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# DEPARTMENTOF BUSINESS ADMINISTRATION

## ACROPOLIS INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH, INDORE

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### About AIMSR (DBA) (Department of Business Administration (DBA)

The Acropolis Institute of Management Studies & Research (AIMSR), within the Department of Business Administration, is situated in the historic city of Indore, renowned as both the educational hub and financial capital of Madhya Pradesh. Nestled in a serene, lush green environment, the institute offers a peaceful and conducive setting for academic pursuit, away from the distractions of urban life. Established in 2008, AIMSR was founded with the mission of developing socially responsible and globally competent human resources for the betterment of society. The institution stands out for its unwavering commitment to academic rigor and research excellence, shaping the future leaders of tomorrow.

## **Programs Offered**

Bachelor of Business Administration (BBA) - Full-Time

Duration: 3+1 Years Affiliation: Devi Ahilya Vishwavidyalaya (DAVV), Indore

Specializations:

Marketing

## Human Resources

Finance

Student Intake: 420

## 261 Eligibility Criteria & Scholarships

Candidates must have passed the 10+2 examination from a recognized board with a minimum of 50% marks, as per the admission policy of the affiliating university.

S.No.	NAME OF AWARDS	No. OF STUDENTS	AWARDS AMOUNT	REMARK
1	SHRI R.M. SOJATIA MERIT AWARD	I & II of each course.	Rs.8000 to I position and Rs. 5000 to II position.	Being provided every year based on university result.
2	SHRI PRADEEP SOJATIA MERIT CUM MEANS AWARD	One student from each course	Rs. 8000 each	Being provided to economically weak students having income less than 4 lacs and good marks in the University examinations.
3	SHRI PRABHAT JI SOJATIA NATIONAL LEVEL SPORTS AWARD	No. of student played at National Level	Rs. 8000 each	Being provided for the achievement in the games and sports at National Level.
4	SHRI OM JI SOJATIA STATE LEVEL SPORTS AWARD	No. of student played at State Level	Rs. 3000 each	Being provided for the achievement in the games and sports at State Level.
5	SPORTSPERSON OF THE YEAR	One Girl and One Boy student	Rs. 11000/- each	Being provided to the Male and Female students every year who won maximum games and sports
6	Best Attendance Award Category I 98 to 100 % attendance	All students under category - I	Rs. 20000/- each	Being provided for the best attendance under Chairman`s Award Scheme
7	Best Attendance Award Category - II 95 to 98 % attendance	All students under category - II	Rs. 10000/- each	Being provided for the best attendance under Chairman`s Award Scheme
8	Best Attendance Award Category - III 91 to 94 % attendance	All students under category - III	Rs. 5000/- each	Being provided for the best attendance under Chairman`s Award Scheme
9	Best Attendance Award Category - IV 85 to 90 % attendance	All students under category - IV	Rs. 2000/- each	Being provided for the best attendance under Chairman`s Award Scheme
10	All other awards as approved by the State Govt. of M.P. including Minority Scholarship	All eligible students	As per norms of Govt. of M.P.	Being provided on the selection of applications at all the levels.





Affiliated to Devi Ahilya Vishvavidyalaya (DAVV) Indore

Our Mission

with industries and professional bodies.

To create an intellectually stimulating learning

environment. To impart Value-based innovative and

research-oriented education. To develop a positive

attitude with communication skills to increase

employability and internships through collaboration



As per AICTE Norms



420

Duration

3+1 Years



Prof. M.K. Dube Vice Chairman



Mr. Ashish Sojatia

Group Chairman

Welcome to the Acropolis Institute of Management Studies & Research! It is with great pleasure that I extend my heartfelt greetings to each of you as you embark on this exciting journey of learning and growth.

To be an internationally recognized value-based

institute through its quality conscious approach to

education, research, entrepreneurship wisdom,

skills development initiatives and encouraging

innovation for social transformation.

At the Acropolis, we are committed to providing you with a transformative educational experience that not only enhances your academic knowledge but also equips you with the skills necessary to thrive in the ever-evolving professional landscape. Our vision is to nurture a community of innovative thinkers and leaders who are prepared to make impactful contributions to society.

