of corporate representatives.





## 02 Communication Training:

Enhancing students' confidence is fundamentally linked to the development of communication skills. Therefore, we are committed to continuously refining both the content and the communication abilities of our students, which in turn fosters their self-assurance. This process is conceptualized as interdisciplinary learning, where knowledge is acquired through the exchange of diverse experiences. Throughout the training program, our team of professional trainers focuses on several key components of each student's communication skills:

- Vocabulary enhancement
- Accent modification
- Articulation improvement
- Speech clarity
- Speech rate
- Mitigating mother tongue influence





## 03 Leadership & Presentation:

Presentations are crucial in the corporate environment, particularly for managers who must effectively showcase their products to clients, articulate their projects to senior management, and convey their strategies to colleagues and subordinates. At AIMS, we prioritize the enhancement of students' presentation skills. Following each topic, students are required to deliver a presentation before a panel that includes the relevant subject faculty and an industry guest. Their performance is assessed based on their knowledge, analytical abilities, communication skills, and proficiency in information technology. Constructive feedback is provided to highlight areas for improvement. This rigorous process is designed to bolster their overall competencies and, consequently, their self-confidence.



## 04 Aptitude Training:

Aptitude refers to an individual's analytical capabilities. When individuals lack the necessary skills for a specific role or do not align with the organizational culture, they are frequently replaced. This cycle of turnover leads to significant costs and missed opportunities for companies. To enhance their hiring processes and mitigate high turnover rates, both national and multinational organizations implement aptitude and ability assessments. These evaluations are also utilized for employee promotion and training purposes. The primary objective is to ensure that the right individuals, equipped with the appropriate skills, occupy the correct positions. This necessity is a key factor driving the widespread use of Aptitude Tests in recruitment by numerous companies.

At AIMS, we have established a dedicated team of Aptitude Experts focused on training and enhancing students' aptitude skills. Our trainers engage with companies and recruiters across various industries to ascertain their expectations for our students. Consequently, ASHOKA World students receive training in the following areas:

- Quantitative Aptitude Skills
- Data Interpretation and Data Sufficiency
- Reasoning Ability
- Logical Reasoning
- Visual Reasoning
- Verbal Reasoning
- Verbal Abilities and Language Comprehension
- General Awareness and General Knowledge



## 05 Placement Preparation:

### A. The Objectives Of Mock Interviews:

- To enhance self-assurance through repeated participation in mock interviews facilitated by industry leaders.
- To provide students with insights into potential interview questions and appropriate conduct during actual interviews.
- The adage "practice makes perfect" underscores the importance of rehearsal in alleviating the fear of failure; as students engage in a series of mock interviews, their confidence progressively increases.
- Constructive feedback is provided to each student following every mock interview, enabling them to identify areas for improvement and ultimately succeed in the interview stages of various companies.
- Several industry leaders are involved in conducting mock interviews and rigorously training AIMS students to navigate the interview process effectively.
- This process offers students a clearer understanding of their skill gaps and the level of effort necessary to successfully navigate placement procedures.





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## 05 Placement Preparation:

### B. Mock GDs:

As managers within their organizations, students are required to facilitate numerous meetings with both senior executives and their peers, as well as subordinates. Engaging in Group Discussions equips AIMS students not only to navigate the placement processes of various recruiting companies but also to foster their ability to participate actively in discussions. This ongoing practice of Group Discussions enhances their comfort level and boosts their confidence. Additionally, we ensure that our students are well-versed in current affairs and business-related topics by facilitating interactions with Business Heads from various companies every weekend.



# OUTBOUND TRIPS AND OUT OF THE CLASS LEARNING



The AIMS campus is ideally situated amidst the splendor of nature, enveloped in a tranquil environment that enriches the lives of its students. This setting fosters a vibrant and dynamic lifestyle, contrasting sharply with conventional and monotonous routines, and instead promotes a more challenging, adventurous, and stimulating daily experience. Over the course of their two-year tenure at AIMS, students are presented with numerous opportunities to engage in a variety of activities, including events, excursions, and trekking adventures. Each phase of their journey is meticulously designed to facilitate achievement, whether it be the exhilaration of viewing the landscape from a summit after an arduous trek or the joy of exploring new locales around Pune, ensuring that every experience is imbued with learning and accomplishment.

