



# UG Business Integrated Program



# Message from Founder



**Muhammed Mon**

Dear Prospective Students and Parents,

Welcome to AIMER Business School-where we redefine business education by bridging academic excellence with real-world application. In an era of rapid transformation, knowledge alone is not enough; it is the ability to think critically, lead decisively, and innovate boldly that sets professionals apart. Our mission is to cultivate these attributes in every student who walks through our doors.

We are proud to pioneer a transformative approach to education in Kerala, emphasizing experiential learning as a core component of our curriculum. Our programs integrate immersive experiences, live projects, and industry collaborations to ensure that students graduate not just with a degree, but with a strategic mindset and a problem-solving approach. The dynamic curriculum, led by experienced mentors and industry leaders, fosters an environment where students are encouraged to question, challenge, and create.

We are committed to empowering individuals who are ready to shape the future of business. Whether your goal is to lead an organization, build a startup, or create meaningful change, AIMER equips you with the skills, network, and mindset to thrive. Join us and discover what it truly means to gain an edge in today's competitive world.

# Where Visionary Leaders Shape the Future

AIMER Business School, nestled in the esteemed 125 acre-Markaz Knowledge City campus in Calicut, is one of Kerala's most trusted business schools. With a vibrant ecosystem of research, learning, and entrepreneurship, we emphasize experiential learning to nurture future global leaders and entrepreneurs.

Located at the serene foothills of Wayanad, AIMER stands as a beacon of excellence and a premier destination for education, healthcare, culture, and entrepreneurship. Its tranquil surroundings provide an ideal setting for learning and living, inspiring growth and innovation in a harmonious environment.

1	Landmark Village	10	Markaz Law College
2	Tigris Valley Resort	11	Habitus The Life School
3	Markaz Unani Medical College	12	Hogar Technologies and Innovations
4	WIRAS	13	Mazra
5	The Indian Grand Masjid	14	MIHRAS Hospital
6	<b>AIMER Business School</b>	15	Hillsinai Centre of Excellence
7	Souk	16	Valencia Galleria
8	Alif Global School	17	Fezinn Hotel
9	Malaibar Foundation	18	M-Tower



# #TheAimerEdge

AIMER Business School isn't another traditional B-school, it is built for those who dare to go beyond limits. Through intensive leadership programs, hands-on strategy labs, and real-world consulting projects, students don't just study business—they practice it.

Every class is a high-impact, immersive experience designed to sharpen decision-making, innovation, and execution. With faculty that push boundaries and an industry-backed curriculum, AIMER ensures that graduates are boardroom-ready from day one.

This is The AIMER Edge and it isn't about adapting to the business world—it's about defining it.



## Vision

To produce the next generation of Indian business leaders, equipped with strategic thinking, execution excellence, and entrepreneurial agility to lead in a dynamic global economy.



## Mission

To be recognized as a key force in shaping innovative, industry-relevant management education in India.



## Values

- High agency
- Curiosity
- Truth over image
- Long-term thinking
- Consistency over hype



# For whom?

The Undergraduate Business Integrated Program (UGBIP) at AIMER Business School is a comprehensive three-year degree blending academic rigor with hands-on industry experience designed to bridge the gap between academic excellence and real-world business practices.



## Passionate Students:

Ideal for students who have just completed their higher secondary education and are ready to embark on their professional journey in business and management



## Students Seeking Practical Experience:

Emphasizes experiential learning through internships, industry visits, and boot camps, allowing students to apply classroom knowledge to real-world business scenarios.



## Aspiring Entrepreneurs:

Offers entrepreneurial training, industry exposure, and networking to turn ideas into a dream come true.



## Global Business Aspirants:

It offers an **International Immersion Program** for students with global careers who are gaining a competitive edge in the worldwide job market.



## Future Business Leaders:

With the curriculum focusing on developing managerial and strategic thinking skills, students are groomed to take on leadership roles in corporations, start-ups, or non-profit organizations.



## Individuals Focused on Holistic Development:

With a blend of core courses, electives, extracurricular activities, and leadership training, the program prepares students to thrive professionally and personally.



# Why UGBIP is the Right Choice for You?

**Every Student is Unique-Tailoring them to Discover, Grow, and Achieve.**

Our approach to experiential learning, develops strengths, addresses growth and supports students in achieving their career goals.

# Dynamic, Immersive, Experience-Driven Learning

Experiential learning enables students to acquire knowledge through practical experiences and real-world challenges, fostering the skills and confidence needed to excel in dynamic business environments.

AIMER's Experiential Learning program helps you build professional connections and expand your network through hands-on projects and collaboration with industry leaders.

## Case Studies: Real-World Business Challenges

- ◆ **Experience Simulations:** Engage in virtual business scenarios that mirror real-world challenges, enhancing decision-making and strategic skills
- ◆ **Micro-Simulations:** Focused, quick simulations for mastering business topics like marketing, strategy, and operations
- ◆ **Simulation Topics (Examples):**
  - » Strategy & International Business: Think global, act strategic
  - » Marketing Management: Create impactful campaigns
  - » Project Management: Plan and execute flawlessly
  - » Hospitality Management: Navigate service excellence
  - » Financial Services: Decode banking and finance
  - » Retail & Automotive: Manage operations with precision



## Industrial Visits: Hands-On Business Exposure

- ◆ Gain valuable insights into industry practices
- ◆ Experience business operations through monthly visits to various industries



## Management Challenges

A platform to solve and learn real-world business problems

- ◆ **Revenue Rocket:** Boost footfalls for local businesses
- ◆ **XSeed:** Multiply INR 10,000/- seed capital
- ◆ **E-commerce Sprint:** Quick scaling of e-commerce ventures

## Bootcamps: Practical Learning for Real-World Impact

### Example topics:

- ◆ **Advanced Excel:** Master data analysis, pivot tables, and automation to streamline business operations
- ◆ **Canva Design:** Learn to craft professional presentations and marketing materials effortlessly
- ◆ **Power BI:** Gain expertise in dashboards and data visualization for impactful insights
- ◆ **Design Thinking:** Develop innovative, user-centered solutions through creative problem-solving
- ◆ **Digital Marketing:** Explore SEO, social media strategies, and analytics for impactful campaigns
- ◆ **Fundamentals of Investments:** Understand portfolio management and innovative investment strategies
- ◆ **Sustainability in Business:** Integrate ESG principles and sustainable practices into operations
- ◆ **Project Management Tools:** Use platforms like Jira and Trello for efficient project execution



## Lectures by Industry Experts: Practical Insights

- ◆ Gain up-to-date knowledge from active professionals
- ◆ Connect theory with real-world practices for better industry readiness