As you begin your studies, we encourage you to embrace every opportunity that comes your way. Engage with your peers, participate in extracurricular activities, and never hesitate to seek guidance from our dedicated faculty and staff. Remember, your time here is not just about academics; it is about building lifelong friendships and shaping your future.

We believe in your potential and are excited to witness the remarkable achievements you will accomplish during your time at the Acropolis. Together, let us strive for excellence and create a brighter tomorrow.

Welcome aboard! Warm regards

Congratulations on taking your first step toward a promising future with us at the Acropolis Institute of Management Studies & Research! It is an honour to welcome you to our vibrant academic community, where learning meets innovation and excellence. As you embark on this exciting journey, know that you are now part of an institution committed to nurturing your potential, guiding your aspirations, and equipping you with the skills to excel in the professional world.

The Career Development Cell is here to support you at every stage of this journey. From career guidance and skill development workshops to industry exposure and placement opportunities, we are dedicated to ensuring that you achieve your dreams and thrive in your chosen path.

Remember, this is a time to explore, learn, and grow. Take full advantage of the opportunities, build meaningful connections, and never hesitate to seek help or advice when needed. We are thrilled to have you with us and look forward to witnessing your success story unfold. Welcome to the Acropolis family!

Wishing you all the very best.

As the Vice-Chairman of the Acropolis Institute of Management Studies & Research, it is my great pleasure to welcome you to our institute. Congratulations on securing your place in this esteemed learning community! Your decision to join us marks the beginning of an incredible adventure filled with challenges, learning, and personal growth. At the Acropolis, we emphasize the importance of academic excellence, ethical values, and holistic development. Our dedicated faculty and dynamic curriculum are designed to empower you with the knowledge and skills that will help you succeed in your professional journey.

I encourage you to take full advantage of your time here. Participate in various activities, engage with your teachers, and glean insights from every experience. Remember, education goes beyond the classroom; it's about building relationships, developing critical thinking, and becoming a wellrounded individual.

As you embark on this new chapter, know that you have an entire support system behind you. We are here to guide you, inspire you, and help you realize your fullest potential.

Welcome to the Acropolis Institute of Management Studies & Research! Together, let's strive to make the most of this journey as we work towards a future filled with opportunities and success.

Warm Regards



Prof. Atul N Bharat Group Director, CDC

#### Dear Students,

At the Acropolis Institute of Management Studies & Research, our vision is to create a transformative educational environment that empowers students to achieve academic excellence while fostering critical thinking, creativity, and a passion for lifelong learning. We are committed to integrating sound infrastructure with state-of-the-art facilities to provide a strong foundation for meaningful learning. In addition to academic growth, we place a strong emphasis on developing the personality, communication skills, and professional etiquette of our students, ensuring they are fully prepared to excel in the corporate world.

By blending innovative teaching methodologies, hands-on experiences, and a focus on holistic development, we aim to nurture socially responsible leaders who can adapt to the challenges of a dynamic and competitive global landscape. Together, we strive to inspire every student to realize their full potential and emerge as future-ready professionals."





At Acropolis Institute of Management Studies & Research, we are committed to creating an enriching academic environment that places students at the heart of everything we do. Our core values are grounded in fostering growth, encouraging development, and inspiring excellence in every aspect of the educational journey.

#### We believe in:

- Academic Excellence: Providing rigorous and innovative programs that challenge and inspire students to achieve their full potential.
- Holistic Development: Supporting students' intellectual, emotional, social, and ethical • growth to prepare them for success in an ever-evolving world.
- Inclusivity and Collaboration: Nurturing a diverse and welcoming community where students from all backgrounds can thrive and collaborate.
- Lifelong Learning: Instilling a passion for knowledge, curiosity, and continuous personal and professional growth.
- Integrity and Responsibility: Encouraging students to lead with honesty, accountability, and respect for others.

Our dedicated faculty, state-of-the-art resources, and supportive community work together to empower every student to excel academically and grow into compassionate, confident leaders. At Acropolis, we don't just educate minds; we cultivate dreams and build futures.





## **INFRASTRUCTURE** DEPARTMENT OF BUSINESS ADMINISTRATION – BBA PROGRAMME





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## **Program Highlights**

Our BBA program is designed to provide a holistic and dynamic learning experience that prepares students for the demands of the modern business world:





BBA degree opens doors to exciting career opportunities in the banking and nonbanking financial sectors. Graduates can excel in roles like financial analysts, credit officers, and customer relationship managers, contributing to the backbone of financial institutions by offering innovative solutions and ensuring smooth financial operations.



