

Al-Ameen Institute of Management Studies



ANNUAL REPORT 2017-2018





AL-AMEEN INSTITUTE OF MANAGEMENT STUDIES

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Annual Report 2017 - 2018

Al-Ameen Institute of Management Studies delivers high quality education at both undergraduate and post graduate levels, keeping in pace with the ever growing corporate world which poses enormous challenges for the society. We at Al-Ameen Institute of Management Studies provide the knowledge base and inspiration for innovation - new policies and approaches that promote ethics, resilience, sustainability and social changes. Al-Ameen trained students hold offices in government organizations, non-government organizations and businesses worldwide.

With a modest start in 1991-92 having an intake of 30 students, BBA course has in 2017 been accorded with a permanent affiliation for a period of 5 years for an intake of 120 students. While MBA course was started in the year 1994-1995 with an intake of 20 students, at present it runs with a sanctioned intake of 120 students. The total strength of the college for the academic year 2017-18 is 476 with 142 MBA students and 334 BBA students.

Al-Ameen Institute of Management Studies is affiliated to Bangalore University and approved by AICTE, New Delhi, ISO 9001 : 2008 Certified, recognized under Section 2(f) of UGC Act 1956 and is Accredited with B++ by NAAC. The institute has also been accorded with a distinct Minority Status by the Karnataka State Government in Sep 2017.

We have also Bagged the “**High Impact Institution Award**” from National Entrepreneurship Network, Wadhwani Foundation.

Dr. B. A. Anuradha, Principal, has been awarded with an Honorary D.Litt. by the University of South America, Uruguay, USA in November 2016.

Dr. B. A. Anuradha, Principal was invited by the Department of Management, Jain University, Bangalore as an External Examiner for evaluating the Ph.D., thesis on the theme “Leadership Development to Sustain Business Growth and People Stability” and

also Examiner for the Ph.D., Viva-Voce Examination which was held on 7th December 2017.

Dr. B. A. Anuradha, Principal was invited as a **Resource Person for the Refresher Course of Commerce and Management on “Repositioning Business Education in the Era of Innovation”** at **MHRD-UGC Jnana Bharathi Campus, Bangalore University**, Bengaluru conducted in association with Department of Commerce, Central College, BUB which is being held from 6th Dec 2017 to 27th Jan 2018. On 19th Dec 2017, Dr. B. A. Anuradha gave her presentation on the Topic : **“Paradigm Shift in Management Perspectives”** which basically centered around Leadership, Vision, Goal, Communication, Perfection, Introspection, Team Building, Ethics and Corporate Spirituality.

Our faculty have been deputed to attend a number of workshops, seminars, guest lectures, internship programmes and present papers in 2017 as detailed below :

- 1) Mr. Deepak Singh M C, HOD, MBA Dept., attended a Faculty Development Program on "Neuro Linguistic Programming" at BIMS College, Bangalore on 23rd Dec 2017. He also attend a seminar on "Human Values on Management Education" at RVIM, Bangalore on 21st March 2017.
- 2) Mrs. Vasantha Kumari, faculty member attended a workshop on "Case Writing" at Jain University, Bangalore on 20th June 2017. She was deputed to a seminar on "A Walk Through Companies Act, Amendments, INDAS & GST" at Jain University on 14th Sep 2017. She attended the FDP on "Corporate Tax Planning" at CBSMS, Bangalore on 13th Oct 2017 and attended a workshop on "GST" at Bangalore University on 10th Oct 2017 along with Dr. Y. V. Sheshadri.
- 3) Mr. Abdul Rizwan Shariff, Vice-Principal and Dr. Y. V. Shesahdri, faculty member attended a workshop on "Digital Marketing" at Surana College, Bangalore on 27th Sep 2017
- 4) Mrs. Lubna Ambreen, faculty member presented a paper on "Role of International Assignment on Individual Development" organized by Acharya Business School & Acharya Academy of Management Studies during the International Conference on

“Ecosystem for Growth of Business” held on 8th & 9th Sep 2017. She also attended a workshop on “GST” at Jnana Bharthi Campus on 13th Oct 2017.

