



Al-Ameen Institute of Management Studies

Hosur Road, Opp. Lalbagh Main Gate, Bangalore - 560 027. Karnataka

Tel.: 91-80-22279235, 22114492, 22235626 Extn.: 717,718

Fax: 91-80-22114493 Email: info@alameen.co.in Web: alameen.co.in

Grams : WELEDUCATE

Hand Book
2017-2020

BBA



Al - Ameen Institute of Management Studies

Al - Ameen Institute of Management Studies, located at the heart of the Garden City, takes pride in its high quality infrastructure and state of the art pedagogy, it has placed itself at the forefront of new thinking and new developments in technology based teaching and learning, including the development and thoughtful use of information.

Al-Ameen Institute of Management Studies, a premier management school of India, functioning under the aegis of Al-Ameen Education Society, a non-profit Educational Society with an illustrious background, involved since 1996 in the field of Medicine, Engineering, Arts, and Science and Management. The institute has come up as a unique centre of excellence in professional education, research, training and consultancy. From a very modest start, it has now acquired a commendable position as a premier institute under the affiliation of Bangalore University. The Institute, which was founded in 1991, caters to students from all walks of life and imparts the principles of management to the aspiring managers and inspires them to blossom into managers, planners, decision makers and leaders of tomorrow.

At Al-Ameen Institute of Management Studies, we pride ourselves on the quality of our courses and the unrivalled flexibility of our study methods, the turnout being excellent academic results.

History

Al-Ameen Educational Society was founded in the year 1966. as a progressive society of education it felt the need for educating and empowering the minorities and the less fortunate section of the society.

The founder of the Al-Ameen Educational Society Dr. Mumtaz Ahmed Khan a noted visionary realized that Al-Ameen should establish in the other spheres of activities by establishing institutions in various fields like Medicine, Engineering, Pharmacy, Law, Management, Teacher Education & thus Al-Ameen became a movement and is fondly known as the Al-Ameen Movement.

Vision

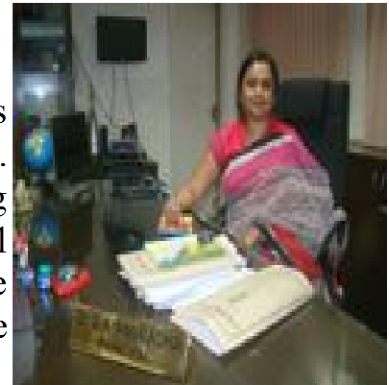
We aspire to become a leading institution in Management Education with a global and dynamic outlook by continually expanding and defining new frontiers of a management education and its implications in the corporate world.

Mission

To be the best vendor of Ethical and Value added Human Capital to the development of Corporate and Industrial Economy through Quality Training and Continuous Learning.

Principal's Message

The present workplace is driven by Technology. Industry is Knowledge based and the entire globe is the workplace. Al-Ameen institute of management studies is a happening place with the state of the art infrastructure, a very resourceful team of academicians and professionals committed to fine tune the managers in the making to take on the reins of the corporate workplace in the international arena.



I wish all the students a successful career and a bright future

DR. B. A. Anuradha

Principal, Al-Ameen Institute of Management Studies

STUDENT PERSONAL DATA	
NAME:	
REG.NO:	
CLASS & SECTION:	
NAME OF THE PARENT/GUARDIAN:	
RESIDENTIAL ADDRESS:	
TELEPHONE:	
PARENT/GUARDIAN'S OFFICE ADDRESS:	
TELEPHONE:	
VEHICLE NO:	
DRIVING LICENSE NUMBER:	
BLOOD GROUP:	
EMERGENCY CONTACT DETAILS:	

Upcoming Events

BBA

Date	Event
01.06.2017	Commencement Of I,III And V Semester BBA Classes
02.06.2017	Orientation Programme To I Sem BBA Students
11.07.2017	I,III And V Semester BBA On Portfolio Management By Mr.Tazeem Quadri (MBA Alumni 2012-2014)
25.08.2017	A Visit To Sri Raman Maharishi Academy For Blind, Bangalore
20.08.2017	A Guest Lecture To I Semester BBA On Impressionable Image By Mrs.Shilpi Khandelinal
28.08.2017	A Guest Lecture To I Semester BBA On Team Work I SEM BBA By Mr.Chandramouli K
29.08.2017	A Guest Lecture To V Semester BBA Students On Communication And Its Importance By Mr. Lokesh Shankkarappa
05.09.2017	Eduthon 2015(Marathon:Run For Education)
14.09.2017	A Guest Lecture To I, III,Vsemester BBA On Wild Life Management By Prof.Mohammed Ataz
19.09.2017	A Guest Lecture To V Semester BBA Students On Interview Facing Skill And Contemporary Communication By Mr. Tahir Ahmed
04.09.2017	A Guest Lecture To V Semester BBA Students On Investor Analysis By Mr. Alok Chhajer

