

Al-Ameen Institute of Management Studies



ANNUAL REPORT 2018-2019





AL-AMEEN INSTITUTE OF MANAGEMENT STUDIES

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Annual Report 2018 - 2019

Al-Ameen Institute of Management Studies, an institution driven by enduring principles and values offers Bachelors and Masters in Business Management.

It is through relentless pursuit of knowledge, cultivation of wisdom, guidance and support that we polish the young minds to talented individuals and we enable their aspirations and accomplishments to speak for themselves. And through a deep commitment to keeping the quality of brand “**Al-Ameen**” alive, we fulfill our obligation to the young women and men who seek to redefine themselves – and the lives of countless others – through education.

Al-Ameen Institute of Management Studies started BBA course way back in 1991-92 with a modest intake of 30 students, is now accorded with a permanent affiliation for a period of 5 years with an intake of 120 students. MBA course was introduced in the year 1994-1995 with just 20 students, and today it has an intake of 120 students.

Al-Ameen Institute of Management Studies is **affiliated to Bengaluru Central University** and **approved by AICTE, New Delhi, ISO 9001 : 2015 Certified, recognized under Section 2(f) and 12B 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**.

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

The Principal, Dr. B. A. Anuradha was invited to give the **Inaugural Address** at the **International Conference on "Current Trends in Global Business Practices and Management Education"** at ISBR, Bangalore which was a joint initiative of ISBR (International School of Business & Research) & AIMS (Association of Indian Management Schools) on 7th April 2018.

Dr. B. A. Anuradha, Principal was invited as the Chief Guest for **Graduation Day** at **Smt. Nalini Raghunath Rao Degree College**, Jigani, Anekal Taluk, Bengaluru South District on 19th Jan 2019 and was the Resource Person at BMS College, Bangalore during the Students Career Orientation Workshop - “Career Conclave” on 20th & 21st Feb 2019 where she oriented the students on Entrance Exams for post-graduate courses in India & overseas giving an insight into the importance of leadership, vision, goal and communication.

She also presented papers titled :

- a) **“Dynamics of Team Effectiveness - A Comparative Analysis of Managerial Executives Across Manufacturing, Services & IT Sectors in India”** 6th International HR Conference on “Demystifying Team Dynamics”, Mumbai on 1st & 2nd February, 2019 Organized by K J Somaiya Institute of Management Studies & Research, Mumbai In Academic Association with California State University, San Bernardino and AMDISA
- b) **“A Case Study on Growth Prospectus and Challenges of Medium Scale Industries in India”** at the 3rd Annual Convention of ICBE and International Conference on “Global Entrepreneurship - Emerging Opportunities & Challenges” on 28th & 29th Jan 2019 organized by Bangalore University in association with Indian Council for Business Education (ICBE) and Lincon University, Malaysia. **ISBN No : 978-1-5136-0595-1.**
- c) **“Growth Aspects & Challenges of Medium Scale Industries in India”** at the International Conference on “Disruptions in Industry 4.0 – An Opportunity for Global Sustainability” on 24th Jan 2019 organized by International Institute of Business Studies, Bangalore.
- d) **“A Case Study on Growth Aspects and Challenges of Medium Scale Industries”** at the 2nd International Conference on “ Management of Change and Complexity” on 6th & 7th Dec 2018 at Kristu Jayanthi College, Bangalore.

- e) **“Paradigm Shift in Performance Management System – A Comparative Analysis of Managerial Executives across Manufacturing, Services & IT Sectors in India”** at the 7th International Conference on “Managing Human Resources at the Workplace” on 14th & 15th Dec 2018 at Shri Dharmasthala Manjunatheshwara Institute of Management Development, Mysuru.
- f) **“Innovation And Best Practices In Management Education”** at the 30th AIMS Annual Management Education Convention from 30th Aug to 1st Sep 2018 at Infosys Convention Centre, Bangalore.

Our faculty have been deputed to attend a number of workshops, seminars, Guest Lectures and present papers in 2017 as detailed below :

- 1) Mr. Abdul Rizwan Shariff, Vice-Principal attended a FDP on “Enhancement of Quality & Innovation in presenting Dissertations” on 19th April 2018 conducted by Bangalore University.
- 2) Mr. Deepak Singh M C, HOD, MBA Dept., attended a workshop on “Enhancement of Quality & Innovation in presenting Dissertations” on 19th April 2018 conducted by Bangalore University. He attended a FDP on “Neuro Linguistic Programming” on 23rd Dec 2018 at Bangalore Institute of Management Studies and on “Knowledge Program” on 20th July 2018 at International Business School, Bangalore. He was also deputed to seminars on “Transformational Leadership” on 23rd Jan 2019 at R.V. Institute of Management, Bangalore.

