



**AKGIM**  
**Ghaziabad**  
[www.akgim.edu.in](http://www.akgim.edu.in)



**EXCEL** WITH A  
DIFFERENCE TO MAKE  
A DIFFERENT SOCIETY

Information Brochure  
2023-25

Ajay Kumar Garg Institute of Management, Ghaziabad



## The College

Ajay Kumar Garg Institute of Management (AKGIM) is an initiative of Indian Institute of Management and Engineering Society which runs the prestigious Ajay Kumar Garg Engineering College, the only recipient of Academic Excellence Award as the best Engineering College in U.P under U.P.T.U from HE the Governor of U.P for two successive years. AKGIM strives to build itself as an institution of quality management education, research, executive training and consultancy. Emphasis at AKGIM is to prepare business leaders for the society and develop sound academia-industry collaborations. In a very short span of time, the institute has built an excellent faculty pool of experience and a rich intellectual capital base, state of the art infrastructure, along with commitment towards quality.

AKGIM is the only institute in Uttar Pradesh to be rated as "Platinum" for three consecutive years by AICTE-CII survey of Industry Linked Technical Institutes.

Situated in the National Capital Region along Delhi-Meerut Expressway, the institute is located about 40 km from New Delhi Airport. The facilities at the college are spread over a sprawling lush green AKG campus in the city of Ghaziabad. Totally pollution free, the campus boasts of tree-lined walk-ways, spacious lawns and playing fields, a well designed amphitheatre, well-equipped

## AKGIM and its Associations

In order to have real insights about the economy and the corporate world, AKGIM has entered into associations and memberships with various organizations like FICCI, CII, PHD Chambers, ASSOCHAM, NISEBUD, AIMA to name a few.

To facilitate student and faculty exchange, AKGIM has signed various MOUs with organisations like International Tobacco Company Limited (ITC), Baden-Württemberg Cooperative State University (DHBW) Germany, Shriram Pistons & Rings Ltd, YBI Foundation, Crypto University, Institute for Industrial Performance & Engagement and Aarud Natural Wellness & Research Pvt Ltd

## Course Description

AKGIM offers Two Year Full Time MBA programme approved by All India Council for Technical Education (AICTE), and affiliated to the state Technical University, AKTU. The program is aimed at transforming young graduates into successful and effective managers. The prime focus of the course is to prepare professionals who would take up leadership positions in organizations across industry and government sector.

The program aims at providing young, thinking minds the power to shape their paths and influence change.

AKGIM follows university prescribed syllabus. Broadly, the course is of two years duration divided into four semesters, each semester having eight compulsory and elective papers. There is a system of dual specialization based on students'

choice in II year. The students will have to opt for two functional areas for their specialization in the areas of Marketing, Finance, Human Resource, Information Technology and International Business as prescribed by the University. However, the college reserves the right to offer or reject a particular specialisation if the conditions laid down are not met

## Eligibility

The candidates need to have the minimum eligibility as laid down by the AICTE and the university in graduation or they should have qualified through counseling of UP Govt. conducted by the university along with minimum eligibility stipulated.

The institute also accepts CAT, MAT, CUET and XAT qualified candidates with minimum eligibility as laid down by AICTE.



# Syllabus outline for 2023-24

## Semester I

Management Concept & Organisational Behaviour  
Managerial Economics  
Financial Accounting and Analysis  
Business Statistics and Analytics  
Marketing Management  
Design Thinking  
Business Communication  
IT Skills Lab-I  
Mini Project -I

## Semester II

Business Environment & Legal Aspects of Business  
Human Resource Management  
Business Research Methods

Financial Management & Corporate Finance  
Operations Management  
Quantitative Techniques for Managers  
Digital Marketing & E Commerce  
Management Information System  
IT Skills Lab 2  
Mini Project 2

## Semester III

Strategic Management  
International Business Management  
Summer Training Project  
Report & Viva Voce  
Electives

## Semester IV

Project Management  
Entrepreneurship Development  
Universal Human Values and Professional Ethics  
Research Project Report and Viva Voce  
Electives

## List of Electives

HRM  
Marketing  
Finance  
Operations Management  
Information Technology  
International Business

## Academic Block

The Academic Block has a unique architectural aesthetics and natural surroundings. The complex with well designed interiors and furnishings has spacious lecture halls and conference rooms. Each classroom is equipped with all modern teaching amenities for effective learning sessions. The campus has got fully operational high speed 24x7 Wi-Fi with 100 MBPS Internet Connectivity centrally with 6 servers.