MNCs actively seek BBA graduates for roles in management, marketing, and human resources. With their global presence, these organizations provide a platform for professional growth, exposure to diverse cultures, and opportunities to work on international projects.



Specializing in financial markets offers a significant advantage, equipping students with practical knowledge of trading, investments, and wealth management. These skills are directly applicable in realworld scenarios, enabling graduates to thrive in roles such as investment advisors, stock market analysts, and portfolio managers.



Certifications in IT-related fields like Business Analytics, Digital Marketing, and Big Data give BBA graduates an edge during placements. These certifications open avenues in tech-driven roles, where their business acumen combined with tech expertise drives impactful results.



Knowledge of export-import (EXIM) procedures and their real-world applications equips graduates to manage international trade operations or provide strategic business consultancy services, ensuring global business success.

## Careers after **BBA**

#### **Other Diverse Opportunities**

Graduates can explore careers in education, tourism, digital media, transport and logistics, retail and ecommerce, and civil services. The versatile nature of a BBA degree enables students to contribute meaningfully across industries, backed by a strong foundation in business principles.

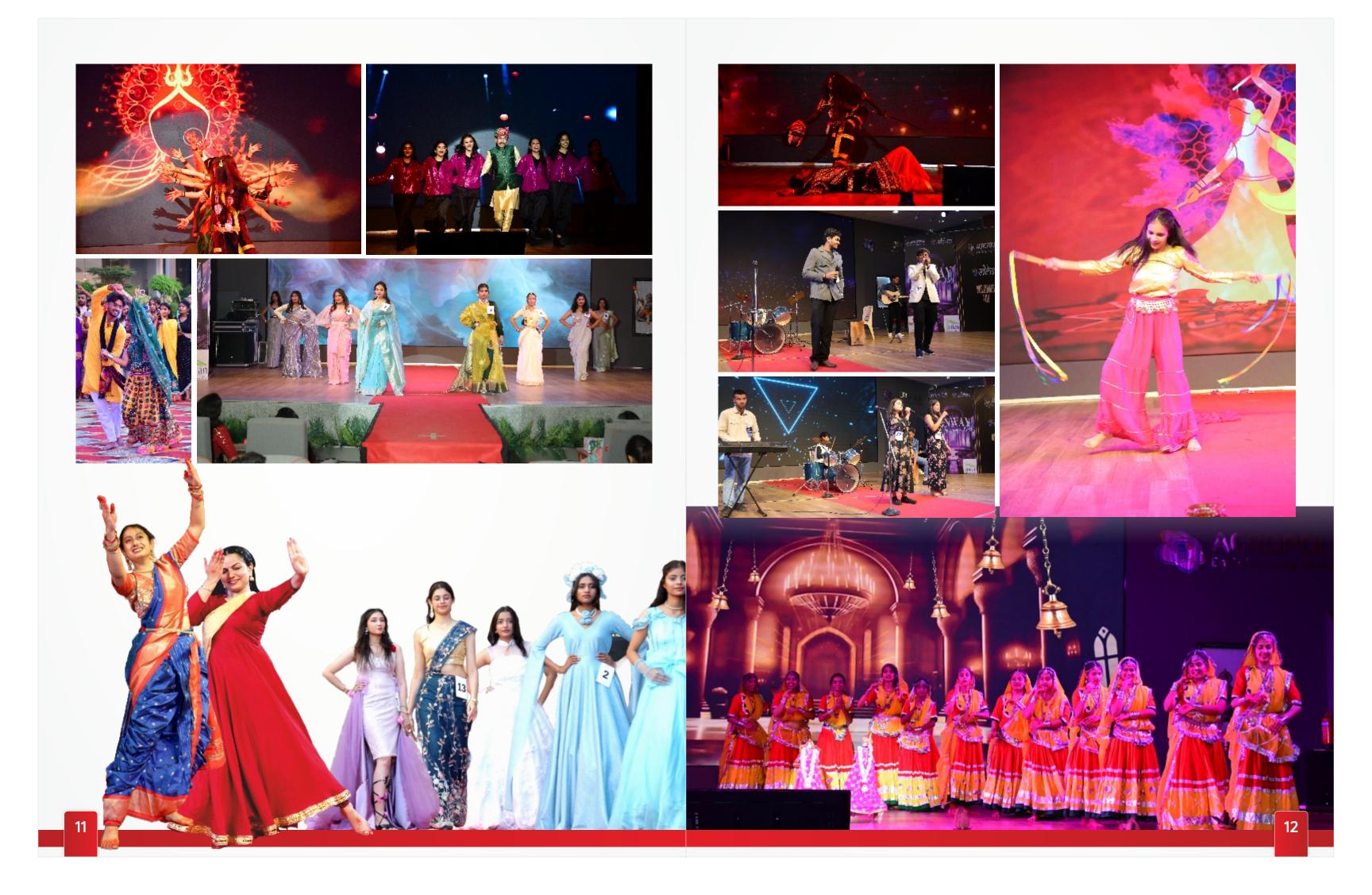


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## **Industrial Visits**

Industrial visits organized by Acropolis Institute of Management Studies & Research offer valuable realworld exposure to students, especially those pursuing a Bachelor of Business Administration (BBA). These visits provide students with a chance to observe the functioning of businesses, understand operational processes, and witness how theoretical concepts are applied in practice across various industries.



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Some of the Industries the students visited during the year are:

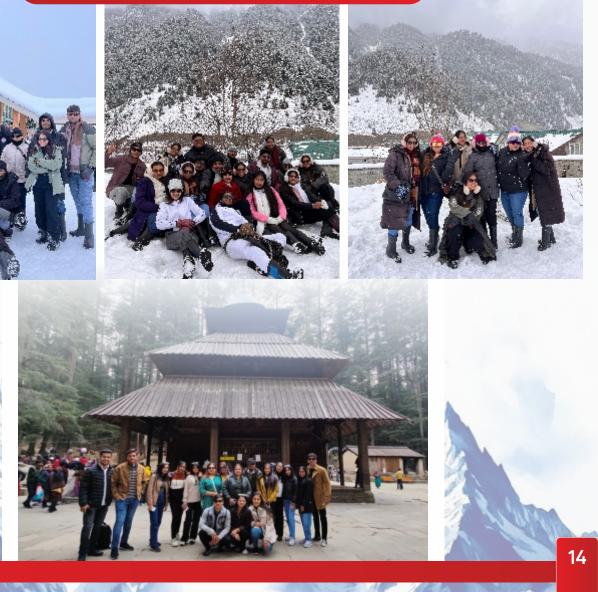








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# **Excursion**