Co-curricular engagements, such as the organization and execution of annual events like RISE, alongside participation in various national and international conferences, significantly enhance students' management capabilities. These experiences impart essential lessons in teamwork, creativity, and innovation. Additionally, AIMS promotes cultural heritage through a multitude of events that celebrate artistic expression, including dance, music, and other art forms, thereby encouraging students to cultivate and nurture their personal interests and hobbies.

Pune offers an abundance of opportunities for exploration and cultural engagement. Festivals such as Ambedkar Jayanti and Shivaji Jayanti significantly enhance the cultural diversity experienced by students. As a city rich in traditions and celebrations, Pune is perpetually vibrant with festivities. The proximity to various scenic travel destinations, including Lavasa, Lonavala, Malshej Ghat, Tamini Ghat, and Mahabaleshwar, allows students to escape the demands of their academic schedules and enjoy moments of tranquility amidst nature. The journey to college itself is invigorating, as it winds through mountainous landscapes, providing a refreshing start to the day and a soothing conclusion after classes.

Life beyond the academic environment is equally captivating. The city boasts a plethora of stunning travel locations, along with city-wide events such as food festivals, camping excursions, and cultural workshops. Additionally, students can engage in extracurricular activities, adventure trips, and insightful events, all of which contribute to making AIMS an exceptional place for education.

# OUTBOUND TRIPS AND OUT OF THE CLASS LEARNING

Visit At Paranjape Autocast Pvt. Ltd. (Satara)



Visit At Katraj Dairy (Pune)



Visit At Mega Food Park (Satara)



Visit At Dynapac Pvt. Ltd. (Lonikhand)



# OUTBOUND TRIPS AND OUT OF THE CLASS LEARNING

Visit At Forbes Marshall (Pune)



Visit At Weikfield (Pune)



Visit At Vikay Prints (Gujrat)



Visit At Jyoti CNC Pvt. Ltd. (Gujrat)



# OUTBOUND TRIPS AND OUT OF THE CLASS LEARNING

Visit At Amul Milk Factory (Gujrat)



Visit At Balaji Wafers (Gujrat)



Visit At Coca - Cola (Pune)



Visit At Dairy Day ( Bangalore )



# OUTBOUND TRIPS AND OUT OF THE CLASS LEARNING

Visit At Sumul Dairy Plant (Gujrat)



Visit At Thermax Pvt. Ltd. (Pune)



Visit At SEBI (Mumbai)



Visit At Manak Export (Surat)



# NATURE INSPIRED LEARNING PEDAGOGY ONLY @AIMS



# NATURE INSPIRED LEARNING PEDAGOGY ONLY @AIMS



# ALUMNI MANIFESTATIONS

## “ A Place That Shapes Your Future

As an alumni of AIMS, I can confidently say that this college played a huge part in shaping who I am today. The professors, the support systems, and the exposure to various industries helped me gain the knowledge and skills I needed to land my dream job. What I loved most was the balance between academics and career preparation – I had opportunities for internships, placements, and even mentorship that made a huge difference. To all the future students, get ready to unlock your full potential – this place will support you every step of the way. Welcome to the ASHOKA family!

-  
**Sopan Kamble,**  
**(B&Y Mellon)**



## “ A Life-Changing Experience

Looking back at my time at AIMS, I can honestly say it was a life-changing experience. From the very first day, I felt welcomed by a close-knit community that was genuinely interested in my success. The career resources here are outstanding, and I was able to secure internships and a job right after graduation. Plus, if you have an entrepreneurial spark, AIMS has all the tools you need to turn your ideas into reality. I am so proud to be an alumni of this amazing place, and I'm excited for you to start your own journey here!

-  
**Bachchu Dey,**  
**(IBM)**



## “ Beyond Academics, It's a Launchpad

Hi future AIMS students! As an alumni, I want to share how incredible my experience was. AIMS isn't just about getting a degree – it's about preparing you for the real world. I received great academic training, but it was the focus on placements, networking, and entrepreneurship that truly set me up for success. I graduated with confidence and a strong support system that continues to help me today. I'm sure you'll make lifelong friends and memories here, while getting ready for an amazing career journey!