**Sriram P**  
Chief Strategist-DEI  
Avtar



**Nanda Rackanchath**  
Former CHRO  
Tata Group



**Mani Karthik**  
CMO  
Rankz



**Sayish CV**  
AGM  
Vodafone Idea India



**Rahul Raghav**  
COO  
Interval Learning



**Sharique Samsudheen**  
Founder  
Marketfeed



**Shameer S**  
Founder  
By The Startups

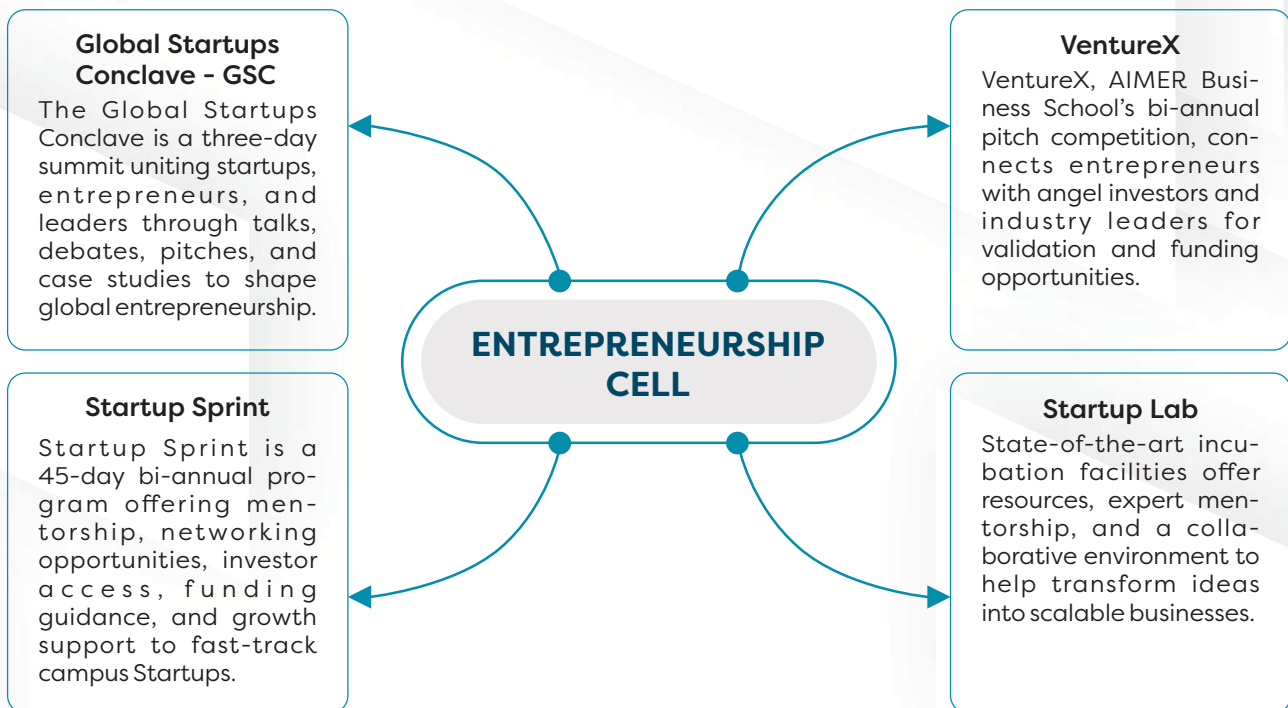


**Rupesh Tiwari**  
Head of Sales  
ALLEN











# Igniting Innovation, Turning Ideas into Impact

Driven by its mission to foster an enterprising India, the Entrepreneurship Cell at AIMER Business School concretes the foundation for emerging start-ups and creates excellent opportunities for colleges, alums, and corporates to collaborate with us.

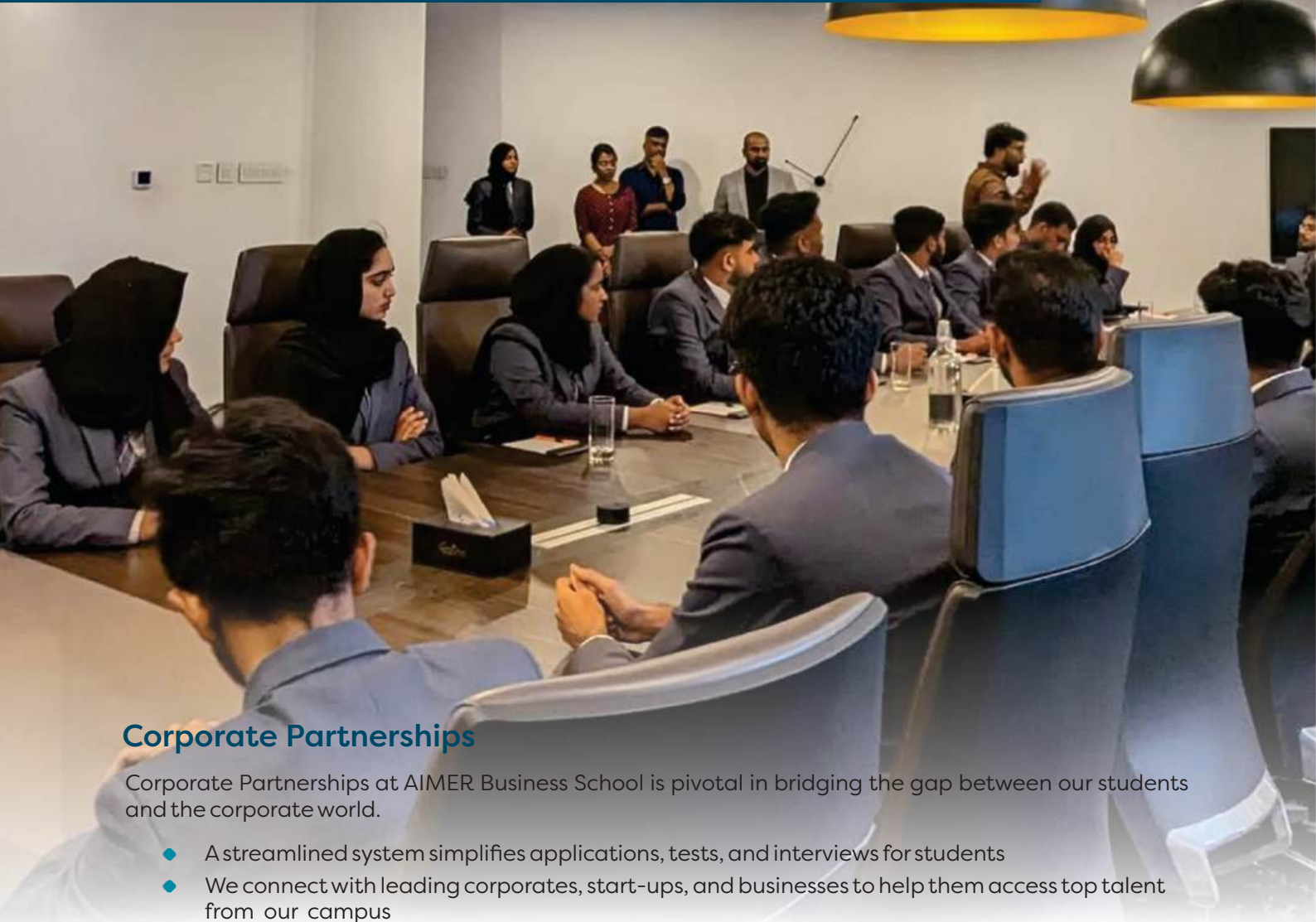


## Student Startups

Through our mentorship programs, dedicated scholarships, Startup Lab, expert guidance, and other resources, students are empowered to transform their innovative ideas into thriving ventures.