## Fun Filled Trip to Manali & Jammu & Kashmir

#### **Skill Development Fostering Student Growth**

The department is committed to nurture the holistic development of each student's skill set, equipping them with competencies essential for professional success. This is achieved through strategically designed skill enhancement programs and external collaborations with industry experts. The curriculum encompasses a diverse array of skill categories, including Corporate Behavioral Excellence, Emotional Intelligence & Soft Skills, Linguistic Proficiency, Digital Literacy & Tech Savvy: Equipping students with essential Data Analytics, Digital Marketing, and Financial Technology skills to thrive in the digital business landscape.

Financial Modeling - Financial modeling is one of the most highly valued, but thinly understood, skills in financial analysis. The objective of financial modeling is to combine accounting, finance, and business metrics to create a forecast of a company's future results.

**HR Analytics** – HR analytics, also known as people analytics, is the process of collecting and using talent data to improve business and talent outcomes. It can help HR leaders make data-driven decisions about talent, improve workforce processes, and create a positive employee experience

Data Analytics- The Data Analytics program is designed to provide students with a comprehensive understanding of data analytics and its application in business contexts. The program consists of core modules covering essential business knowledge and skills and specialization modules focused on data analytics.

Artificial Intelligence- With AI, you can make better, faster decisions as it provides you with insights into customer behavior, market trends, and company performance. You can also leverage machine learning algorithms to identify new opportunities and make informed decisions on investments and strategies.

Advance Tally- Advance Tally comes with various features and benefits, including streamlined bookkeeping, taxation and compliance management, and more. Advantages of Tally include multi-lingual support, customization, and advanced security. Ultimately, it helps the students to make the decision based on any business's unique needs and requirements.