08.09.2017	International Literacy Day
16.09.2017	World Ozone Day
13.09.2017	Holiday-Ganesh Chaturthi Festival
21.09.2017	A Guest Lecture On Consumer Rights Under Consumer Law To I,III,V Sem BBA Students
24.09.2017	Holiday-Bakrid Festival
25.09.2017	World Tourism Day
02.10.2017	Holiday-Gandhi Jayanthi
06.10.2017	Blood Donation Camp 2015
09.10.2017	World Postal Day
05.10.2017- 10.10.2017	Colours Week
08.10.2017	A Guest Lecture On Intellectual Property Rights By Mrs.Nimsha Jain To I,III,V Semester BBA Students
10.10.2017	World Mental Health Day
19.10.2017	Holiday-Mahalaya Amavasya
14.10.2017	Commencement Of Preparatory Examination For I,III And V Semester BBA Classes
28.10.2017	Commencement Of Final Examination For I,III And V Semester BBA

Note: Industrial Visits are organized in each semester (Two Industrial visits per Academic year)

DURATION OF THE COURSE:

The course of study is four (04) years of Eight Semesters. A candidate shall complete his/her degree within eight (08) academic years from the date of his/her admission to the first semester.

However, students successfully complete Two (02) years of the course and leave the course, will be awarded Diploma in Commerce.

Students successfully completes Three (03) years of the course will be awarded Bachelors Degree in Management (B.B.M). An option is provided to the students to continue the course to the Fourth year and those who successfully complete the Fourth year will be awarded Bachelors Degree in Management (Hon.) {B.B.M, (Hon.)}.

IV. MEDIUM OF INSTRUCTION

The medium of instruction shall be in English.

V. CLASS ROOM STRENGTH OF STUDENTS

There shall be Maximum of 60 students in each section.

VI. ATTENDANCE:

- a. For the purpose of calculating attendance, each semester shall be taken as a Unit.
- b. A student shall be considered to have satisfied the requirement of attendance for the semester, if he/she has attended not less than 75% in aggregate of the number of working periods in each of the subjects compulsorily.
- c. A student who fails to complete the course in the manner stated above shall not be permitted to take the University examination.

TEACHING AND EVALUATION:

M.Com/MBA/MFA/MBS graduates with B.Com, B.B.M, BBA & BBS as basic degree from a recognized university are only eligible to teach and to evaluate the subjects (excepting languages, compulsory additional subjects and core Information Technology related subjects) mentioned in this regulation. Languages and additional subjects shall be taught by the graduates as recognized by the respective board of studies.

VIII. SKILL DEVELOPMENT / RECORD MAINTENANCE AND SUBMISSION:

- a. Every college is required to establish a dedicated business lab for the purpose of conducting practical/ online assignments to be written in the record.
- b. In every semester, the student should maintain a Record Book in which a minimum of 5 exercises/programs per subject are to be recorded. This Record has to be submitted to the Faculty for evaluation at least 15 days before the end of each semester.

SCHEME OF EXAMINATION:

a. There shall be a university examination at the end of each semester. The maximum marks for the university examination in each paper shall be 70.

b. Of the 30 marks of Internal Assessment, 20 marks shall be based on Two tests.

Each test shall be of at least 01 hour duration to be held during the semester.

The average of two tests shall be taken as the internal assessment marks. The remaining 10 marks of the Internal Assessment shall be based on Attendance and Skill Development Record of 05 marks each.

c. The marks based on attendance shall be awarded as given below:

Percentage of Attendance	Internal Marks
75% to 80%	02 marks.
81% to 85%	03 marks.
86% to 90%	04 marks.
91% to 100%	05 marks.

d. Marks for skill development shall be awarded by the faculty concerned based on Skill Development exercises provided in the syllabus of each paper. The student is required to prepare/workout the concerned exercises in a Record Book maintained by him/her and shall submit it the faculty concerned at least 15 days before the last date of the semester.