## Library

AKGIM has a well stocked library with a large number of books along with a number of Indian, foreign journals and extensive collection of reports and projects. The library information system which operates through OPAC contains a record of all books and journals. It has online subscriptions to various journal resources. These resources are available to students and faculty for research and course work. The library also subscribes to compendiums, directories, Year Books and CD-ROMS. It is fully digitalized using KOHA digital library software. Digital resources on many subjects and categories are made accessible through the software anywhere in the campus.

## Computer Lab

The college is equipped with air conditioned computer labs with latest state of art software and hardware. The lab remains open for the students during college hours. There are 24 legal application

software and 14 legal system software installed in all the computers. For fast and easy dissemination of information ranging from important notices to study material for students, faculty and staff members, the lab is supported by latest software and gadgets.

## Center of Excellence for Data Analytics

Business analytics adopt a data-driven approach for business decision making and to develop business insights. The demand of trained professionals in business analytics is high in most of the industries. Center of Excellence for Data Analytics at AKGIM offers a variety of training modules on Statistical Analysis, Data Visualization, Predictive Modelling, MS-Excel, SPSS, Tableau, R-Programming, Python and Machine Learning with hands-on experience in online and physical classroom format.

## Hostels

The tranquil residential facility to the boys and girls in the campus is highly conducive for studies and research. The rooms in the hostel are fully furnished with all the modern amenities. It is a home away from home to all the students. All the hostels have the mess, equipped with the best kitchen equipment and hygienic systems providing high quality food. The recreation facilities and hostels provide most of the outdoor & indoor games and gymnasium.





## Awards And Incentives

AKGIM continuously strives to encourage its students to perform better. In order to motivate students towards academic excellence various awards at different stages have been instituted. College awards all those students who outshine in University exams and achieve positions in internal examinations. Students are also awarded on the basis of their excellent attendance, SIP reports and other academic and co-curricular activities.

## Medical Facilities

The college has in-campus Indo-German Hospital which has a team of qualified doctors with different specializations. All students are provided adequate medical facilities in this hospital. OPD facilities are available during the college hours to look after routine health problems. The college maintains its own ambulance, available round the clock. Besides, the college provides medical insurance to all the students for a certain sum.



## Activities

Student life is always at a high in any B School. Learning is extended beyond the classrooms and is just the right mix of regulation and responsibility. Students have a major role to play in organizing many events such as Cultural and Sports festivals. This gives the students a firsthand experience of managing roles and responsibilities. Apart from this, the Student Affairs Committee SAC, as it is often called, also coordinates and organizes various events and festivals throughout the year.

AKGIM has got various committees such as Cultural, Publication, Sports, Social Welfare, and Alumni etc. under "SAMATVA". Every student has to be a member of these committees that gives them an opportunity to express the best of them and learn from others.

Students of the college are encouraged to participate in various cultural, social and literary activities like 'Vibrations' the cultural fest and 'Saksham', the sports meet along with various other events. These events bring in students from various parts of the country converging to compete with each other.

We at AKGIM not only carve future managers, also, we try to instigate social responsibility among students. AKGIM organizes Blood Donation Camps and visits to old age Homes also in this respect.



## AAYAM-AKGIM Journal of Management

AAYAM is a Bi-annual journal, enlisted by international aggregators like ProQuest, Ebsco, Cabell's Directory. Its objective is to provide a valuable forum for applied research on management-orientated themes and topics, to practicing corporate and academicians. It lays emphasis on the understanding of management theories and the context, systems, processes as drivers of the performance of organizations. The journal seeks research contributions on the challenges and management issues of emerging economies. AKGIM also publishes RAYS, an annual news letter published by the students covering various aspects of college happenings, students' creativity and achievements.



## SPEED Centre

SPEED is a distinctive & exhaustively thought out program introduced by AKGIM, Ghaziabad. Its aim is to nurture and sharpen the talent, managerial and decision making skills of select students who shall be cut-above warriors in the corporate. SPEED has been designed along a module to test the initiative, stimulate the creativity and provoke the intellect, energy and enthusiasm of the concerned students.