-  
**Zeeshan,**  
**(ITC)**



# ALUMNI MANIFESTATIONS

“

## A Foundation for Success

To all new students thinking about joining AIMS, welcome! I graduated a few years ago, and the skills and experiences I gained here continue to influence my career today. Whether you're planning to jump into a job right after college or explore entrepreneurship, you'll have all the resources, guidance, and opportunities you need. I took full advantage of the career services, and now I'm working in a field I love. You're about to embark on an incredible journey – enjoy every moment!

-  
**Kapil K,  
(Bajaj)**

”

“

## A Supportive Community That Never Leaves You

Welcome to AIMS, future students! As an alumni, I'm so excited for you to begin this chapter. The best part about AIMS is the supportive community that surrounds you. The professors, staff, and even alumni continue to offer guidance and opportunities long after graduation. Whether you're looking for career placements, networking events, or just advice, you'll always feel supported here. My time here helped me grow both personally and professionally, and I can't wait for you to experience the same. Enjoy every moment of your journey!

-  
**Asad Asif, (SBI)**

”

“

## From Student to Professional, Thanks to AIMS

Hey new students! I'm an alumni of AIMS, and I can say this college helped me transition from student to professional with ease. With amazing placement support, great industry connections, and a focus on entrepreneurship, this college really gives you the tools to succeed. I secured multiple internships and my current job because of the skills and guidance I received here. You're in great hands, and I can't wait to see how your journey unfolds. Welcome to AIMS – the place where your future starts!

-  
**Guru Singh,  
(Crompton Greaves)**

”

# ADMISSION PROCESS:

Please go through important details before taking admission in our management programs:

Selection into AIMS B-School programs will be based on scores obtained in

- Aptitude Test
- Group Discussion
- Personal Interview
- Written Test

Additional weightage will be given to applicants with work experience

Applicants can also apply through our online admission portal <https://www.aimspune.in>



Applicants to Ashoka group of Institutes must have undergone Indian formal education program under 10+2+3 or 10+2+4 system with minimum 60% aggregate marks in 10th, 12th, and Graduation course

We accept aptitude test scores of CAT / MAT / CMAT / ATMA / MAH MBA CET / XAT / A-MAT (Ashoka aptitude test)

Applicants need to send a DD of Rs.1000 drawn in favour of "Ashoka World Educational Campus" payable at Pune for application form alternatively they can pay through online mode

**Kindly Note:** The institute reserves the right to change the admission process without prior notice or as per the directives of the government.

Awarded Best Private Sector Business School In West India Region



Awarded Fast Emerging Institute For Management Course (Pune) At SDF International Excellence Award 2019



India's Most Trusted Brand of the Year 2022 (Education)



Awarded Best Innovative Management Institute In Pune At World Education Summit Awards 2019



## WHY STUDENTS PREFER ASHOKA WORLD EDUCATIONAL CAMPUS

Students from all over the country and beyond prefer the management program at AIMS Group of Institutes for its exceptional combination of academic excellence and industry-relevant training. The program's unique approach blends a rigorous industry-oriented curriculum, cutting-edge courses, and real-world experience, ensuring students are fully prepared for the dynamic corporate landscape.

The guaranteed placement program, along with personalized career coaching, gives students a competitive edge in securing top roles. The global exposure, through international study tours and partnerships with leading institutions like IIM, Nasscom, Cyber Crime Helpline, m-Woodpecker, SAP, etc further enriches their learning experience. With specialized courses in Artificial Intelligence, Data Science, and Cyber Security, Pharma & Healthcare Management and Agri Business Management students gain expertise in future-ready industries.

Moreover, the holistic development focus, including business skills training, mock interviews, and foreign language courses, ensures that our graduates are not only academically strong but also possess the confidence, leadership, and communication skills required to succeed in the professional world.

It's no surprise that students from across the nation and around the world choose ASHOKA World Educational Campuses in Pune

Aspire. Innovate. Manage. Succeed.