X. PROJECT REPORT AND VIVA-VOCE:

a) The Project report in the sixth semester carries 100 marks (70 marks for project report and 30 marks for viva – voce) which shall form part of Sixth semester examination.

b) There shall be single valuation of project report and this will be done simultaneously along with Vive - Voce. Internal Assessment does not carry any marks.

c) A batch of Two (02) Project Report and Viva – Voce Examiners shall evaluate and conduct Viva - Voce examinations for a maximum of Thirty (30) Project Reports and Conduct Viva – Voce Examinations for the same candidates.

d) The principal of the college shall submit the project reports of the students, to the university within three days after the completion of Viva - Voce examination.

e) Candidate shall obtain a minimum of 40% marks (Including Viva-Voce) in this subject (project Report) Failing which he she shall revise and resubmit before the commencement of the next examination. However, no student shall be allowed to resubmit the project report after three consecutive chances.

f) The student who fails to submit the project report shall not be permitted to take the examination.

g) The board of examiners or their nominees" shall conduct viva-voce examination for Project Report.

XI. APPEARANCE FOR THE EXAMINATION:

- a)** A candidate shall apply for all the parts in each examination when he/she appears for the first time. A Candidate shall be considered to have appeared for the examination only if he/she has submitted the Prescribed application for the examination along with the required fees to the university.
- b)** A candidate who has passed any language under Part-I shall be eligible to claim exemption from the Study of the language if he/she has studied and passed the language at the corresponding level.
- c)** Further, candidates shall also be eligible to claim exemption from studying and passing in those commerce subjects which he/she has studied and passed at the corresponding level, subject to the conditions stipulated by the university.
- d)** A candidate who is permitted to seek admission to this degree course on transfer from any other University shall have to study and pass the subjects which are prescribed by the University. Such Candidates shall not however, be eligible for the award of ranks.

XII. MINIMUM FOR A PASS:

Candidates who have obtained a minimum of 35% marks in university examination (i.e. 25 marks out of 70 marks of theory examination) and 40% in aggregate (i.e., total of university examination and internal assessment marks) in each subject shall be eligible for a pass or exemption in that subject.

XIII. CLASSIFICATION OF SUCCESSFUL CANDIDATES:

1. The results of the First to Sixth semester degree examination shall be declared and classified separately as follows:
 - a. First Class: Those who obtain 60% and above of the total marks of parts I, II and III.
 - b. Second Class: Those who obtain 50% and above but less than 60% of total marks of parts I, II and III.
 - c. Pass Class: Rest of the successful candidates who secure 40% and above but less than 50% of marks in part I, II and III.
2. Class shall be declared on the basis of the aggregate marks obtained by the candidates in this degree course (excluding languages (part I) and non-core subjects (Part III)) as a whole. However, only those candidates who have passes each semester university examination in the first attempt only shall be eligible for award of ranks. The first ten ranks only shall be notified.

XIV. MEDALS AND PRIZES:

No candidates passing an external examination shall be eligible for any scholarship, fellowship, medal, prize or any other award.

XV. TERMS AND CONDITIONS:

- a)** A candidate is allowed to carry all the previous uncleared papers to the subsequent semester/semesters.
- b)** Such of those candidates who have failed/remained absent for one or more papers henceforth called as repeaters, shall appear for exam in such paper/s during the three immediately succeeding examinations. There shall be no repetition for internal assessment test.
- c)** The candidate shall take the examination as per the syllabus and the scheme of examination in force during the subsequent appearances.

XVI. PATTERN OF QUESTION PAPER:

Each theory question paper shall carry 70 marks and the duration of examination is 3 hours. The Question paper shall ordinarily consist of three sections, to develop testing of conceptual skills, understanding skills, Comprehension skills, articulation and application of skills. The question paper setter shall be asked to prepare TWO sets of papers with a maximum of 10% repetition.