 <p><b>ADWOIDMKTNG</b> Muhammed Abdul Kaif (Batch '23 - UG WIP)</p>	 <p><b>WOLLEN WONDERS</b> Muhammed Rishil P (Batch '23 - UG WIP)</p>	 <p><b>ECO KAUSHAL</b> Muhammed Roshan Uwais Shibili KP Ahammed Shibil K Muhammed Savad (Batch '23 - UG WIP)</p>	 <p><b>ZANOKA EVENTS &amp; CATERING</b> Arshaq Zaman (Batch '22 - PG WIP)</p>
 <p><b>TALES OF TRAVERSE</b> Muhammed NuAman VS Mirasad PA Fathima TP Fathima Humna (Batch '23 - UG WIP)</p>	 <p><b>SNAPSEL</b> Muhammed Firoz (Batch '23 - UG WIP)</p>	 <p><b>TENFOLDS</b> Aman Muhammed (Batch '22 - UG WIP)</p>	 <p><b>ZOOTY FOODS</b> Adhil CP Majid Malik (Batch '22 - PG WIP)</p>

# Where Ambition Meets Opportunity



## Corporate Partnerships

Corporate Partnerships at AIMER Business School is pivotal in bridging the gap between our students and the corporate world.

- A streamlined system simplifies applications, tests, and interviews for students
- We connect with leading corporates, start-ups, and businesses to help them access top talent from our campus

## Key Offerings:

1

### Internships:

Students gain valuable industry experience through internships arranged by the Corporate partnerships, which provide real-world insights and hands-on learning.

**Our Success  
in Statistics**

**40+**  
Companies

**87**  
Offers

**87**  
Students



2

**Placements:** Corporate partnerships facilitate tailored placement opportunities, connecting students with top organizations to launch their professional careers.

52%

of our students are leading innovation and driving success at top companies around the globe

48%

of our students are not just envisioning change; they are driving revolution as entrepreneurs

**Average of 9.5 LPA with Highest CTC of 10 LPA**

**INTERVAL**  
Personalized Learning Platform



**BENJALI ACADEMY**  
the year ahead is yours

**AIMER**  
Business School

3

**The Start-up Series** A series of talk shows featuring founders from around the world sharing their entrepreneurial journeys.

**Our Impact in Numbers**

50+ Mentors

10+ Cities

3+ Countries



**Kanika Agarwal**  
MindPeers  
Delhi



**Naseef Neeruttichali**  
Flavors of Kerala  
Malappuram



**Mehak Malik**  
Uvi Health  
Bengaluru



**Rahul Nalawade**  
SwayamUrja  
Pune



**Shariq Ahmed**  
Soaron  
Hyderabad



**Nisha Elza**  
Woower  
Kochi



**Sreeni S Warriar**  
Mind Architects  
Trivandrum



**Amjad Ali**  
EventHex  
Calicut



**Prajith Nair**  
Docker Vision  
Kochi



**Aqeel Ahmed**  
EcoRatings  
New York

# A 15-day International Immersion Program



Understanding international markets is vital for aspiring leaders in today's globalized world. The International Immersion Program provides first-hand exposure to the dynamic global business landscape, preparing students to seize opportunities and navigate challenges beyond borders.

- ◆ A 15-day International Immersion Program is offered in countries like the United Arab Emirates, Saudi Arabia, China or Malaysia
- ◆ Aims to provide a global business perspective and enhance employability
- ◆ Offers valuable international exposure to dynamic markets

## Key Components of the Program

<b>Classroom Insights</b>	Explore global business dynamics through expert-led sessions
<b>Industry Exposure</b>	Gain practical insights through visits to leading industry sectors
<b>Career Boost</b>	Access internships, jobs, and networking opportunities
<b>Cultural Discovery</b>	Experience the city's culture and attractions



# Our Campus

Stepping onto AIMER's campus means immersing yourself in an environment designed to inspire, innovate, and connect. From state-of-the-art facilities to collaborative workspaces, every corner is crafted to enhance learning and creativity. AIMER is not just where you study; it's where you grow, explore, and shape your future.

# Infrastructure



AIMER Business School is located at the prestigious Markaz Knowledge City (MKC), an integrated township in Kaithapoyil, near the serene foothills of Wayanad, Kerala.



### Smart Classrooms:

Tech-enabled, air-conditioned spaces for dynamic learning.



### Library:

1,610 sq. ft. with a wide range of academic and digital resources.



### Incubation Zone:

2,900 sq. ft. dedicated to innovation and entrepreneurship.



### Sports Arena:

7,000 sq. ft. football pitch, multi-sport court, and spectator gallery.



### Seminar Hall:

1,620 sq. ft., advanced AV systems, seating 120.



### Recreational Hub:

2,582 sq. ft. with table tennis, chess, pool, and more.

### Canteen & Lounge:

Wi-Fi-enabled spaces for dining, study, and relaxation.



### Hostel:

Comfortable, well-equipped living spaces.



### IT Infrastructure:

High-speed internet and fully-equipped computer labs.



### Healthcare:

On-campus medical facilities for students and staff.



### Security:

24/7 surveillance and biometric attendance for safety.



### Transportation:

Convenient campus shuttle service and transport options.



# Student Life

## The Student Representative Council (SRC): Empowering Student Voices

The Student Representative Council (SRC) connects students with faculty and administration, enhancing the AIMER experience through student-led events. Elected representatives ensure the SRC reflects the student community's voice.

### Clubs at AIMER



#### Sports Club

Unleash Your Potential, One Game at a Time.

- » Hosts 5+ sports tournaments yearly
- » Engages 200+ students in fitness activities
- » Fosters teamwork, resilience, and leadership

#### Arts Club:

Where Creativity Knows No Boundaries.

- » Organizes monthly art exhibitions and performances
- » Active participation of 100+ students
- » Celebrates creativity through diverse mediums



#### Business Club

Empowering Future Leaders Through Real-World Insights.

- » 15+ industry guest lectures annually
- » Provides real-world insights through workshops and case studies
- » Hosts networking events with entrepreneurs



#### Social Club

Making a Difference, One Step at a Time.

- » Runs 10+ community service projects per year
- » Involved in raising awareness for social causes
- » 50+ student volunteers making a difference



Each club enhances personal growth, networking, and leadership skills.

# Geography



## Geographical Location

Situated at 724 meters above sea level in the Western Ghats.



## Ideal Climate

Comfortable year-round average temperature of 22.2°C (71.9°F).



## Natural Serenity

Surrounded by lush forests and wildlife sanctuaries for a peaceful environment.



## Holistic Growth

A serene setting that fosters focus, creativity, and well-being



## Air Quality

Pristine and healthy, supported by extensive greenery and natural surroundings



## Rainfall

Experiences heavy rainfall during the monsoons and minimal rainfall during the dry season



## Land forms

Comprises rolling hills, sloping terrains, and plateaus characteristic of the Western Ghats region.

# Empowering Future Leaders for a Sustainable World

At AIMER Business School, we align our mission with the UN's 17 Sustainable Development Goals (SDGs) to address global challenges like inequality, education, climate action, and economic growth. We educate and inspire future leaders to drive sustainable, inclusive, and equitable change by integrating these goals into our academics, operations, and outreach.



## We Support



# Our Students

AIMER students are more than learners - they are innovators, leaders, and change makers. Our students thrive in a dynamic community enriched with cultural diversity, industry interactions, and opportunities that go beyond the classroom. Equipped with industry-relevant skills, a global mindset, and a passion for excellence, they thrive in academic and professional challenges alike.