## Industry Demand-Oriented Program

At AIMS, our management program is designed to meet the evolving demands of the industry. With a focus on emerging technologies like Artificial Intelligence and Data Science, and practical training through internships and guest lectures, we ensure our students are always equipped with the skills employers are looking for.

## Growing with Experts @AIMS

At AIMS, students have the unique opportunity to learn from industry experts and seasoned professionals through guest lectures, workshops, and mentorship programs. This exposure provides invaluable insights into real-world challenges and trends, ensuring students gain practical knowledge and a competitive edge in their careers.

## Experiential Learning Pedagogy at AIMS

At AIMS, we prioritize experiential learning, where students actively engage in real-world scenarios through case studies, projects, industrial visits, and internships. This hands-on approach bridges theory with practice, allowing students to develop problem-solving skills, critical thinking, and the confidence to excel in their careers.





## Learning in the Best Environment

At AIMS, we provide an inspiring and collaborative learning environment that fosters growth and creativity. With state-of-the-art facilities, a vibrant campus, and a supportive community of peers and mentors, students are encouraged to explore, innovate, and achieve their fullest potential in the best possible surroundings.

## Learning to Grow Both Professionally and Personally

At AIMS, we believe in holistic development. Our programs not only equip students with industry-specific skills but also focus on personal growth. Through leadership training, communication workshops, and extracurricular activities, we ensure that students evolve into confident, well-rounded individuals ready to succeed in both their professional and personal lives.

# WHY COMPANIES PREFER AIMS B-SCHOOL

## We change before the change happens

At AIMS, we pride ourselves on producing graduates who are not only academically proficient but also equipped with the practical skills needed to excel in the real world. Companies prefer AIMS Institute students because of our industry-oriented curriculum, which is designed in collaboration with top institutions like IIM and Nasscom. Our students undergo extensive training in business skills, communication, and interview preparation, making them job-ready from day one.

Additionally, our students benefit from hands-on experience through internships, industrial visits, and guest lectures by industry experts, ensuring they understand current market trends and business practices. The global exposure through international tours and foreign language courses further enhances their ability to thrive in diverse environments.

With a guaranteed placement program and a focus on 360-degree holistic development, students from AIMS stand out as top candidates for employers seeking highly skilled, adaptable, and future-ready professionals.



## Our Students Understand Industries

At AIMS, our students gain in-depth knowledge of various industries through a combination of real-world projects, industrial visits, and hands-on training. By actively engaging with industry leaders during guest lectures and internships, they develop a strong understanding of industry requirements, trends, and challenges. This practical exposure ensures they are well-prepared to tackle any business challenge and make an immediate impact in their careers.



## Cutting-edge Curriculum

Our comprehensive curriculum at AIMS is carefully designed to blend academic rigor with practical industry skills. Offering courses from prestigious institutions like Nasscom and IIM, along with specialized subjects like Artificial Intelligence, Data Science, and Cyber Security we ensure students are equipped with knowledge that meets global industry standards.



## Bold & Efficient Business Leaders And Skilled Personalities

At AIMS, we foster the growth of bold and efficient business leaders by providing a holistic education that emphasizes both technical skills and leadership qualities. Through rigorous training, industry exposure, and personality development programs, our students evolve into skilled professionals ready to tackle challenges, make confident decisions, and lead with integrity. Our focus is on shaping individuals who are not just employees, but innovators and future leaders.

# PLACEMENTS @ AIMS B-SCHOOL



**ASHOKA WORLD**  
—EDUCATIONAL CAMPUS—

The contemporary job market is characterized by a shift in the preferences of leading multinational corporations, which increasingly prioritize Management Graduates who possess an Entrepreneurial Mindset, are adept with technology, exhibit strong analytical capabilities, demonstrate quick adaptability, and embody smart and confident personalities. This evolving landscape is precisely what AIMS to address through its distinctive approach to Management Education. The institute emphasizes extensive corporate exposure and a rigorous training program, with the objective of cultivating a generation of Business Managers who are industry-ready from the outset. Over the years, more than 10,000 ASHOKA World Campus graduates have showcased their talents and skills in over 550 organizations, thereby validating the effectiveness of the institute's training initiatives.