Mr. Deepak Singh M C, Mr. B. A. Ravish & Mrs Rizwana Khanum attended an FDP on “Learning & Development” at Ramaiah Institute of Management Studies, Bangalore on 22nd Feb 2019.

- 3) Dr. Y. V. Shesahdri, faculty member presented a paper titled **“A Study on Customer Preference towards Digital Marketing in Bangalore City”** at a

National conference on “Indian Digital Transformation” on 20th April 2018 organized by PES University, Bangalore.

- 4) Dr. Y. V. Shesahdri, Mrs. Chaitra S Hiremath, Mrs. Vasantha Kumari, Mrs. Lubna Ambreen & Mr. Ameen Ahsan faculty members were deputed for a FDP on “Enhancement of Quality & Innovation in presenting Dissertations” on 19th April 2018 conducted by Bangalore University.
- 5) Dr. Irfan Mumtaz, Mrs. Rizwana Khanum & Mr. B. A Ravish faculty members were deputed for the workshop on “Enhancement of Quality & Innovation in presenting Dissertations” on 19th April 2018 conducted by Bangalore University.
- 6) Mrs. Saira Banu Neelgar, HOD, BBA Department was awarded by Al-Ameen Educational Society, Bangalore on the occasion of Founder’s Day on 6th Sep 2018 with an **“Excellence Community Services & Teaching”** Award.

She presented the following papers :

- a) **“Growth Aspects and Challenges of Medium Scale Industries”** at the International Conference on “Management of Change and Complexity” on 6th & 7th Dec 2018 at Kristu Jayanthi College, Bangalore.
 - b) **“Growth Aspects & Challenges of Medium Scale Industries in India”** at the International Conference on “Disruptions in Industry 4.0 – An Opportunity for Global Sustainability” on 24th Jan 2019 organized by International Institute of Business Studies, Bangalore.
 - c) **“A Case Study on Growth Prospectus and Challenges of Medium Scale Industries in India”** at the 3rd Annual Convention of ICBE and International Conference on “Global Entrepreneurship - Emerging Opportunities & Challenges” on 28th & 29th Jan 2019 organized by Bangalore University No: E-Proceedings-2019 ISB N)978-81-935990-1-3.
- 7) Mr. Mohammed Wajid, faculty member participated in a two-day workshop on “MCX-Capacity Building Programme on Commodity Markets” on 6th & 7th Sep 2018 organized by Siddaganga Institute of Technology, Tumkuru.

He also presented a paper titled **“A Study on Introduction of Cashless Economy in India”** on 6th & 7th Dec 2018 at the 2nd International Conference on “Management of Change & Complexity” at Kristu Jayanthi College, Bangalore.

- 8) Mr. Vasanth M C, Librarian, presented a paper titled **“Role of Libraries in Supporting Research and Quality Education in Higher Educational Institutions – An Overview”** at the International Conference on “Future of Libraries” jointly organized by IIM, Bangalore & Indian Statistical Institute, Kolkata held from 26th Feb to 28th Feb 2019.

Guest Lecture has become an important part of the educational experience, exposing students to the real-world, providing first-hand knowledge on the 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 the following experts to enrich our students with a better learning experience :

- 1) **“Goal Setting”** by Prof Shiv Kumar, Corporate Trainer on 13th April 2017 for IV Sem BBA students.
- 2) **“How to Face an Interview”** by Mr. Chandra Mouli, Corporate Trainer on 28th April 2018 for BBA VI Sem students.
- 3) **“Communication Skills”** by Mrs. Ruhi Nayeem, Corporate Trainer on 13th July 2018 for BBA I 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) **“Crisis Management”** by Mr. Chandra Mouli, Corporate Trainer on 21st July 2018 for III Sem BBA students.
- 6) **“How to Prepare for a Future without Jobs”** by Mr. Sameer Ahmed Siddiqui on 28th July 2018 for V Sem BBA students.
- 7) **“National Agenda Forum”** by Mr.Vivek G on 18th Aug 2018 for I, III & V Sem BBA students.