# Diversity, Equity, Inclusion

Women



34%

Men



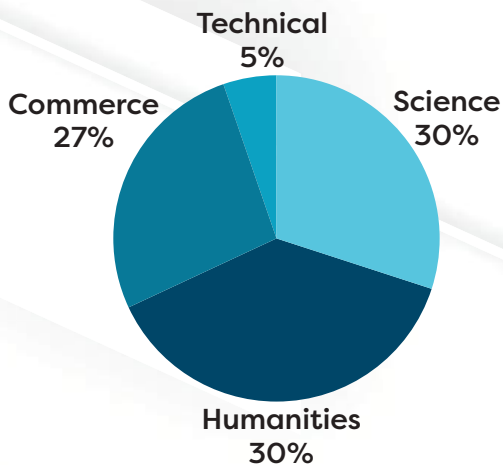
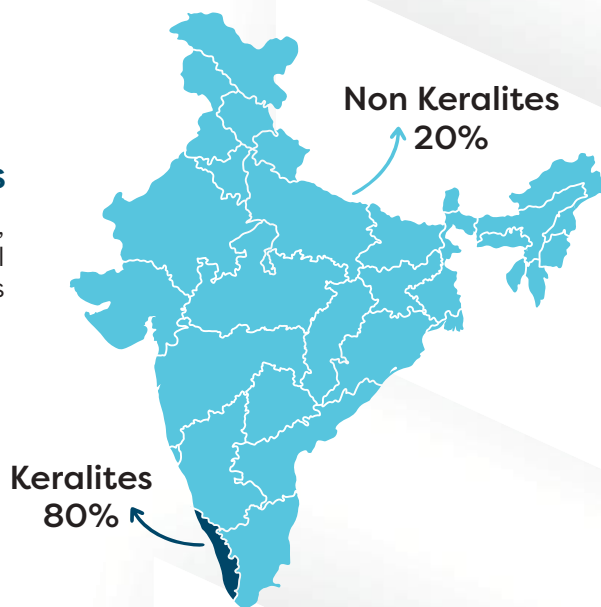
66%

## Gender Diversity

AIMER champions strong female representation, fostering an inclusive and empowering environment for women in leadership and academia.

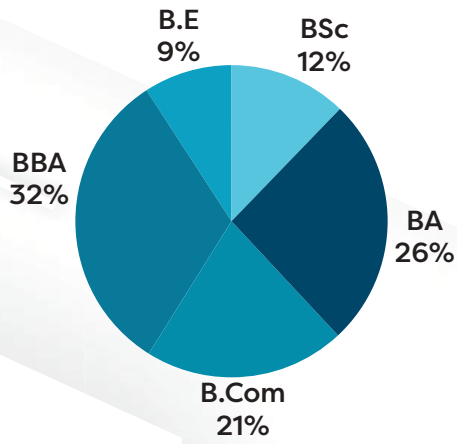
## Inter-state Scholars

AIMER attracts students from across India, enriching the campus with a wide range of cultural and academic backgrounds



## UG Educational Background

Undergraduate students come from disciplines like Science, Commerce, Humanities, and Technical, offering diverse academic insights.

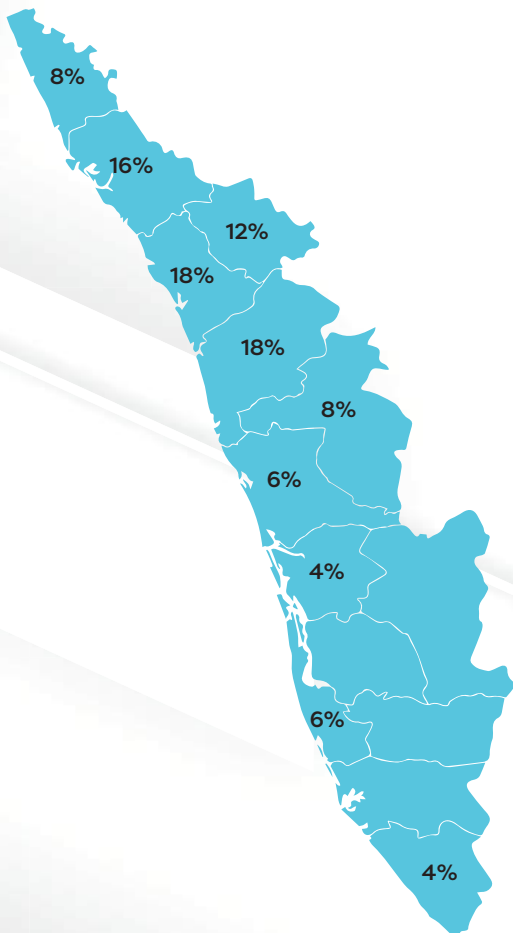
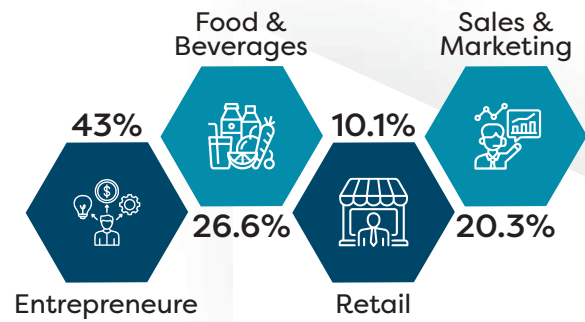


## PG Educational Background

Postgraduate students have educational foundations in BBA, BCom, BSc, BE, and BA, creating a broad base for interdisciplinary learning.

## Work Experience

Postgraduate students have professional experience in Sales & Marketing, Food & Beverages, Retail, and entrepreneurship, contributing practical knowledge to the classroom.