The Question Paper will be as per the following Model

SECTION-A 1. a,b,c,d,e,f,g,	(Conceptual questions) Answer any FIVE	(05 X 02 = 10 Marks)
SECTION -B: 2,3,4,5,6.	(Analytical questions) Answer any THREE	(03 X 06 = 18 Marks)
SECTION-C: 7,8,9,10,11.	(Essay type questions) Answer any THREE	(03 X 14 = 42 Marks)
Total		70 Marks

XVII. PROVISION FOR IMPROVEMENT OF RESULTS:

The candidate shall be permitted to improve the results of the whole examination or of any Semester or a subject within the prescribed time by the university after the publication of the results. This provision shall be exercised only once during the course and the provision once exercised shall not be revoked. The application for improvement of results shall be submitted to the Registrar (Evaluation) along with the prescribed fee.

XVIII. REMOVAL OF DIFFICULTY AT THE COMMENCEMENT OF THESE REGULATIONS:

If any difficulty arises while giving effect to the provision of these Regulations, the Vice Chancellor may in extraordinary circumstances, pass such orders as he may deem fit.

COLLEGE DRESS CODE

The College student should maintain an appearance with neatness and cleanliness in mind. Hence Monday to Thursday Uniform is Compulsory.

All the students are requested to wear College ID Cards compulsorily.

College Timings: 9:00 a.m to 4:00 p.m (Monday to Friday)

9:00 a.m to 1:00p.m (Saturday)

Office Timings: 10:30p.m – 1:30pm, 2:30pm-5:00pm (Monday to Friday)

Lunch Break (1:30 p.m-2:30p.m)

9:30a.m- 1:30 p.m (Saturday)

LIST OF FACULTY MEMBERS BBA 2016-2017
AL-AMEEN INSTITUTE OF MANAGEMENT STUDIES

Name	Qualification	Designation
Dr.B.A.Anuradha	MBA, Ph.D	Principal
Mr.Abdul Rizwan Shariff	MBA, M.Com, (Ph.D)	Vice-Principal
Mr.S.I.J.Sadique	M.Com, MBA	Placement Officer
Mrs.Saira Banu	M.Com, MBA (Ph.D)	H.O.D, Asst.Professor
Dr.Kamatchi.P	M.Com,M.Phil,LLB, EMBA, Ph.D	Professor
Mr.Mohammed Wajid	M.Com, (Ph.D)	Asst.Professor
Mrs.Hajira Khanum	MBA, (Ph.D)	Asst.Professor
Ms.Reshma Sultana	MBA	Asst.Professor
Ms.Ramya.S	MBA,(MPhil)	Guest Faculty
Mr.Muzeer Pasha	M.A (Kannada)	Guest Faculty
Ms.Reshma Banu.N (Urdu)	M.A (Urdu)	Guest Faculty
Mr.Mohammed Hussain	M.A (Urdu)	Guest Faculty
Mr.Mohammed Riyaz Hussain	M.A (Hindi)	Guest Faculty
Mrs.Ansuyamma.S	M.A(Sociology)	Guest Faculty
Ms.Suman.A(English)	M.A (English)	Guest Faculty
Mrs.Amina Ruhi Ahmed	PGDBM (Training and Development)	Trainer and Counselor

	Student Support Service
I	AIMS Library and Information Centre
II	Al-Ameen as a Centre for Continuous Learning and Development
III	Placement Cell
IV	Computer Laboratory
V	Language Learning Centre: Foreign Languages
VI	Anti Ragging & Grievance Redressal Cell
VII	Corporate Social Responsibility Activities
IX	Wellness Centre

I. AIMS Library and Information Centre

Al-Ameen Institute of Management Studies (AIMS) Library has exhaustive collections of 10,888 Books by foreign and Indian authors on Management and other related areas. More than 141 Periodicals, EBSCO database and audio video Cassettes are subscribed. Over 1000 slide files, case studies, Statistical data sources and project reports of major Companies are maintained and regularly updated.

ABOUT AIMS LIBRARY AND INFORMATION CENTER

- ❖ The library @ AIMS occupies over 231 square meters and provides Users with Access to a vast repository of resources including Books and Periodicals.
- ❖ The peaceful sunlight provides ideal study space.

Objective:

- ❖ The primary objective of the library is to offer a fully integrated and dynamic environment suited for academic pursuits, study and research for the students and staff, by augmenting traditional print and electronic resources both local and global Management.