- 5) Mrs. Rizwana Khanum, faculty member presented a paper on “Demonetization and its Impact in India” at an International Conference organized by Don Bosco Business School, Bangalore on 26th & 27th April 2017. She also participated in “EDEX 2017”, an Educational Exhibition & Conference held on 24th, 25th & 26th Nov 2017 at Manpho Convention Centre, Bangalore and organized by collaborative Educational Institutions.
- 6) Mr. Ameen Ahsan, faculty member was deputed for an Internship at Accupak Ltd., from 27th to 29th Dec 2017. He attended a Seminar on “Advantage Assam – Global Investor’s Summit 2017” at ITC Gardenia on 19th Dec 2017 organized by FICCI, Bangalore. He also took part in a symposium on “Emerging Issues in the Indian Democracy” on 1st July 2017 at St. Joseph’s College which was organized by Forum for Democracy and Communal Activity, Karnataka in collaboration with St. Joseph’s College.
- 7) Mrs. Saira Banu Neelgar, HOD, BBA Department attend a Faculty Development Program on “Neuro Linguistic Programming” at BIMS College, Bangalore on 23rd Dec 2017 and a FDP on “Innovative Teaching Methods” at MM Evening College, Bangalore on 22nd May 2017. She also presented papers titled :
 - a) “Study on Marketing Strategies in Large Scale Industry” during a National Conference on “Impact of Digital Economy on Business – Challenges and Opportunities” at Al-Ameen Arts, Science & Commerce College, Bangalore on 21st Nov 2017.
 - b) “Marketing Strategies on Different Industries” during an International Conference on “Recent Trends in Business World” on 22nd and 23rd July 2017 held at Kristu Jyanthi College, Bangalore.
- 8) Mr. Mohammed Wajid, faculty member attended a National Conference on “Impact of Digital Economy on Business – Challenges and Opportunities on 21st Nov 2017 and presented a paper on “A Study on Introduction of Cashless Economy in India 2017 – Benefits and Challenges” which was organized by Al-Ameen Arts, Science & Commerce College, Bangalore. He also attended an

International Conference on “Global Business Transition Strategies towards Competitive Growth” at Don Bosco Group of Institutions, Bangalore on 24th & 27th April 2017 and presented a paper titled “A Brief Study on Financial Derivatives in India : In Particular with Future and Option Segments of Contracts and Turnovers”. This paper has been published in E-proceedings - ICGBT – Global Business Transition 2017 with ISBN 978-81-923332-2-10 pg 336-350.

He attended a workshop on “Preparing Professionals to Facilitate India’s Economic Growth – Role of Teachers” at Senate Hall, Bangalore University on 10th Oct 2017 and also participated in a Faculty Development Programs on :

- a) “Catch the Change – A Walk Through Companies Act Amendments, IND AS and GST on 14th Sep 2017 at Jain University, Bangalore
- b) “GST – Practical Approach to Classroom Teaching “ on 20th & 21st July 2017 at Malleshwaram Ladies Association (R) Academy of Higher Learning, Bangalore.
- c) “Goods and Services Tax (GST) and “Excellence in Teaching and Learning Through Holistic Approach” on 7th March 2017 at SVR College of Commerce and Management organized in association with Bangalore University Teacher’s Council of Commerce and Management (BUTCCM).

9) Mr. Sadique S I J, Placement Officer attended the following :

- a) Orientation Programme on “Campus Drive” organized by Pamaks Solutions Pvt., Ltd., Bangalore on 24th Nov 2017.
- b) A Conference on “Collaborative Education Experience to Nurture Institution and Students” organized by EDEX-2017 on 25th Nov 2017.
- c) A Seminar on “Central Requirement” organized by G.T.College, Bangalore on 11th April 2017.