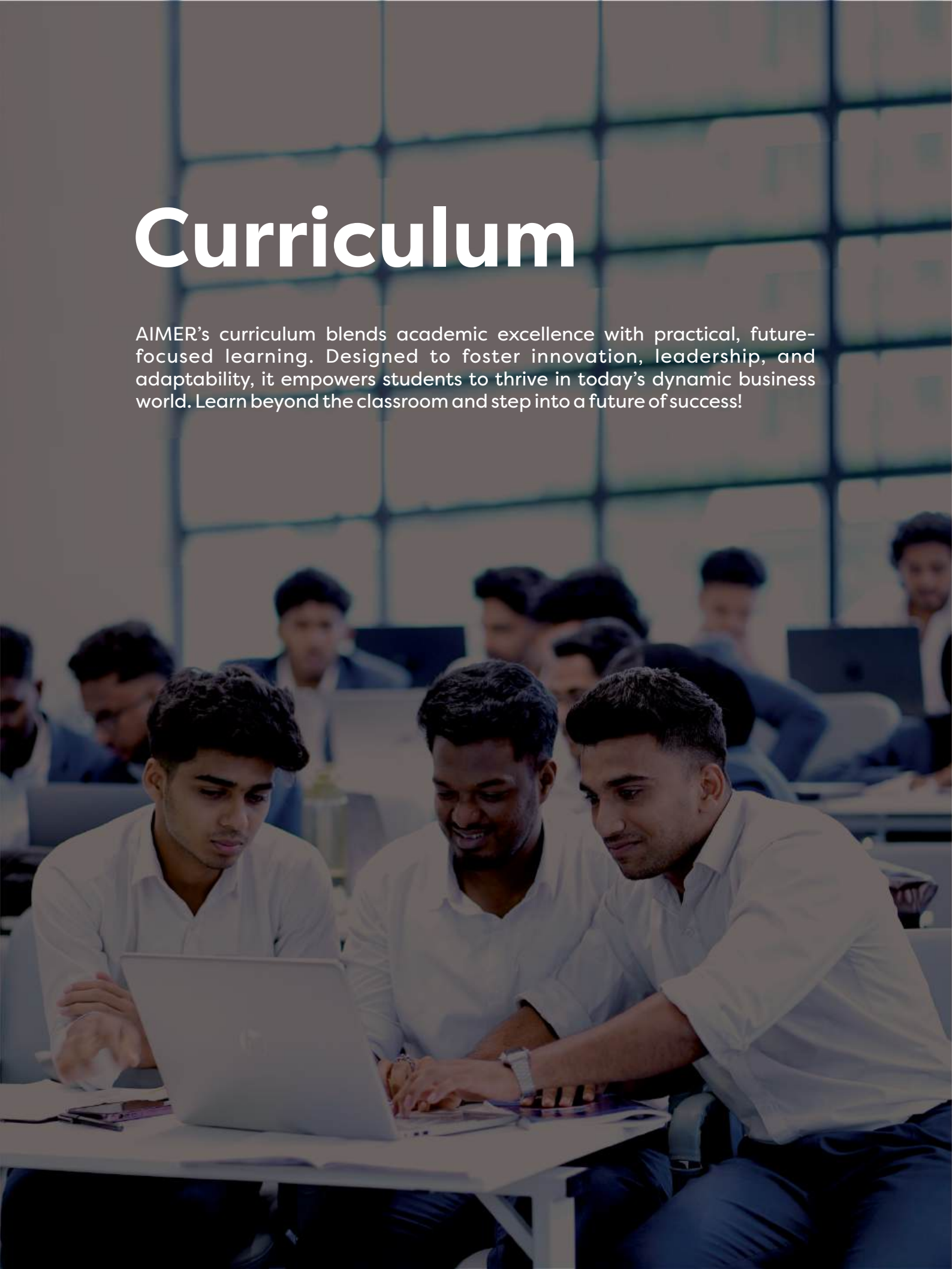
## Intra-State Scholars

Students from nearly all districts in Kerala bring diverse regional perspectives to AIMER's vibrant community.

Kasaragod	8%
Kannur	16%
Wayanad	12%
Kozhikode	18%
Malappuram	18%
Palakkad	8%
Thrissur	6%
Ernakulam	4%
Alappuzha	6%
Thiruvananthapuram	4%

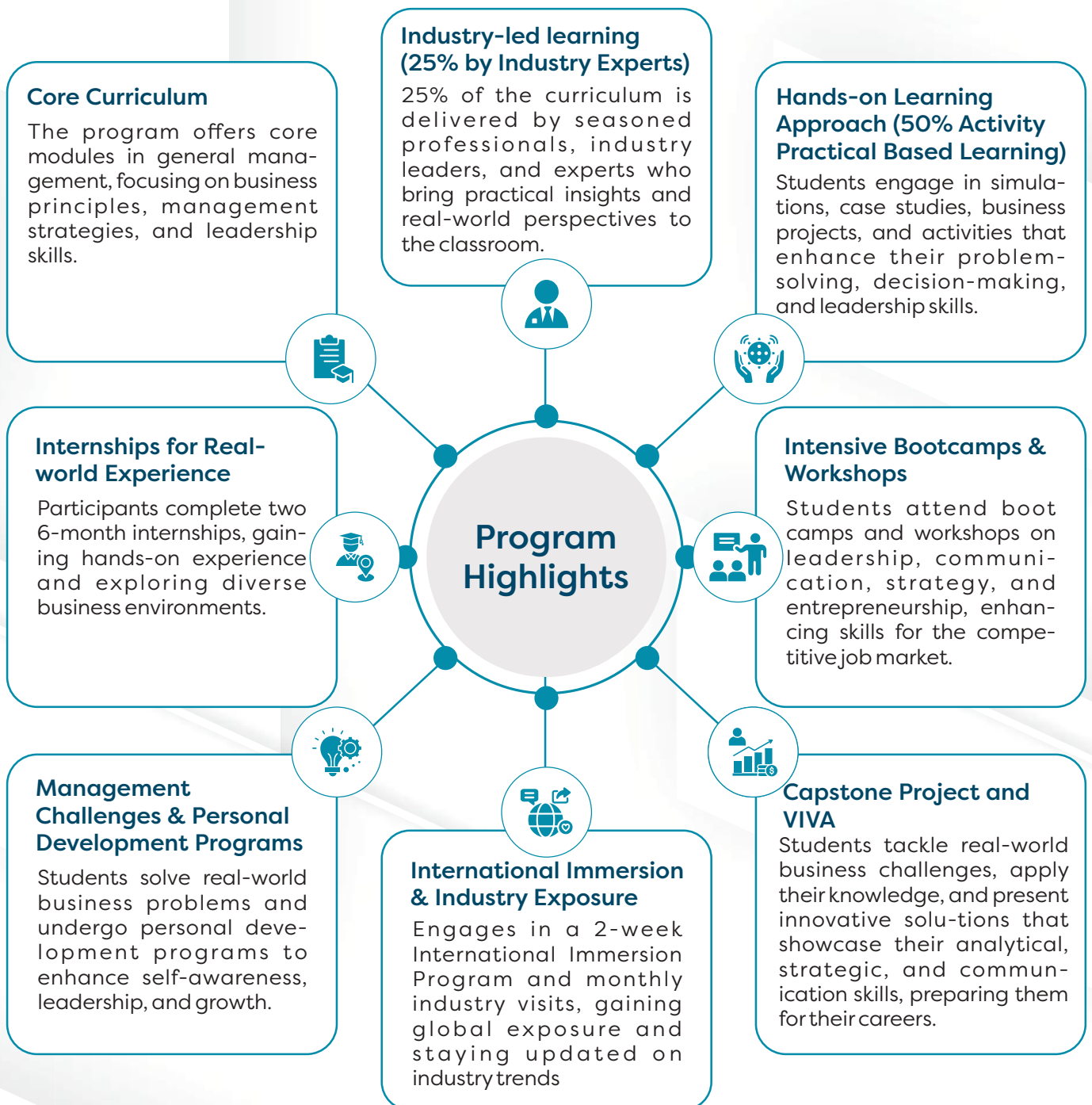
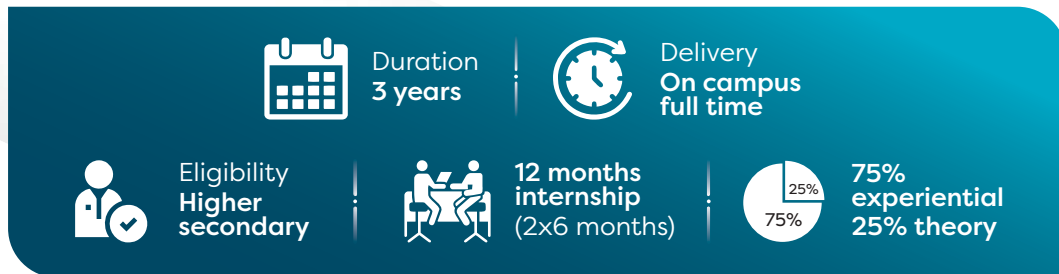
# Curriculum

AIMER's curriculum blends academic excellence with practical, future-focused learning. Designed to foster innovation, leadership, and adaptability, it empowers students to thrive in today's dynamic business world. Learn beyond the classroom and step into a future of success!