**Power Skill-** Professional etiquette is about presenting yourself with polish and professionalism that demonstrates you can be trusted and taken seriously. Corporate Etiquette helps us to be thoughtful about our conduct in corporations. It helps us to be aware of the feelings and rights of others.

**Python -** Python is a versatile, high-level programming language known for its simplicity and readability, making it an excellent choice for beginners and professionals alike. It is widely used across various domains, including web development, data science, machine learning, automation, and more.

Power BI: Power BI Certification validates your skills in using Microsoft's Power BI, a powerful business intelligence tool for data visualization, reporting, and analytics. These certifications demonstrate your ability to analyze data, create interactive dashboards, and provide actionable insights for decision-making.

**Tableau:** Tableau is a skill development program focuses on building proficiency in data visualization and business intelligence. Tableau is a leading tool for creating interactive dashboards and reports, enabling users to analyze complex datasets and present insights effectively.

**MS-Office:** MS Office is a suite of productivity tools widely used in businesses, education, and personal settings. Mastering MS Office as a skill development program equips individuals with essential competencies for managing data, creating documents, and streamlining workflows.

**Digital Marketing:** Digital Marketing Certification validates your expertise in online marketing strategies and tools. It covers SEO, social media, email marketing, content creation, and analytics. It is highly valuable in today's digital-first world, offering practical expertise in promoting businesses, products, and services online.

Marketing Analytics: Marketing Analytics as a skill development program equips individuals with the ability to analyze and interpret marketing data to make informed business decisions. It focuses on understanding customer behavior, measuring campaign performance, and optimizing marketing strategies.

SQL: SQL (Structured Query Language) as a skill development program focuses on teaching individuals how to manage, manipulate, and guery data in relational databases. SQL is essential for working with databases to retrieve, insert, update, and delete data efficiently.



- import operations.
- knowledge-based programs.
- MOU with CH Edge Maker for CAT examination preparation.



The Department of Business Administration aims at fostering the skill set and knowledge of the students on a continuous basis and for the same purpose the department has taken a CSR Initiative of Skill Development of the school students and to inculcate in them skills of today's generation which are in high demand and carry decent employability. This not only widens the horizons of the students but also helps in attaining knowledge in the latest fields and nurtures their future. We offer you skill development in Digital Marketing and Case Study Analysis. These are the dynamic fields which help students learn complex techniques in a simplified manner. To achieve the goals of skill development we have expert faculties in the subject area trained by industry professionals.



A CSR INITIATIVE BY DEPARTMENT OF **BUSINESS ADMINISTRATION** 





Memorandum of Understanding (MOU) with Global Trade House for managing export and

MOU with Infosys for Springboard certifications, covering comprehensive management and

MOU with Bajaj FinServ for CPBFI (Certificate Program in Banking, Finance, and Insurance) certification. MOU with Insta Dot for HR Analytics, Marketing Analytics & Finance Analytics.

> SCHOOL CONNECT PROGRAM A CSR INITIATIVE BY DEPARTMENT OF BUSINESS ADMINISTRATION



**G.K. Competition Held Under** School Connect Program



### **BBA CLUBS**

#### DEPARTMENT OF BUSINESS ADMINISTRATION



- The **Marketing Club** connects theory with practice through industry interactions and activities.
- It sparks innovative ideas via management games.
- Members stay updated on the latest marketing trends.
- It utilizes diverse member expertise in advertising, sales, branding, digital marketing, and media.

#### HEURISCO

- HR Club HEURISCO: Discover to Deliver: Focuses on providing in-• depth insights into Human Resource Management.
- The club brings together students interested in HRM.
  - It aims to develop essential interpersonal skills for corporate environments.



- Finance Club: Aims to boost student interest through competitions, workshops, training, certifications, and internships.
- Acts as a bridge between industry and the institute.
- Provides students with practical financial insights beyond the classroom.



In the past few years, it has been observed that the cases of depression, anxiety, addictions, suicides, and other behavioral issues have drastically increased irrespective of age groups, socioeconomic status, and cultures. Psychological Counseling and guidance have become the need of today. Therefore, to serve society and contribute to nation building, a Counseling Cell by the name ACRO CARE has been initiated in the Acropolis Group of Institutions.