Our students have received significant recognition for their accomplishments, with many distinguished as top performers within their respective organizations. The placement process at AIMS includes a Summer Internship, which occurs two months after the conclusion of the Second semester, a Winter Internship taking place one month after the third semester, and the Final Placements. The Final Placement Process at AIMS commences at the beginning of the fourth semester and persists until every student has secured a position. This process features an On-Campus Selection that encompasses Aptitude Tests, Case Study Discussions, Group Discussions on a variety of subjects, and Personal Interviews. Our collaboration with over 550 National and Multinational companies offers AIMS students valuable opportunities for professional development and career advancement.

The institution embraces diversity in its sector offerings, providing students with the opportunity to select a profile from a wide array of organizations spanning various industries. The Placement Process at AIMS is facilitated by over 550 leading companies from sectors including Financial Services, Banking, Insurance, Consumer Durables, FMCG, Retail, E-Commerce, Manufacturing, BFSI, IT, and ITES, Pharmaceutical, Agricultural among others. Students at AIMS receive job offers for prestigious positions such as Investment Banking, Equity Research, Commercial Credit, Corporate Finance, Business Analysis, Digital Marketing, Channel Management, Retail Management, Generalist HR, Recruitment, and Selection,



## INTERNSHIP PROGRAM

AIMS is committed to offering a variety of platforms for students to gain industry exposure and participate in internships, thereby playing a significant role in facilitating practical corporate experience. Students at AIMS engage in two distinct internship programs, which not only prepare them for the industry but also provide a crucial confidence boost as they embark on their professional journeys. Each student completes a one-month Winter Internship followed by a two-month Summer Internship Program.

At AIMS, we emphasize experiential learning, allowing students to connect theoretical knowledge acquired in the classroom with real-world corporate applications. This approach enables students to implement management concepts in practical settings, thereby enhancing their educational experience through the Internship Programs, which serve as a foundational corporate platform early in their academic careers.

Internships offer substantial industry exposure, equipping students to make informed decisions about their future careers. Additionally, these experiences prepare students to confront corporate challenges and deepen their understanding of the operational dynamics within companies.



