

## **INTRODUCTION**

The All India Management Association (AIMA) was created as an apex body of professional management with active support of the Government of India and Industry in 1957. AIMA is a group- a body to pool management thoughts in the country, a forum to develop a national managerial ethos, an organization to facilitate the furtherance of the management profession in the country.

AIMA is a federation of Local Management Associations (LMAs). AIMA today affiliates 64 LMAs across the country and two co-operating management associations i.e. Qatar Indian Management Association and Mauritius Management Association. By now AIMA has established close linkages with over 3000 institutions and over 30,000 individual professionals directly and through network of the LMAs. AIMA's activities include Distance management Education, Management Development Programme, National Events, Competitions, Research, Publication and Testing Services.

AIMA is frequently co-opted by the Government on Specialized Committees.

AIMA is an active member of the Asian Association of Management Organizations (AAMO), which is the Asia-Pacific regional body of the World Management Council (CIOS).

AIMA maintains close links with a number of overseas professional institutions like the American Management Association, Chartered Institute of Management (UK), all the National Management Organizations in the Asia Pacific Region and St. Gallen University of Switzerland among others.

## **AIMA-CME**

To harness the professional competence of the human resources by providing world class education, In 1976 AIMA took a historical decision to introduce India's first ever management programme through flexible learning, which was the need of the hour, to create talented management manpower to manage core sectors of developing India.

To focus more on education, the Centre for Management Education (CME), the education wing of AIMA, was established in 1993 as a full-fledged autonomous business school. Today AIMA-CME is the largest business school in the autonomous sector in the country in terms of student enrolments.

## **WHY AIMA-CME**

AIMA is represented on a number of policy making bodies of the Government of India and a number of National bodies / organizations. Some important ones are as under:

- All India Council for Technical Education (AICTE), which is the apex regulatory body for professional education in the country under the Ministry of Human Resource Development (HRD), Government of India.
- Council of Institute of Applied Manpower Research
- Boards of Governors, Indian Institutes of Management (Ahmedabad, Bangalore, Calcutta, Indore, Kozikode, Kashipur, Udaipur, Ranchi, Rohtak, Tiruchirapalli and Raipur)
- Bureau of Indian Standards, New Delhi
- National Productivity Council, New Delhi
- Central Direct Taxes Advisory Committee

## EDUCATION SERVICES

A pioneer in the field of education, AIMA – CME offers in-depth management education programme for students, industry and academia.

### Academic Programme (Long Term & Short Term)

- **Post Graduate Diploma In Management (PGDM)** - PGDM is the most sought after programme of AIMA-Centre for Management Education. It is being offered since 1994 and is widely acclaimed for its strong curriculum in the industry and academic circles. For more information, please [Click Here](#) (**Specializations:** Marketing Management, Human Resource Management, Financial Management, Operations Management, International Business, Information System)
- **Post Graduate Diploma In Information Technology Management (PGDITM)** - AIMA-CME initiated the designing and launching of one of its flagship Programme PGDITM on IT Management in 1994. For more information, please [Click Here](#)
- **Post Graduate Certificate in Management (PGCM)** - The Post Graduate Certificate Programme is targeted at working people who want to enhance their knowledge base. For more information, please [Click Here](#) (**Specializations:** Retail Management, Human Resource Management, Finance, International Business, Pharmaceutical Marketing, Marketing, Operations Systems)
- **Post Graduate Certificate in Retail Management** - The program is targeted to the Junior and Middle management executives working in retail and allied sectors who feel that their career growth is getting hampered because of lack of specific conceptual knowledge and a professional certificate. For more information, please [Click Here](#)
- **Post Graduate Program in Sales And Marketing Management** - The program aims at developing the competencies and skills needed by the future leaders in the Sales and Marketing vertical. For more information, please [Click Here](#)
- **PhD** - PhD programme was launched in 2000 by AIMA in collaboration with Aligarh Muslim University. The programme is divided in two phases – Foundation Phase and Research Work Phase. For more information, please [Click Here](#)
- **Advance Certificate in Management (ACM)** - The programme is targeted for Working Graduates, best suited to MBA/PGDM holder having corporate exposure. For more information, please [Click Here](#)

AIMA's PGDM, PGDITM, Professional and Advanced programme also have an "In-company version" for upgrading skills and competencies of working professionals for their career enhancement. Curriculum, pedagogy and delivery of these programme coupled with virtual class rooms have been primarily designed to meet the requirements of working professionals. These can be further customized to meet the specific needs of the Company. Classes/Personal Contact Programme are conducted at the location and venue preferred by the Company. In-company classes are further reinforced by providing live and recorded sessions by experts through virtual classes.

### **Other Programme (3 Months – 1 Year)**

- Business Intelligence
- Consultancy in Management
- Project Management
- Healthcare Management
- Luxury Brand Management
- Agribusiness Management
- Strategic Marketing
- Strategic Management

### **Training Programme for Companies**

We conceptualize and implement end to end training solutions on both skills and behavioral areas, which are closely linked to employees' performance measurement and capability building.

#### **Content Solutions (Customized)**

AIMA has developed domain expertise in creating customized content for clients across different business verticals. We have delivered powerful content in the areas of customer service training, sales & distribution training and compliance training. Besides this we are conducting customized trainings in the area of behavioral training including: leadership training, communication skills training, presentation skills training, coaching & mentoring, negotiation skills training, experiential learning and so on.

#### **Behavioral Training**

- Presentation skills
- Interpersonal skills
- Negotiation skills
- Effective planning
- Creative thinking
- Coaching & Mentoring
- Motivational training
- Creative problem solving

#### **Human Resources**

- Labour Laws
- Wages and Salary
- Contracts
- Performance Management
- Cross Culture Management
- Corporate Social Responsibility (CSR)

#### **Marketing**

- Sales Effectiveness
- Distribution Strategy
- Digital Marketing
- Consumer Research
- Market Research



## ALL INDIA MANAGEMENT ASSOCIATION

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- International Business Strategies

### Finance

- Financial Modeling
- Risk Management
- Asset and Value creation

### Information Technology

- ERP Integration Strategy
- Advance Excel

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For more details, please contact:

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