## AIEDEC

We believe that every youngster is a unique set of potential for excelling in some areas or the other. Needless to say that students coming from cities or those hailing from rural belts in the country also have equally some unique ideas/solutions and commercial proposals which if given a facilitating atmosphere and support from experts from different walks of life may contribute profusely to the society. Keeping this fact in mind, the institute has taken a well thought-out ambitious initiative of establishing AKGIM INCUBATION AND ENTREPRENEURSHIP DEVELOPMENT CENTER (AIEDEC) in this behalf.

## MDPs and FDPs

(Management and Faculty Development Programs)

In order to build effective capabilities in academia and industry work-force in the country, AKGIM has been regularly conducting MDPs and FDPs across verticals of relevance. Such programs are developed taking into account the need of the present industry requirements and changes happening in the business world. Accordingly, the institute is trying to build capabilities in the areas of Marketing, Finance, Human Resource and Entrepreneurship and in many other evolving domains.

## International/National Conferences

The Conferences held in the college provide a great learning opportunity for those who organize them. Students are encouraged to become a part of it so that they have an overall enriching experience both in terms of the content of the conferences as well as the nitty-gritty's involved while organizing such events.

## Business Simulation Games

Business Simulation games are techniques for developing, testing, and evaluating business strategies in a virtual risk-free environment to get a feel of what actually happens in the real business world. Every year AIMA organizes Business Simulation Games "Chanakya", in the AKGIM campus where participants from the industry come together to play the game and in the process imbibe new forms of competitive behavior. The business simulation game is conducted for AKGIM students also for deep learning.

## Live Projects

A unique facet of AKGIM is that we provide our students a platform for research also and for this, we encourage our students to write research papers as well as take up live industry projects.





## AKGIM HIGHLIGHTS

- Excellent Final Placements through result oriented corporate interface.
- Structured Industry Exposure through Workshops, Competitions, Seminar, Business Simulation Games and many other mechanisms.
- High Powered customized Student Development Programs
- Unparalleled Academic Excellence and Discipline in AKTU for MBA.
- Facility of Entrepreneurship Development Center (AIEDEC).
- Course on "Data Analytics" to all the students as part of value addition initiatives over and above the routine syllabus.
- SPEED Center to deserving and desirous students willing to go beyond normal.
- Strong and Active Alumni Association and Network.
- Most lively, lush green and tranquil campus for academics and related activities to flourish.
- AKG Campus is a Life Time Experience of Academic Discipline and Environment.

## Training and Placement

Special efforts are made to groom the students to meet the standards of the industry, both in professional knowledge and soft skills. The institute provides support to its students in their training and placement by a full-fledged Centralized Training & Placement Cell and Corporate Liaison Team (CLT) of students. It helps the students to find suitable placement in various industries. T&P cell also organizes Industrial Visits so that students can correlate class room teaching with practical experience.

## Attendance Criteria at AKGIM

At AKGIM 100% attendance is a requirement. Every student is required to attend all the lectures, tutorials, and other prescribed curricular and co-curricular activities. However, the attendance can be condoned up to a maximum of 25% on medical grounds or for other genuine reasons beyond the control of students provided genuine proof of such leaves are submitted before time or in time. Students debarred from Internal or University Examinations on attendance ground, shall not be eligible for fee refund also.

## Approved Intake

The AICTE approved intake is of 120 seats. Although, the institute reserves the right to select good and qualified candidates only, for admission under management/ lapsed seats.

## Fee Refund Norms

Entire fee less Rs 1500 shall be refunded if the request in the specified format is received before the date of the commencement of the session. Entire fee less tuition fee on pro-rata basis shall be refunded if the request is received after the commencement of the session and the seat so vacated could also get filled. However, only caution money shall be refunded if the request is received in the specified format after the commencement of the session and the seat vacated could not get filled. In case of withdrawal from hostel, only security and mess charges (for unutilized months) are refundable on a pro rata basis.



## "Ragging is strictly prohibited"

Ragging note vide letter no. F. No. 37-3/Legal/ AICTE/2009 dated July 1, 2009.

If any incident of ragging comes to the notice of the authority, the concerned student shall be given liberty to explain and if his explanation is not found satisfactory, the authority would follow the procedures stipulated and may expel him/her from the institution.



**AJAY KUMAR GARG INSTITUTE OF MANAGEMENT**

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