Guest Lecture has become an important part of the educational experience, exposing students to the real-world, providing first-hand knowledge of contemporary business practices on a one-on-one basis, improving the research-teaching nexus and an imperative linkage between the academia and the industry. This year we invited various academicians, entrepreneurs, corporate trainers and eminent persons from the industry to enrich our students with a better learning experience as detailed below :

- 1) “Digital Marketing in E-Commerce by Mr.Mufaddal Tanda, Entrepreneur on 16th Feb 2017 for BBA II & IV Sem students.
- 2) “Micro Analysis of Financial Statement” by Dr. Chandrashekar, Facilitator on 15th Mar 2017 for BBA VI Sem students.
- 3) “Impact of Proper Diet and Food Habits” by Mrs. Hemalath and Mr. Leslei Mesaiah, Entrepreneurs on 15th & 16th March for BBA II, IV & VI Sem students.
- 4) “General Awareness on Duties of Being a Good Citizen” by Mr. Manjunath J. IAS on 27th April 2017 for BBA II & IV Sem students.
- 5) “Career Opportunity” by Mr. Srestha Anand on 18th April 2017 for VI Sem BBA students.
- 6) “Leadership Skills” by Mr. Chandra Mouli, Corporate Trainer on 15th July 2017 for I Sem BBA students.
- 7) “Civic Sense” by Mr. Purandaran G, Corporate Trainer on 18th July 2017 for III & V Sem BBA students.
- 8) “Marketing Concepts of Moneybox Food Tech Pvt., Ltd.” By Mr. Arjun Manohar, Entrepreneur on 18th July 2017 for I Sem BBA students.
- 9) “Business Proposal” by Nagashree C K, Corporate Trainer on 23rd Aug 2017 for III & V Sem BBA students.
- 10) “Importance of Travelling Industry” by Mr. Pradeep Rao, Regional Manager, Orbit on 30th Aug 2017 for III & V Sem BBA students.
- 11) “Stock Market” by Mr. Rahul Dhawan, Corporate Trainer on 16th Sep 2017 for V Sem BBA students.
- 12) “Udhayam Shiksha Program” by Ms. Supriya, Corporate Trainer on 26th Sep 2017 for V Sem BBA students.

- 13) “Quality of Management Skills” by Mr. Waqar Ahmed Kazi, Corporate Trainer on 28th Sep 2017 for I Sem BBA students.
- 14) “Importance of Aviation Training” by Mr. Rasheed & Ms. Shwatha, Entrepreneurs on 10th Oct 2017 for III & V Sem BBA students.
- 15) “Importance of Business Processing” by Mr. Sudarshan Reddy, Asst. Manager, Hinduja Group on 16th & 17th Oct 2017 for I & III Sem BBA students.
- 16) “Goal Setting” by Prof. Shiva Kumar, Corporate Trainer on 24th Oct 2017 for I Sem BBA students.
- 17) “Inspiration” by Mr. Purandaran G, Corporate Trainer on 8th April 2017 for II Sem MBA students.
- 18) “Business Ethics” by Mr. Chandra Mouli, Corporate Trainer on 22nd April 2017 for II Sem MBA students.
- 19) “Leading People : Leading Yourself” by Mr. Purandaran G, Corporate Trainer on 3rd June 2017 for II Sem MBA students.
- 20) “Working in Teams” by Prof. Shiva Kumar, Corporate Trainer on 12th & 26th Oct 2017 for III & I Sem MBA students.
- 21) “Motivation” by Mrs. Ruhi Nayeem, Corporate Trainer on 16th Oct 2017 for I Sem MBA students.
- 22) “Communication Skills” by Prof. M Shiva Kumar, Corporate Trainer on 9th Oct 2017 for I Sem MBA students.
- 23) “Working in Teams” by Prof. Shiva Kumar, Corporate Trainer on 12th & 26th Oct 2017 for III & I Sem MBA students
- 24) “Communication Skills in Team Work” by Prof. M Shiva Kumar, Corporate Trainer on 2nd Nov 2017 for III Sem MBA students.