# Program Highlights

The **UGBIP** at AIMER is a three-year full-time program blending academics with practical experience, aligning with NEP 2020's focus on experiential learning. Through core courses, electives, internships, and industry projects, it bridges theory and real-world applications, equipping students with entrepreneurial and corporate success skills.



# Program Structure

Year 1		Year 2		Year 3	
Semester 1	Semester 2	Semester 3	Semester 4	Semester 5	Semester 6
On campus	On campus	Internship I	On campus	On campus	Internship II
6 Months	6 Months	6 Months	6 Months	6 Months	6 Months

## Modules

### Semester 1

FND101	Accounting
FND102	English Language & Communication
FND103	Business Economics
FND105	Business Law and Ethics
FND108	Computer Applications in Business
FND109	Creativity and Innovation
ABC101	AIMER Bootcamp I
ABC102	AIMER Bootcamp II
AMC101	AIMER Management Challenge I

### Semester 2

FND104	Business English
FND106	Business Statistics
FND110	Emotional Intelligence
FND111	Fundamentals of Management
FND112	Human Resource Management
FND113	Introduction to Business
FND114	Organisational Behaviour
ABC103	AIMER Bootcamp III
ABC104	AIMER Bootcamp IV
AMC102	AIMER Management Challenge II

### Semester 4

INT101	Essentials of Marketing
INT102	Financial Management
INT103	Operations Management
ADV101	Business Research Methods
ADV102	International Business
ADV103	Project Management
FND107	Advance Business Communication
ABC105	AIMER Bootcamp V
ABC106	AIMER Bootcamp VI
AMC103	AIMER Management Challenge III

### Semester 5

SPE201	Specialisation 1
SPE202	Specialisation 2
SPE203	Specialisation 3
SPE204	Specialisation 4
SPE205	Specialisation 5
SPE206	Specialisation 6
SPE207	Specialisation 7
ABC107	AIMER Bootcamp VII
ABC108	AIMER Bootcamp VIII
AMC104	AIMER Management Challenge IV

\*Modules are subject to change as per the partner university requirements.

\*Students need to complete a capstone project during semester 6

# Specialization

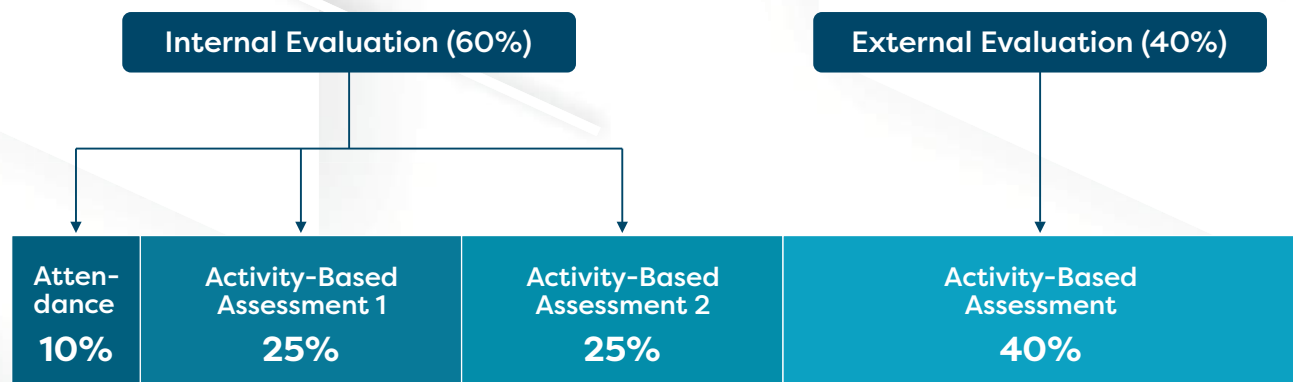
Entrepreneurship		Human Resource Management	
ENT101	Entrepreneurial Mindset and Personal Development	HRM101	Workforce Planning and Talent Acquisition
ENT102	Business Models of Start-Ups	HRM102	Performance Management and Appraisal
ENT103	Marketing for Entrepreneurs	HRM103	Compensation and Reward Management
ENT104	Venture Financing Management	HRM104	Labour Law and Employee Relations
ENT105	Sustainability and Entrepreneurship	HRM105	Organisational Learning and Development
ENT106	Entrepreneurial Operations and Leadership	HRM106	HR Analytics
ENT107	Family Business Management	HRM107	Organizational Change and Development

Sales and Marketing	
SNM101	Consumer Behaviour
SNM102	Advertising and Promotion
SNM103	Digital Marketing
SNM104	Sales Management
SNM105	Retail Management
SNM106	Brand Management
SNM107	International Marketing

\*Specializations are subject to change as per the partner university requirements.

## Comprehensive Skill-Based Assessment Model

This evaluation model emphasizes continuous engagement, practical learning, and real-world applications. It eliminates traditional handwritten evaluations, focusing entirely on activity-based and project-driven assessments.



# Admissions

Admissions at AIMER are more than a process - they are an opportunity to take the first step toward an extraordinary future. We seek passionate, driven individuals ready to embrace experiential learning, industry-focused education, and a dynamic campus life.



# Hear from Our Students



Studying at AIMER has been an incredible journey. The blend of academic rigor, hands-on learning, and industry exposure has equipped us with essential skills for the business world. Frequent industry visits, expert presentations, and tailored mentorship have expanded our viewpoints and equipped us to address real-world challenges. AIMER's focus on innovation, leadership, and global exposure empowers us to make a meaningful impact.

**Hashir Muhammed (PGWIP, 2022)**  
Project Analyst, Bisget International, Riyadh

AIMER's PGWIP enhanced my technical and soft skills, fostering confidence, time management, and a growth mindset. The collaborative environment, dedicated professors, and state-of-the-art facilities greatly impacted my learning. Real-world exposure through internships and industry partnerships was transformative, strengthening my problem-solving abilities.



**Muhammed Adil C P (PGWIP, 2022)**  
Co-Founder & COO, Zooty Foods, Calicut

AIMER's program offered transformative insights into the FMCG sector and corporate world. The placement support led to an internship at Team Thai, where I gained hands-on experience in market analysis, FMCG operations, and corporate culture, preparing me for my entrepreneurial journey.



**Hina Mustafa (PGWIP, 2022)**  
HR Manager, AIMER Business School, Calicut

AIMER Business School's program equipped me with leadership, time management, and strategic thinking skills, along with a strong foundation in business management and HR. This prepared me for my role as Executive Assistant to the CEO, where I gained insights into leadership and strategy, paving the way for my current role as an HR Talent Acquisition Specialist, driving AIMER's success.





At AIMER Business School, we follow a streamlined, student-focused admission process for the UGBIP program, ensuring a smooth and transparent journey from application to enrollment. Through our one-of-a-kind AIMER Gamified Test and AIMER AI interview, we assess academic eligibility and consider your passion for business, entrepreneurial spirit, and overall potential to succeed in the program.