- 8) **“Creative Thinking”** by Mr. Lokesh Shankarappa, Corporate Trainer on 4th April 2018 for II Sem MBA students.
- 9) **“Handling Difficult People”** by Mr. Gautam Rao, on 18th May 2018 for II Sem MBA students.
- 10) **“Leading People : Leading Yourself”** by Mr. Purandaran G, Corporate Trainer on 3rd June 2017 for II & IV Sem MBA students.
- 11) **“Personal Effectiveness”** by Mrs. Ruhi Nayeem, Corporate Trainer on 24th May 2018 for II & IV Sem MBA students.
- 12) **“Red Ocean Strategy”** by Prof. M Rajiv on 19th Sep 2018 for III Sem MBA students.
- 13) **“Emotional Intellegence”** by Mr. Kiran Mai Yanamela, Corporate Trainer on 15th Nov 2018 for I & IV Sem MBA students.
- 14) **“Creativity”** by Mr. Chandra Mouli, Corporate Trainer on 15th Nov 2018 for I Sem MBA students
- 15) **“Building a Definite Future”** by Mr. Purandaran G, Corporate Trainer on 17th Oct 2018 for III Sem MBA students.
- 16) **“Stock Market”** by Mr. Rahul Dhawan, Corporate Trainer on 27th Nov 2018 for I & III Sem MBA students.
- 17) **“Supply Chain Management”** by Prof. M Rajiv on 1st Dec 2018 for III Sem MBA students.
- 18) **“Guidance for Civil Services Examination”** by Mr. Najeeb Shah, Entrepreneur on 15th Dec 2018 for I & III Sem MBA students.
- 19) **“Stress Management”** by Mrs. Kiran Mai Yanamela, Corporate Trainer on 4th Jan 2019 for I & III Sem MBA students.

Team Yellow Fellows from BBA participated in the following events :

- 1) “Sambhavam” organized by MLA Academy of Higher Learning, Bangalore on 18th Sep 2018 and won 1st Prize in Mad Ads.
- 2) “IKYA FIESTA 2018” organized by Nagarjuna College of Engineering & Technology, Bangalore on 26th & 27th Oct 2018 and won 2nd Prize in Mad Ads.
- 3) “Cresindo 2018” and won 1st Prize in “Fashion Show”, 2nd Prize in “Mad Ads” & 2nd Prize in “Business Start-up Plan” organized by Sindhi College, Bangalore on 26th & 27th Sep 2018.
- 4) “Mad Ads” organized by Soundarya Institute of Management & Sciences, Bangalore on 21st & 22nd Sep 2018 and won 2nd Prize.

The team members of Yellow Fellows are Zahid Mehtab, Muhammad Yaameen, S Aethasamuddin, Ameen M M, Idris Adam, Miyanji Farhan, Dastageer Baig, Salman Khan, Sahil Jamal, Jasim Shariff, Shaik Rehan, Ashfaq Ali & Shaik Suhail.

Mr. Salman Khan, a final year BBA student was selected as a Model & Brand Ambassador for the following and has made us proud :

- i) “Black Berry’s and the advertisement appeared in Deccan Herald Metro Lifestyle 28th April 2018 issue.
- ii) A Calendar 2019 for “STILLS”, a clothing company in Malappuram District, Kerala.

MBA III Semester students took part in the following events :

- 1) Aswath Krishnan, Mohammed Abbas & Nikhath Anjum won 1st Prize in the event “ Finance ” during the Management Fest -“PARADIGM’18” organized by M P Birla Institute of Management, Bangalore on 20th & 21st Dec 2018.

- 2) Aswath Krishnan & Mohammed Adeeb Jarrar won 1st Prize in “ Business Proposal ” during the National Level Management & Cultural Fest - Summit 2018 “ARCUS” organized by Community Institute of Management Studies, Bangalore on 14th Dec 2018.

Parent-Teacher Meet was held on 31st Aug 2018 for BBA I, III & V Semester students. One day venture was organized for the BBA students May 2018. Interclass Quiz Competition was organized in August 2018 having three rounds and the winners were declared. Interclass Product Launch was organized in September 2018 totally 20 teams participated with and three teams bagged the first, second and third prize.

Graduation Day was organized on 14th May 2018 for the outgoing MBA & BBA students. Principal, Dr. B. A. Anuradha delivered the welcome address. Dr. M. G. Chandrakanth, Director of Institute for social & Economic Change, Bangalore was the Chief Guest and Al-Ameen Ratna, Dr. Subhan Shariff, Hon.Secretary, Al-Ameen Educational Society presided over the function. Prizes & trophies were distributed to meritorious students and mementos & certificates were given away to the graduates.

Al-Ameen Institute of Management Studies in collaboration with the Association of Muslim Professionals organized a workshop on “Entrepreneurship” on 8th Dec 2018. Dr. B. A. Anuradha, Principal delivered the welcome address. The Chief Guest, Mr. Abdullah Hassen Thakur, a stalwart industry expert, and the Director of a Fortune 500 Technology Company, overseeing the strategy of an entire region in the Middle East & Africa and has an experience in a gamut of industries in varied senior role in the global arena. He gave an exemplary talk on “**The Roadmap for Becoming an Entrepreneur**”. Mr. Imtiyaz Khan, Head, Bangalore Chapter, Association of Muslim Professionals also spoke on the occasion and also conferred an Award of “**Educational Excellence**” to Al-Ameen Educational Society on behalf of the association to the Chairman & Founder, Al-Ameen Educational Society, Dr. Mumtaz Ahmed Khan.