- 25) “Skill Sets” by Mrs. Ruhi Nayeem, Corporate Trainer on 2nd Nov 2017 for I Sem MBA students.
- 26) “Goal Setting” by Mr. Mohammed Irfan, Corporate Trainer on 9th Nov 2017 for I Sem MBA students.
- 27) “Team Building” by Mr. Mohammed Irfan, Corporate Trainer on 15th Nov 2017 for I Sem MBA students.
- 28) “Interpersonal Skills” by Mr. Mohammed Irfan, Corporate Trainer on 11th Dec 2017 for I Sem MBA students.
- 29) “Transactional Analysis” by Professor M Rajiv on 28th Dec 2017 for I Sem MBA students.

BBA students participated in Mad Ads at :

- 1) “Crescendo” Bangalore Youth Fest on 5th Nov 2017 and won 2nd Prize.
- 2) Presidency College, Bangalore during “Kolpsia 2017” on 15th Sep 2017 and won 1st Prize.
- 3) Acharya Institute of Management Studies on 14th Oct 2017 and won 1st Prize.
- 4) Malleshwaram Ladies Association on 31st Aug 2017 and won 3rd Prize.

Zaid Ahmed, a final year MBA student took part in Mad Ads in :

- 1) Goodwill College of Women on 3rd Feb 2017 and won 1st Prize.
- 2) Jain University (CMS) on 4th Feb 2017 and won 1st Prize.
- 3) Indian Academy College on 10th Feb 2017 and won 2nd Prize.
- 4) Sri Bhagwan Jain College on 3rd Mar 2017 and won 1st Prize.
- 5) Abbas Khan College for Women on 7th Mar 2017 and won 1st Prize.

Ms. Muntaha Qadri, MBA II year student presented a paper titled “Education and Skill Development in India” on 11th May 2017 at R.V.Institute of Management, Bangalore on 11th May 2017 during a National Conference.

Mr. Ameen M M, BBA II year presented a paper entitled “An Impact of Demonetization on Tourism Industry in India” at Sri Jagadguru Renukacharya College of Science, Arts

and Commerce at a National Conference on “Impact of Demonetization on Indian Economy” on 22nd Feb 2017.

Seven students of III Sem MBA were deputed to attend a one-day “HR CONCLAVE” entitled “Managing Human Resources in Digital Era” at PESIT University, Bangalore on 14th Oct 2017. Four MBA III Sem students also attended a one-day workshop on “Marketing in Digital Era” organized by PESIT University, Bangalore on 7th Oct 2017.

Parent-Teacher Meet was held on 22nd Oct 2017 for BBA I, III & V Semester students. “Colours Week”, a camaraderie activity was organized for BBA students from 16th July 2017 to 19th July 2017 at the college campus. “Zenith-2017” – one day venture was organized for the BBA students on 14th Feb 2017 in coordination with National Entrepreneurship Network (NEN).

Campus Interview were held by the following companies :

- i) Pamaks Solutions Pvt., Ltd., on 22nd Nov 2017 at our campus; 20 students attended and 10 students were shortlisted.
- ii) Collabera Technologies Pvt., Ltd., in July 2017; 04 students attended and 01 student was shortlisted.
- iii) Global Calcium Pvt., Ltd., on 30th June 2017; 04 students attended and 01 student was selected.
- iv) Indusind Bank on 25th June 2017; 03 students attended and 01 student was selected.
- v) Ascent Solutions Pvt., Ltd., on 14th June 2017 at our campus; 03 students attended and 01 student was shortlisted.
- vi) Joulesto Watts Solutions on 26th May 2017.
- vii) CGI Group Inc., on 27th Mar 2017 at Reva College; 03 students were shortlisted.
- viii) Advent Global Solutions Pvt., Ltd., at our campus on 9th Mar 2017; 28 students attended and 04 student were selected.