## Eligibility Criteria for UGBIP

To apply for the UGBIP program, applicants must meet the following eligibility criteria:

### 1 Educational Qualification:

Completion of 12th Grade (Higher Secondary Education) or equivalent from a recognized educational board with a minimum of 50% aggregate marks in the qualifying examination.

### 2 Language Proficiency:

Proficiency in English (reading, writing, and speaking) is essential.

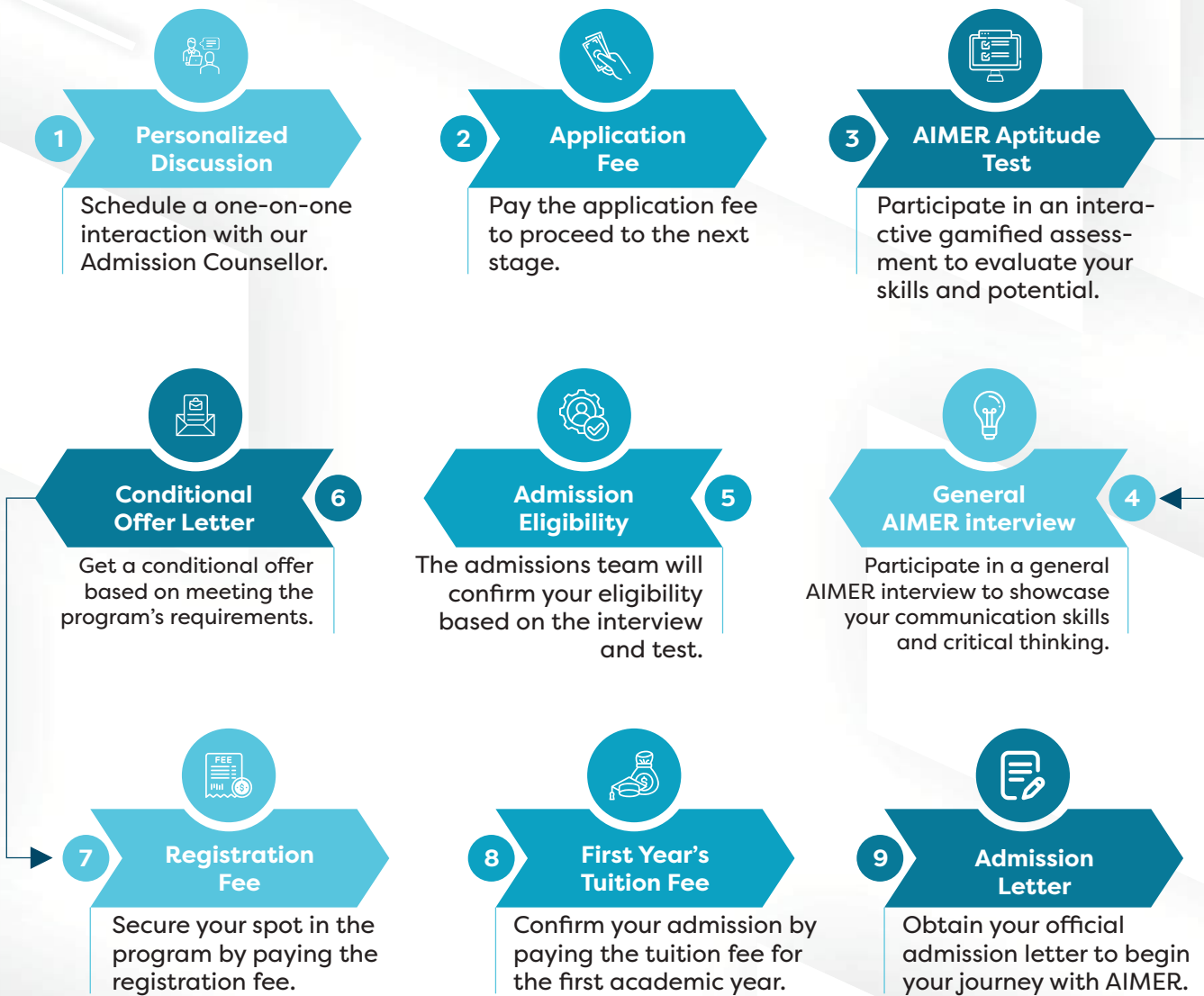
### 3 Entrance Requirements:

Successful performance in the **Personal Interview** to assess communication skills, personality, motivation, and suitability for the program.

### 4 Passion & Interest:

A demonstrated interest in **business management, entrepreneurship, or leadership** through academic performance, extracurricular involvement, work experience, or leadership roles.

# Step-by-Step Admission Process





## Factors Measured in the AIMER Aptitude Test

The **AIMER Aptitude** Test offers a dynamic format that provides a more accurate evaluation of potential, making the selection process efficient, enjoyable, and insightful.

### Language Proficiency

Spelling & Grammar Tests and Word Checking Tests assess spelling accuracy, grammar, vocabulary, and comprehension skills

### Numerical and Analytical Skills

Assess estimation, accuracy, and problem-solving using numerical data

### Logical Thinking

Examines the ability to identify patterns, logical sequences, and critical reasoning

### Decision-Making and Risk Assessment

Evaluates decision-making under uncertainty and risk-taking behavior through **BART Game**

### Memory and Multitasking

Tests multitasking abilities and memory retention using games like **MTA-Tray™ Game**

### Mathematical agility and Quick Thinking

Tests quick mathematical thinking and problem-solving through the interactive **MathBubbles™ Game**

# Fee Structure and Financial Aid

At AIMER, the **UGBIP Program** is designed to offer a perfect blend of academic rigor and practical experience, shaping students into future leaders in both entrepreneurial ventures and established corporate settings.

To make this world-class education accessible, AIMER provides a well-structured fee model and various financial assistance options supporting talented students from diverse backgrounds, ensuring their career ambitions can be realized without financial constraints.

## Fee Breakdown

#	Description	Year 1	Year 2	Year 3
1	Registration fee (One time)	₹1,00,000		
2	Tuition fee (UGWIP)	₹3,20,500	₹3,05,500	₹4,05,500
1	Ecosystem enablement fee	₹57,527	₹57,527	₹57,526
2	Tech & Facility enablement fee	₹24,000	₹24,000	₹24,000
3	Assessment fee	₹22,500	₹22,500	₹22,500
4	Global Immersion			₹1,00,000
5	Student services	₹15,000	₹15,000	₹15,000
6	Student kit	₹15,000		
	<b>Total</b>	<b>₹5,54,527</b>	<b>₹4,24,527</b>	<b>₹6,24,526</b>

## Fee Installment Schedule

#	Fee Component	Amount	Payment Due Date
1	Registration Fee	₹1,00,000	
2	1st Installment	₹3,20,500	30th April 2026
3	2nd Installment	₹2,36,040	15th December 2026
4	3rd Installment	₹2,36,040	15th May 2027
5	4th Installment	₹3,05,500	15th December 2027
6	5th Installment	₹4,05,500	15th May 2028

## Financial Assistance for UGBIP

At AIMER, we believe that education is an investment, and we strive to make it accessible to deserving students through a range of financial assistance options.