Vision

To establish, maintain, and grow a digital library that responds to educational needs of end users

Mission

To provide continuous access to the Knowledge and Information in the Library to the students and faculty of the Institute for achieving excellence in their chosen Disciplines.

Collections

Sl. No.	Details	BBA
1	Titles	2601
2	Volumes	3393
3	CD'S/DVD'S	501
4	National Journals	11
5	International Journals	13
6	Magazines	30
7	Newspapers	19

Electronic Resources

- ❖ www.aimslibrary.blogspot.com
- ❖ <http://delnet.nic.in>
- ❖ www.online.sagepub.com
- ❖ http://infotrac.galegroup.com/itweb/ameen_mgmt?db=SP01

GENERAL INSTRUCTIONS

- ❖ Leave your bags, handbags and personal belongings at the entrance.
- ❖ Wear ID Cards at all times & produce them on demand.
- ❖ Maintain discipline in the library.

- ❖ Users are advised to not to disturb the seating arrangements and maintain the decorum.
- ❖ Use of mobile phones in the library is not permitted.
- ❖ Sign the register kept at the checkpoint, while entering the Library.
- ❖ A borrowed book if recalled by the Librarian has to be returned immediately.
- ❖ Books should be handled with great care and mutilation of books in any manner will be heavily fined

Services:

- ❖ OPAC
- ❖ Books lending
- ❖ Internet
- ❖ Wi- fi
- ❖ CD-ROM
- ❖ Photocopy
- ❖ E - Resource
- ❖ Reference
- ❖ Referral service
- ❖ Current Awareness Services (CAS)
- ❖ selective dissemination of information (SDI)
- ❖ Inter Library Loan (ILL)
 - DELNET
 - IIM Bangalore
 - British Council Library, Bangalore
 - American Library, Chennai.
 - Our sister Concern Institution

Books lending Services

❖ Membership type	No. of Books	Period of Loan
❖ BBA Students	04	15 days

RENEWALS***

Renewals are allowed only when there is no claim by others.

LIBRARY URL & e-mail:

- ❖ <http://aimslibrary.blogspot.com/>
- ❖ Email: aimslibrarian@gmail.com

II. Al-Ameen as a Centre for Continuous Learning and Development

Al-Ameen as a Centre for Continuous Learning and Development with the specific focus on training students on better understanding of Human Relationships and the dynamics involved in them. With this specific objective in mind Al-AIMS conducts regular training programme on various aspects of relationship in professional and organizational contexts. The resource team consists of experts in the field of Human Resource Development, Industrial and Educational Psychologists and Senior Academicians.

Some of the specific areas of our expertise include session's on

Team Building
Inter-Personal Relationship
Communication
Self-Awareness
Self Esteem
Work-Life Balance
Time Management
Coping with Emotions
Coping with Stress etc...

Note: The duration of the above sessions vary from half day to 2 days.

III. Placement Cell

The Placement Cell has a process and set guidelines to make students more serious about the Final Placement Initiatives. Every student looking for final placements has to submit a Need Analysis Questionnaire, Student Profile, A copy of their profile and should compulsory appear for the Aptitude Test paper to make them eligible for Final Placements.

The Placement Cell helps students in career planning through career counseling where in they gather information about themselves in terms of their interests, aptitudes and abilities so that they can choose their careers more effectively. The Placement Cell allows students to explore the world of employment and helps them to move from a general occupation direction to a specific one.

Through the Placement form the Career Counseling Cell will know the exact headcount looking for final placements, higher studies (India & Abroad) and entrepreneurs. The Career Plan exercise will be followed by separate training program for students opting for Final Placements, higher studies and planning to start up their own business.

The selection process by the company usually starts with a pre-placement talk in which the organisation gives the students insight into the company profile, job profile, CTC etc. followed by the actual selection process of written test/group discussion/interview etc.

IV.Computer Laboratory

The institute has a main computer center and a systems lab. The computer infrastructure has two LAN servers for the students as well as the faculty. In order to facilitate project activities and course work, the computer center is made available to the students over extended hours. Beside hardware facilities, infrastructure includes a good collection of the latest software packages

Computer Lab Etiquettes

The lab is a privilege for all to share, but as we all are sharing this space we must be considerate of others. We ask that you please follow these simple rules:

1. Do not install or download any software or modify or delete any system files on any lab computers.
2. Do not use internet for playing music or other recreational activities.