Industrial Visit was organized for the students as detailed below :

- 1) Featherlite India, Bidadi on 7th Oct 2017 for BBA V Semester.
- 2) KSDL, Rajajinagar on 10th Oct 2017 for BBA III Semester.
- 3) Accupak Ltd., Bommasandra on 16th Oct 2017 for MBA III Semester.
- 4) Karnataka Soaps & Detergent Ltd, Rajajinagar on 5th June 2017 for MBA II Semester.

- 5) KSDL, Rajajinagar on 20th April 2017 for MBA IV Semester.
- 6) Hindustan Coca Cola Beverages Pvt., Ltd., Bidadi on 21st & 22nd Feb 2017 and 7th & 8th Mar 2017 for BBA II Semester.

Al-Ameen Institute of Management Studies has signed MOUs with the following for placements during 2017 :

- 1) Grifeo Technology on 17.10.2017
- 2) Pamaks Solutions Ltd on 07.09.2017
- 3) Ascent Solutions Pvt. Ltd on 07.06.2017
- 4) Advent Global Solutions P. Ltd on 03.03.2017

Graduation Day for the BBA students was held on 3rd May 2017. The Chief Guest was Mr. Tanveer Sait, Minister for Primary & Secondary Education, Minority Welfare & Wakf, Government of Karnataka.

PRINCIPAL



ANNEXURE I

COURSEWISE ADMISSION DETAILS 2017-18

COURSE	MUSLIMS		NON-MUSLIMS		TOTAL
	Boys	Girls	Boys	Girls	
I Year MBA					
Management Quota	33	14	04	-	51
Government Quota	18	06	01	02	27
II Year MBA					
Management Quota	28	03	08	02	41
Government Quota	15	06	-	02	23
I Year BBA	100	19	01	-	120
II Year BBA	77	25	03	01	106
III Year BBA	81	22	04	01	108
TOTAL :	352	95	21	08	476

PRINCIPAL



ANNEXURE II

MBA & BBA RESULTS 2017-18

COURSE	OVERALL PERCENTAGE	DISTINCTION	I CLASS
MBA II Semester	98 %	9	55
MBA IV Semester	100 %	6	61
VI Semester BBA	85 %	33	39

PRINCIPAL

Photos



NAAC Peer Teams Visit on 20th & 21st Jan 2017



Visit to Karnataka Soaps & Detergents Ltd.,
On 10th Oct 2017 for BBA students



Visit to Hindustan Coca Cola Beverages Pvt., Ltd
on 7th Mar 2017 for BBA students



Ist Prize in Mad Ads on 14th Oct 2017
at Acharya Institute of Management Studies



Ist Prize in Mad Ads on 15th Sep 2017
at Presidency College



Guest Lecture on “Goal Setting” for MBA students
on 9.11.2017
by Mr. Mohammed Irfan, Corporate Trainer



“Guest Lecture on Transactional Analysis”
for MBA students by Prof. M. Rajiv



One Day Venture for BBA Students on
14th Feb 2017 in the Campus



Graduation Day held on 3rd May 2017
Chief Guest Tanveer Sait
Minister for Primary & Secondary Education,
Minority Welfare & Wakf Government of Karnataka



International Women's Day Award conferred by Garden City University to Dr.B.A.Anuradha, Principal, Al-Ameen Institute of Management Studies on 10th March 2018



1st Prize in Mad Ads on 10th Feb 2018 at Jain University during "Samsashti"



1st Place in Mad Ads & Runners Up in Fashion Show on 27th & 28th Feb 2018 at BMS College during "Samskruti"



Women's Day Celebrated on 8th March 2018 at Al-Ameen Institute of Management Studies.