Scholarships at AIMER are awarded based on a comprehensive evaluation of a student's academic and personal performance, including 10th marks, +2 marks, AAT score, and interview performance. Based on this evaluation, students can receive scholarships ranging from 10% to 50%.

This structured approach ensures that deserving students receive the support they need, making quality education through the UGBIP program more accessible, regardless of financial constraints.

# Scholarships

Up to **50%**

### Terms and Conditions

- ▶ Scholarships are subject to eligibility and fund availability.
- ▶ Applicable only to new students enrolling for the current academic year.
- ▶ Only one scholarship can be availed per student, unless specified.
- ▶ Supporting documents (e.g., academic certificates, income proof, sports achievements) are required.
- ▶ Scholarships may be revoked if academic or program requirements are not met.
- ▶ Decisions of the scholarship committee are final.
- ▶ Scholarships cannot be combined with other offers.
- ▶ Registration must be completed by specified deadlines.



# Our Team

The team at AIMER is a dynamic blend of accomplished educators, industry professionals, and visionary leaders dedicated to transforming education. Together, they work seamlessly to deliver an unparalleled learning experience, blending academic rigour with practical insights.



# Our Academic Team



**Muhammed Aseem Panoli**  
CPO  
IIM, NIT Alumnus



**Shiju Philipose**  
Academic Director  
M-Tech, RIT



**Anitha Ashfaq**  
AVP - Experiential Learning  
MBA, ASB



**Ranjith K R Nair**  
Senior Assistant Professor  
MBA, ISBM



**Jeeja E**  
Assistant Professor  
PhD, NIT Calicut



**Mirza Zeshan Beg**  
Assistant Professor  
MBA, SUC



**Altaf Sunil**  
Assistant Professor  
MBA, CET



**Sidhiquil Akbar**  
Corporate Trainer  
BBA, University of Calicut

# Management Team



**Muhammed Mon Thekkayi**  
Strategic Partner

Founder, AIMER  
Co-Founder, DIMOIS



**Muneer Muhammed**  
Executive Director

Ex Ops. Manager, Dunkin'  
Ex Ops. Head, kuwaiti flours

# Directors & Advisors



**Dr. Abdul Hakeem Azhari**  
Director

MD, Markaz Knowledge City  
Founder, Madeenathunnoor



**Dr. Muhammed Arakkal Bava**  
Director

Director, HAPBCO  
Director, DMS Hospital



**Dr. Abdul Salam Mohammed**  
Advisor

CEO, Markaz Knowledge City  
Former Scientist, ISRO

## General

### ▶ What is the degree offered by AIMER?

- A. AIMER is not affiliated with any university and does not award degree certificates. However, students at AIMER receive a Business-Integrated Program Certificate from AIMER along with a UGC-approved BBA or MBA degree from our partner university.

### ▶ What is Experiential Learning?

- A. Experiential learning at AIMER is a "learning by doing" approach where students actively engage in real-world business scenarios through case studies, industry projects, business simulations and activities, bootcamps, management challenges, startup series, expert mentoring, and industrial visits. This model ensures that students develop practical skills and are industry-ready upon graduation.

### ▶ What opportunities open up upon completing the programs from AIMER?

- A. Graduates from AIMER can explore diverse career opportunities, including:
- Entrepreneurship & Startups – Establish and grow their own ventures with the knowledge and industry exposure gained during the program.
  - Family Business Management – Strengthen and expand their family business by applying modern business strategies and innovative practices.
  - Corporate Careers – Secure roles in leading companies across industries such as marketing, finance, human resources, consulting, and more.

### ▶ Is there an online program available?

- A. Currently, AIMER offers only in-person, full-time work-integrated programs to ensure maximum experiential learning and industry exposure. However, we do conduct workshops, industry sessions, and expert talks in hybrid mode to complement learning.

### ▶ What are the basic eligibility criteria for applying for the programs?

- A. Currently, AIMER offers only in-person, full-time work-integrated programs to ensure maximum experiential learning and industry exposure. However, we do conduct workshops, industry sessions, and expert talks in hybrid mode to complement learning.
- For Undergraduate Business-Integrated Program (UGBIP): Candidates must have completed 10+2 (or equivalent) from a recognized board with a passion for business and leadership.
  - For Postgraduate Business-Integrated Program (PGBIP): Candidates must have a Bachelor's degree in any discipline and demonstrate interest in business management. Work experience is preferred but not mandatory.
  - For Postgraduate Executive Program (PGEP): Candidates must have a Bachelor's degree in any discipline and demonstrate interest in business management. Minimum 1 year of work experience is mandatory.

### ▶ Will there be any entrance test for AIMER's work-integrated programs?

- A. Yes, admission to AIMER's work-integrated programs involves a multi-stage evaluation process to assess candidates' aptitude, business acumen, and readiness for experiential learning. This includes:
- AIMER Gamified Test – An interactive, gamified assessment designed to evaluate risk taking ability, logical and numerical reasoning, multi-tasking and basic business skills in a dynamic way.

### ▶ Will CAT or GMAT scores be accepted as part of the eligibility criteria for AIMER's work-integrated programs?

- A. CAT or GMAT scores are not mandatory for admission to AIMER. However, candidates with valid CAT, GMAT, or other competitive exam scores may submit them as additional qualifications to strengthen their application. Admission is primarily based on AIMER's multi-stage evaluation process, which includes:

### ▶ What is the frequency of intake to the programs?

- A. AIMER follows a yearly intake system, with new batches commencing in June/July.

- ▶ **When will the applications open for this year?**
  - A. Applications for the 2025-26 admission cycle are currently open, and interested candidates are encouraged to apply at the earliest to avail of early bird benefits. Please refer to the respective brochure for more details.
- ▶ **How is the fee structure designed?**
  - A. AIMER's programs are priced competitively to reflect their high-value, industry-oriented curriculum. Please refer to the respective brochure for more details.
- ▶ **Is there any financial aid available to the students?**
  - A. Yes, AIMER offers merit-based scholarships and early bird discounts to deserving candidates. Please refer to the respective brochure for more details.
- ▶ **What is the withdrawal and refund policy at AIMER?**
  - A. Before commencement of the program :
    - Refund of Tuition Fees: If a student cancels their admission 30 days prior to the the start of the program, they will be eligible for a full refund of the paid tuition fees
    - If a student cancels their admission 7 days prior to the start of the program, they will be eligible for a 75% refund of the paid tuition fee.
  - After commencement of program:
    - No refunds will be issued for tuition, immersion program, or any other program-related fees after the commencement of academic activities
  - Note: The registration fee is non-refundable under all circumstances.
- ▶ **Does this work-integrated program fulfill the criteria of having a professional degree to appear for exams like UPSC, CAT/GMAT, etc.?**
  - A. Since AIMER's work-integrated programs are not directly affiliated with any university but provide a UGC-approved degree through a partner university, students should check the specific eligibility criteria of exams like UPSC, CAT, GMAT, and others before applying.
- ▶ **Does the reputation/history of my undergraduate institution or company affect my chances of being accepted for the Postgraduate Business-Integrated Program?**
  - A. While AIMER values a strong academic and professional background, admission decisions are based on the candidate's overall potential, leadership qualities, and motivation. AIMER looks for individuals with a growth mindset and a passion for business, irrespective of their past institution's reputation.



AIMER Business School



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