This Counseling Cell, ACRO CARE intends to promote individual empowerment, enhance mental health awareness, prevent development of mental health challenges and address socio-emotional problems amongst students of the Acropolis group of institutions. This initiative is one of its kind in central India assisting in alleviation, remediation, and prevention of any kind of distress amongst students. Acro Care will be beneficial not only for the students but will also serve their parents, teachers, and society as well. Acro Care will be operational as a pilot project in this session and will be open to serve the greater community soon.

### **WOMEN CELL** @ ACROPOLIS INSTITUTE OF MANAGEMENT STUDIES & RESEARCH

The Women's Cell at Acropolis Institute of Management Studies & Research operates as a vital forum aimed at fostering gender equality, empowerment, and a safe environment for female students and staff. Guided by the principles of inclusion and respect, the cell addresses various challenges faced by women in the academic and professional spheres.





### CAREER DEVELOPMENT CELL

FOSTERING STUDENT GROWTH AND DEVELOPMENT

CDC Acropolis operates and functions as central body in Placement. Entrepreneurship and Career development functions with a team of dynamic experts as heads under visionary guidance of Group Director CDC Prof Atul Bharat. The main emphasis of the Career Development Cell is to define and implement processes for career development, career awareness, career exploration, career preparation, and industry exposure. Our purpose is to expose the students to options that best fit their individual career needs.

#### **Campus Placement Cell**

The Placement Cell plays a crucial role in locating job opportunities for Under Graduates and Postgraduates passing out from college by reputed firms and industrial establishments. The Placement Cell operates under leadership of Mr. Rajesh Tyagi Head Campus Placements with a young and dynamic team of Managers round the year to facilitate contacts between companies and graduates. We have been successful in maintaining our high placement statistics over the years. Attractive Salary packages are offered by the Corporates to our students, the highest being 8.45 Lacs Per Annum.

**Our Top Recruiters** 

BAJAJ Deloitte FEDERAL BANK В **FICICI** Bank **FINSERV** REDERCT RAMIN NO PART collabra ITC Limited ΤΛΤΛ upGrad **CONSULTANCY** Hindustan Unilever Limited Simpolo asianpaints THERMAX Tiles & Bathware Catalyzing Your Impact i geeks



Getting a job in the big four companies is always a dream for the students and Acropolis College made this dream come true for me. I am very grateful to them for effectively and sincerely helping me to grab the one-of-a-kind opportunity that had come my way.



- Vinod Kumawat

I am thankful to our college and placement cell for supporting and providing opportunities to learn interview skills, communication skills and guiding us in placements. They helped me get placed in Deloitte. The Acropolis has provided us with a platform to learn and grow where we can explore without any hesitation.



#### - Kartikaya Mapare

The Acropolis has not just been a college, for these three years it gave me mentors who made everything attainable, faculties who were always by my side at any step and always made a whole lot look a lot smaller, talking like a student, this family is more than what I could have ever asked for.



- Shivani Pareta

I am truly grateful to the Acropolis Institute of Management Studies & Research for playing a pivotal role in shaping my career. It is with great excitement that I share the news of my placement at Deloitte - India. This accomplishment would not have been possible without the unwavering Deloitte guidance and support of the institute.



The continuous encouragement, personalized training, and industry-relevant insights provided by the faculty and the placement cell have been invaluable throughout this journey. The environment created by the institute has not only enhanced my professional skills but also instilled in me the confidence to excel in a corporate setting.

- Rupal Dawar



I would like to express my heartfelt gratitude to the Acropolis Institute of Management Studies & Research for its continuous guidance, support, and efforts in securing placements for students. I am thrilled to share that I have been placed at Hindustan Unilever Limited (HUL), which has been a dream company for me.

This accomplishment wouldn't have been possible without the dedicated faculty, rigorous training sessions, and the well-structured placement program of the institute. The invaluable support and encouragement I received throughout this journey have played a significant role in my success.

- Mehwish Khan

- Shruti Pathak



I want to thank all the faculty members at AIMSR for always being so helping and supportive as they are always there to solve any doubt or query regarding curriculum as well as any other guidance needed by us.



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I am writing to express my sincere gratitude to the Acropolis Institute of Management Studies & Research for the remarkable support and dedication in guiding students towards promising career opportunities. I am delighted to have been placed at Hindustan Unilever Limited (HUL), and this achievement is a testament to the institute's excellent placement efforts. The comprehensive training sessions, industry-oriented curriculum, and mentorship provided by the faculty have been instrumental in preparing me for this significant milestone. deeply appreciate the time and effort invested by the placement cell to ensure that we are well-prepared for the professional world.