3. Do not damage, remove, or disconnect any labels, parts, cables, or equipment.
4. Be considerate of other lab users. In consideration of others, do not talk on cell phones in the lab. Please step outside the lab to conduct your phone call.
5. NO FOOD or BEVERAGES in the computer lab.
6. If other students are waiting to use the computer and you are not doing college related work, please let them use the computer. The primary purpose of the lab is to assist with college-related work.
7. Do not read or modify other users' files.
8. If you leave the lab, do not leave your personal belongings unattended. College is not responsible for any theft.
9. Pen drives can be used with the permission of the Lab Instructor

V. Language Learning Centre

Language is essential for expressing ideas, opinions, views and emotions. English is the most common medium in today's educational scenario. The under graduate students are given in-house training by our own efficient faculties. We offer special coaching for the students who are weak in English. They are trained in both oral and aural skills giving due importance to grammar. They are also well trained in writing skills like report writing, speeches, articles, captions etc. Teachers function as counselors who give feedback and evaluate the students to bring out their best. Our aim is to empower students to use English in order to understand information, to express themselves orally and to communicate with native and non-native speakers.

For the benefit of students our college collaborates with highly reputed and leading institution for their language skills. They are trained focusing more on aptitude tests, interview and presentation skills, personality development etc. They are moulded in such a way to meet the demands of the challenging corporate world. They are given opportunity to tailor their language skills more to their learning needs.

Foreign Languages

A major reason behind learning a foreign language is to be able to communicate in that language. Knowing the other person's language shows that you respect the language and also puts the other at ease. AI-AIMS offer classes in foreign languages such as French and Spanish to facilitate and encourage those students.

Staff to Teach Foreign Language

Our teachers are native and very proficient non-native speakers who make language learning interesting and enjoyable. They are well qualified experienced and committed to help you to develop your language skills, so you can advance your career and achieve your ambitions.

With its highly interactive classes, dynamic staff and supportive learning environment the Language learning Centre invites you to embark on a journey of lifetime. Learn a Language or improve the one that you already know.

Join the adventure - Learn a Language

VI.Anti Ragging & Grievance Redressal Cell

Grievance Redressal Cell

For the welfare of the students, the institution has a Grievance Redressal cell function to rectified Grievance faced by the student. It has been established to find the solution for the problem faced by the students during the course of study. This cell creates an awareness of the socio cultural, political, women empowerment and biological complexities of the issues. The committee consists of department HOD and Two Faculties

Anti Ragging Cell

The College has an Anti-ragging Committee headed by the Principal. All department HODs are the member of this Committee. The Cell takes care to prevent ragging in the college premises. At the commencement of the every academic year the senior students are given advice and warning against ragging. The fresher's are also informed to take the issue to the concerned department if they experience any ragging problems. Severe action will be taken against the students if they involved in ragging.

VII. Corporate Social Responsibility Activities

Our goal is to positively contribute to the sustainable growth and development of people and communities, at the school, locally and around the world.

Al-Ameen in its full breadth and depth is, at its core, the embodiment of Humanism as practiced by the business community. As facilitators of a global classroom, we strive to be unbiased, compassionate role models. As learners ourselves, we are constantly thinking about and adopting new strategies for building a better future.

We believe that Al-Ameen, as an educational institution for students, has many opportunities to be an agent of positive change.

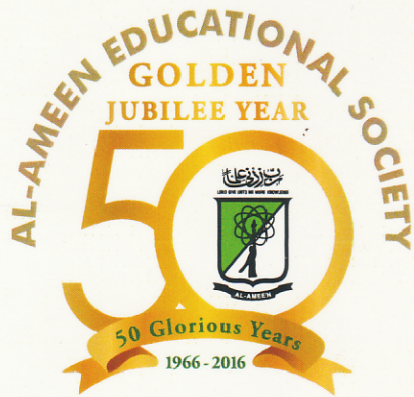
Fundraising and Awareness-raising

Al-Ameen is involved in various initiatives throughout the year to help raise awareness, money and goods for both local and global causes.

Locally, Al-Ameen raises money and accepts donations of clothing and food for distribution to the underprivileged.

IX. Wellness Centre

A campus Doctor is available within the Campus between 10-3:00pm for the treatment of general ailments of the students and staff



Visionaries