**ASHOKA WORLD**  
—EDUCATIONAL CAMPUS—



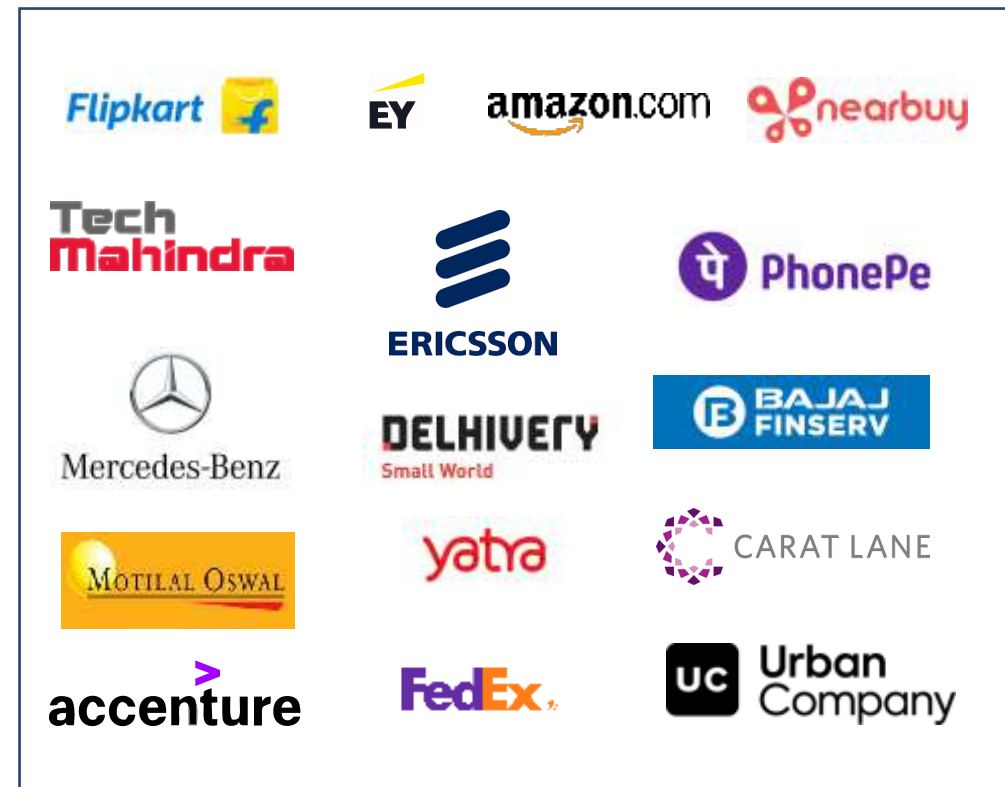
# TOP RECRUITERS



# OUR RECRUITERS

## Data Science And Business Analytics

The Data Science domain saw students with diverse full-time offers in coveted profiles, such as Data Scientist, Data Analyst, Business Analyst and ML Engineer. Some of the regular and new recruiters in this domain are Flipkart, EY, Ericsson India, Amazon, Accenture and Tech Mahindra. The exceptional number of hires in this domain, standing at 26% of the total batch size, speaks volumes about the calibre of students.



## Finance Management

Both the number of recruiters from the financial management domain and the students placed in them saw healthy growth with a significant number of offers from companies including Godrej, Lenskart, Delhivery, Make My Trip, Jabong, Spicejet, ibibo Group, Vedantu, etc.



## Human Resource Management

The Human Resource Management domain continued to be an important contributor to the overall offers for roles like HR Associate, HR Recruiter, HR Assistant, and HR Analyst, contributing 26% of the offers to the batch. Eminent recruiters included Amazon, Kotak Mahindra, The Lalit & Thomas Cook amongst others.



## Pharma & Healthcare

Both the number of recruiters from the financial management domain and the students placed in them saw healthy growth with a significant number of offers from companies including Godrej, Lenskart, Delhivery, Make My Trip, Jabong, Spicejet, ibibo Group, Vedantu, etc.



## Operations & Supply Chain

The Human Resource Management domain continued to be an important contributor to the overall offers for roles like HR Associate, HR Recruiter, HR Assistant, and HR Analyst, contributing 26% of the offers to the batch. Eminent recruiters included Amazon, Kotak Mahindra, The Lalit & Thomas Cook amongst others.



## Agri Business

Fueled by evolving agricultural demand in international markets and business opportunities in domestic, the agri business domain maintained its significance throughout the placement season by attracting top recruiters including Amul, Nestle, Deepak Fertilizers, ITC, Godrej, etc.



## Marketing

Marketing emerged as the favourite choice, with 38% of the total batches receiving full-time offers for roles including Content Marketer, SEO Specialist, Marketing Analyst and Social Media Manager. Some of the major recruiters included Hindustan Unilever, AMP Digital, HDFC Bank, BookMyShow and Viacom.





## PLACEMENT STATISTICS



**14 LPA**

Highest CTC Offered

**7.50 LPA**

Average CTC Offered

**550+**  
Brands

**100+**  
Big Brands

61% of learners enrolled in non-tech courses

39% of learners enrolled in tech courses

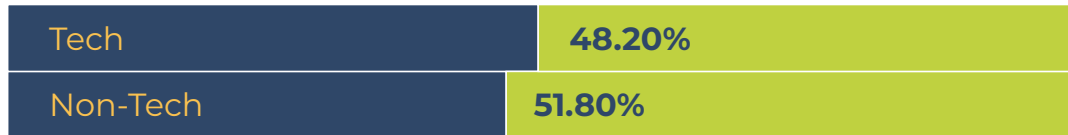
Financial Sector	27%
Advertisement/Media	21%
Agriculture Sector	18%
Artificial Intelligence	5%
E-Commerce	5%
Hospitality	3%
Pharma & Healthcare	11%
Others	10%

# ALUMNI PROFILE

## 1. Batch Demographics

### Educational Background

- BBA
- BA
- LLB
- B.Com
- B.Tech
- M.Tech
- Journalism and Mass Communication
- MA
- M.Com
- B.Sc.