- Yash Khandelwal

### **Notable Stories Of Our Successful Entrepreneurs**

#### Shyam Parwal – Liv Originals

Launched a ready to cook indigenous meal - Dal Paniya (a western Madhya Pradesh dish), connecting people to their culture and keeping alive the tradition.

#### Prakhar Verma – Magic Rice

Magic Rice takes pride in making the best meals, providing healthy, hygienic and eco - friendly services. We are the first ever cloud kitchen where NO PLASTIC, NO OIL, NO WHITE SALT is ever used. We choose to provide sustainable packaging to support & provide awareness. Our method of preparing each meal is distinctive. We use our very own customized black clay pots which provide a smoky flavour to all dishes.

#### Somya Upadhyaya – Stackves

Stackves provides you the services such as app development, web development, AL-ML, digital marketing, and a lot more services that are customizable as well as unique to help you grow your idea as well. We aim to achieve a perfect balance of tech and creativity.

#### Khushi Agrawal – Chak-chak Amla Candy

Chak-chak amla candy is the classic homemade recipe presented in a new form. It is healthy, tasty appetizer candy for the whole family and is available on all ecommerce platforms and retail outlets.

### OUR DISTINGUISHED FACULTY MEMBERS

#### **DR. ANANT GWAL DIRECTOR DBA** PhD, MBA, MA Economics

Dr Gwal took over the charge as a Dean in April 2019, bringing over twelve years of dedicated association with the Acropolis Group. With a distinguished career spanning more than thirty-sevenyears, Dr. Gwal is a seasoned academic with extensive experience in teaching, research, and management.

Before transitioning into higher education, he gained valuable entrepreneurial and corporate experience over an eleven-year period, further enriching his multifaceted perspective on business and academia.

Dr. Gwal has an impressive academic portfolio, with over 60 research papers published in prestigious books and journals, and 26 citations to his credit. He has also edited three books and three scholarly journals. Several of his case studies have been published by the esteemed European Case Clearing House. As a recognized Ph.D. guide in Management and Economics, he is affiliated with renowned institutions such as DAVV Indore, Pacific University Udaipur, and Swami Vivekananda University Sagar.

At his core, Dr. Gwal is a capacity builder and a dedicated student mentor. His unwavering commitment to holistic development has led to the establishment of a comprehensive framework aimed at the all-round skill enhancement of every BBA student, transforming them into competent, industry-ready professionals.





DR. SIDDHARTH REWADIKAR DR. PAVAN KUMAR MITTAL Ph.D., M.Com, CS(Executive), PGDBM





DR. NEHA SHARMA PhD, MMS, MBA, UGC-NFT(Management







Ph.D\* BDS, MBA (HR),

Diabetes Educator

PROF. ANJALI MADHWANI PhD. PGDBM. Bsc

#### **Operations, IT and Economics**





M.Sc (Mathematics)

DR. MOHITASH NAGOTRA Ph. D (Economics) UGC-NET(Economics) MBA

#### **Finance and Accountancy Faculty**



Ph.D, M Phil, MCom, MBA, SET



**DR RUBINA PATHAN** Ph.D., MBA (Finance and Marketing)



Ph.D.\*, MBA, UGC-NET (Management), M.Sc (CS)

#### **Marketing Faculty**



**PROF. MIMANSHA ANAND** MBA (Finance & Data Analytics)



**PROF. SHIVANI KASLIWAL** MBA (Marketina)



#### PROF. PRATISHI PORWAL

MBA (Marketing & Rural Development, MBA (Event Management) Certified Corporate & Soft Skill Trainer, Certified Career Counsellor - Level - 2

#### **Human Resource Faculty**





**PROF PREETI TIWARI** Ph.D\* MBA-IB



**Aptitude, Humanities and linguistics** 

**DR TANISHA DALAL** Ph.D,,MBA\*,MA (English Literature), UGC NET (Commerce) (2018, 2020, 2021), ICMAI Inter M.Com



PROF. TRAPTI KAPSE MCA



DR. NAMITA HIRWANI Ph.D., MBA, MA English, B. Ed