Campus Interview were held by the following companies at our campus :

- i) Hinduja Global Solutions on 19th April 2018 at our campus; 05 BBA students have been selected.
- ii) Direct Dialogue Initiatives India on 17th May 2018; 06 MBA students have been selected.
- iii) First Resource solutions Ltd., on 4th Oct 2018; 43 students (18 MBA and 25 BBA) have been selected.
- iv) V Find solutions Ltd., on 10th Oct 2018; 35 students were shortlisted (25 BBA and 10 MBA).
- v) Advent Global Solutions Inc; 09 MBA students were shortlisted.

Industrial Visit was organized for the students as detailed below :

- 1) ISRO Satellite Centre, Vimanapura, Old Madras Road on 2nd April 2018 for MBA II Semester.
- 2) Hindustan Coca Cola Beverages Pvt., Ltd., Bidadi for the following :-
 - (i) BBA III Semester on 13th Aug 2018.
 - (ii) BBA I Semester on 12th & 17th Sep 2018.
 - (iii) MBA I Semester on 10th Dec 2018 and 5th Jan 2019.
- 3) Featherlite India, Bidadi on 6th Oct 2018 for BBA V Semester.
- 4) Accupak Ltd., Bommasandra on 23rd Nov 2018 for MBA III Semester.

Al-Ameen Institute of Management Studies has signed MOUs with the following for placements during 2018 :

- 1) V Find Solutions Pvt. Ltd on 05.03.2018
- 2) Interpret Ltd on 26.07.2018
- 3) Cerrid Solutions Pvt. Ltd on 19.11.2018
- 4) Sri Vari Creative Solutions P. Ltd on 14.12.2018

Al-Ameen Dato' Seri Anwar Ibrahim Library and Information Centre, at Al-Ameen Institute of Management Studies was inaugurated in 12th Jan 2019 by Dato' Seri Anwar Ibrahim Saheb, former Deputy Prime Minister of Government of Malaysia, who is also an Hon'ble member of the House of Representatives, Port Dick Con, former Minister of Education, Malaysia & Chairman of international Institute of Islamic Thoughts in the presence of Founder & Chairman, Al-Ameen Educational Society, Baba-e-Taleem Dr.Mumtaz Ahmed Khan & Hon. Secretary, Al-Ameen Educational Society, Al-Ameen Ratna, Dr. Subhan Shariff along with an elite gathering of EC members and Principals of Al-Ameen Educational Campus, Bangalore.

Al-Ameen Research Foundation, Affiliated to University of Mysore which offers Ph.D., program in the subject "Management" has a total number of 20 Ph.D., students under the able guidance of Dr. B. A. Anuradha (8 research scholars), Dr. P Srinivas Rao (6 research scholars) and Dr. U Bhojanna (6 research scholars).

The Association of Muslim Professionals, Bangalore Chapter conducted an Employability Training Program for the BBA students on 23rd Feb 2019 to develop a positive mind-set and readiness for a successful career in the corporate world. The resource person was Mr. Imtiaz Khan, Head of Bangalore Chapter, Association of Muslim Professionals.

PRINCIPAL

ANNEXURE I

COURSEWISE ADMISSION DETAILS 2018-19

COURSE	MUSLIMS		NON-MUSLIMS		TOTAL
	Boys	Girls	Boys	Girls	
I Year MBA					
Management Quota	41	14	03	02	60
Government Quota	14	04	01	02	21
II Year MBA					
Management Quota	33	14	04	-	51
Government Quota	18	06	01	02	27
I Year BBA	103	13	-	02	118
II Year BBA	89	17	-	01	107
III Year BBA	63	24	01	01	89
TOTAL :	361	92	10	10	473

PRINCIPAL



ANNEXURE II

MBA & BBA RESULTS 2018-19

COURSE	OVERALL PERCENTAGE	DISTINCTION	I CLASS
MBA III Semester	96 %	14	39
MBA IV Semester	100 %	19	43
VI Semester BBA	94.73 %	59	13

PRINCIPAL

Photos



Dato' Siri Anwar Ibrahim Saheb, former Deputy Prime Minister of Government of Malaysia's visit on 12th Jan 2019



Industrial Visit to Coco Cola on 5th Jan 2019



Industrial Visit to Accupak Ltd on 23rd Nov 2018



MLA Academy of Higher Learning - 18th Sep 2018
The Yellow Fellowz – Winners in Mad Ads.



Sindhi College CRESINDO 2018 – 26th Sep 2018
Winners in Fashion Show



Graduation Day – MBA & BBA
14th May 2018



Employability Training Program
for BBA Students -23rd Feb 2019