## 2. Work Experience



# INFRASTRUCTURE



**Main Building**



**Class Room**



**Computer Lab**



**Seminar Hall**



**Ground**



**Study Room**



**Library**



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**Well, the choice is clear...  
Choose AIMS, Be Different!**



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**Contact Details**

**+91 8983917771 / +91 9096790000**

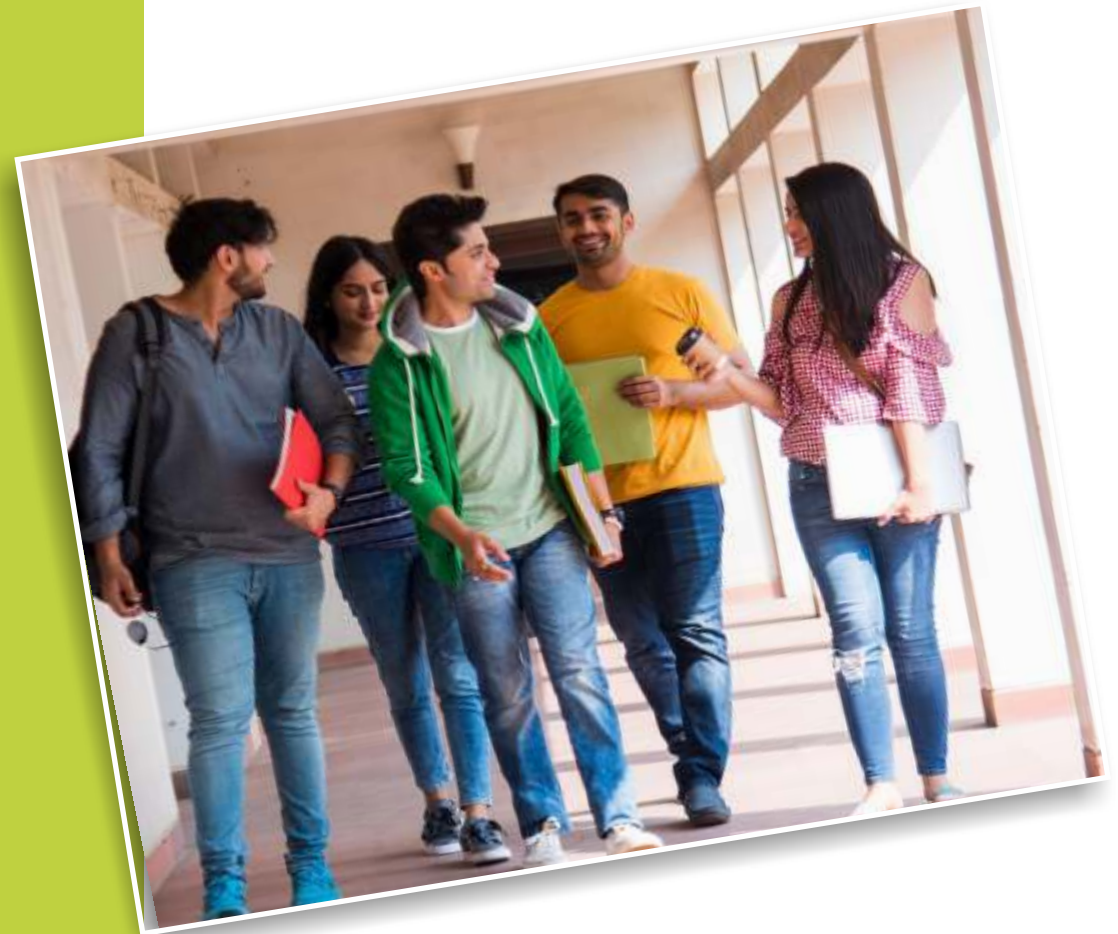
**Campus Address**

Pansare Nagar, Kondhwa (Bk),  
ATZ, Pune, Maharashtra 411048

[www.aimspune.in](http://www.aimspune.in)

[admissions@aimspune.in](mailto:admissions@aimspune.in)

[placements@aimspune.in](mailto:placements@aimspune.in)



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