AIMER Business School

HIGHER SECONDARY BUSINESS INTEGRATED PROGRAM 2027-28

HSBIP

2-Year Residential Program for Plus One & Plus Two Commerce Students

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PROGRAM VISION

The **Higher Secondary Business Integrated Program (HSBIP)** is a **2-year residential program** for Plus One and Plus Two Commerce students, combining **SCOLE Kerala** academic compliance with experiential learning, internships, industry visits, and practical business education. Offered by **AIMER at Markaz Knowledge City**, the program equips students with the knowledge, skills, and real-world experience to become young entrepreneurs, effective leaders, and skilled professionals.

Integrated Township

Markaz Knowledge City (MKC), a 125-acre hub in Kaithappoyil, Kerala, near the Wayanad foothills.

Centre of Excellence

A premier destination for education, healthcare, culture, and entrepreneurship.

Serene Location

Set amidst lush greenery and hills, offering a peaceful environment for learning and living.

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CORE STUDENT OUTCOMES

Upon completion of the 2-year HSBIP roadmap, students achieve five primary transformations:



Young Entrepreneurs & Student Startups

Real venture-building experience before entering university.

Holistic Personality Development

Executive presence, public speaking confidence, and emotional maturity.





Modern Tech Knowledge

Proficiency in digital tools, AI workflows, and business software.

Advanced Soft Skills

Negotiation, team leadership, strategic communication, and critical thinking.





Marketable Hard Skills

Practical understanding of accounting, digital marketing, sales, and financial planning.

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ELIGIBILITY & ADMISSION CRITERIA

To secure admission into the HSBIP cohort, candidates must satisfy the following benchmarks

Academic Qualification

Passed class 10 (SSLC / CBSE / ICSE / recognized board).

Entrance Assessment

Qualify the NAAT (National AIMER Admission Test).

Personal Interview

Successfully clear the institutional interview round.

Aptitude Alignment

Passion & Interest for Business, Leadership & Entrepreneurship.

National AIMER Admission Test

Evaluates a Candidate's

- Decision-Making
- Problem-Solving
- Adaptability
- Strategic Thinking

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COURSE STRUCTURE

Duration

2 Years

Delivery Mode

Full-Time, On-Campus & Residential Model

Academic Pedagogy



Experiential Learning Architecture

Students engaging in simulations, case studies, business projects, and activities.



Industry Exposure

Industry–Academia Integration for Real-World Experience



Learn by Doing

Practical project execution overlaid on core theory.

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VALUE DELIVERY ARCHITECTURE (11 PILLARS)

Core Academic Syllabus

Standard Plus One & Plus Two Commerce curriculum governed by SCOLE Kerala.





Additional Business Modules

Supplementary coursework focused on practical business dynamics & venture creation.

Student Development Programs (SDP)

Soft skills, communication, emotional intelligence, and leadership workshops.





Technical Bootcamps

Hands-on, hard-skills training (no-code, financial modeling, marketing tools, MS Office).

Experiential Expeditions

Business Exploration to Gain Real-World Experience.





Guest Talk Series

Interactions with active startup founders, corporate Leaders, and industry veterans.

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Outbound Training (OBT)

Off-campus leadership camps, team-building retreats, and survival/resilience challenges.





Junior Venture Studio

In-house incubator enabling students to build real Tech & Non-Tech Startups.

Social Impact

Community-driven activities and social responsibility initiatives.





Competitions & Hackathons

Participation in internal and external pitch deck presentations, declamations, and hackathons.

Management Challenges

Real-world problem-solving sprints and simulated business crisis scenarios.



Collectively, these 11 pillars turn a standard commerce curriculum into a complete entrepreneurship ecosystem.

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PROGRAM INVESTMENT

S.NO	Investment Component	Year 1 (₹)	Year 2 (₹)	Total Investment (₹)
1	Admission Confirmation	₹25,000	-	₹25,000
2	Course Delivery	₹1,15,000	₹1,00,000	₹2,15,000
3	Ecosystem Enablement	₹25,000	₹25,000	₹50,000
4	Tech & Facility Enablement	₹5,000	₹5,000	₹10,000
5	Assessment	₹5,000	₹5,000	₹10,000
6	Student Kit	₹15,000	-	₹15,000
	TOTAL PROGRAM INVESTMENT	**₹1,90,000**	**₹1,35,000**	**₹3,25,000**

Financial Assistance Note

Flexible **EMI facilities** and **education loan** processing assistance are made available to prospective parents during the enrollment process.

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