

ASSOCIATION OF INDIAN MANAGEMENT SCHOOLS (AIMS)

The Association of Indian Management Schools (AIMS) is a networking body of B-Schools in India for professional development of management education and safeguarding the interests of B-Schools in the country.

30 years ago, in the context of the policy implications arising from the National Education Policy of 1986 (which advocated expansion of “Open University System” and recognized “rural university” model), a National Conference of Heads of Management Institutions was held at Bangalore from 28th to 30th April, 1988 where it was resolved that “**a Network of Management Institutions offering Post-Graduate Courses be constituted**”. Pursuant to this resolution, the Association of Indian Management Schools (AIMS), a **non-profit-making** society was registered on 27th August, 1988 under the Karnataka Societies Registration Act of 1960.

As an **independent networking body**, AIMS can now boast of having many top class institutions like IIMs, ISB, ASCI, Xavier Institutions, Welingkar Institute of Management (WeSchool), NMIMS, ICFAI, MDI, S P Jain and many management departments of Universities as its members. **It is the official representative of Indian Management Schools in India as well as in some important international forums.** It is one of the largest networking bodies of B-Schools in the world.

Vision

To function as the true representative body of Management Education in India, for safeguarding the interests of the sector and contributing to quality improvement on a continuing basis.

To make determined efforts to develop and project its identity as the national network of Management Schools in India.

Mission

Its *mission* is to function as a professional association of management education concerned with:

- quality of management education in India
- faculty training and development
- management research
- curriculum development
- help maintain and improve standards of teaching, research and examination.
- help in the accreditation process of Management Education institutions
- and take all such steps on its own or in collaboration with other agencies for the promotion of Management Education in India.

AIMS & Objectives

- To provide a dynamic network of institutions engaged in Management Education, Training and Research in India.
- To contribute to the development of Management Education, in all its aspects, both qualitatively and quantitatively and to help maintain and improve standards of teaching, research and examination.
- To undertake, organize and facilitate training programmes for in-service personnel and their professional development.
- To help in the accreditation process of Management Education institutions by suggesting specific criteria and evaluation standards of institutions and their programmes.
- To undertake and provide for the publication of newsletters, journals or other communications for dissemination of ideas and developments in the field of Management Education to member institutions.
- To institute or cause to set up local/regional chapters at convenient locations in India and to promote the objects of the association more effectively.
- To cooperate, collaborate and interact with other Associations or Societies - National and International - for helping the cause of Management Education and Research, including training and consultancy.
- To take steps for the development of management literature, case studies, teaching materials, books, etc., relevant to the Indian context.
- To actively promote linkages between Management Education institutions and industry, business and government.
- To strengthen institutional capabilities through faculty development, faculty exchange and enable better use of infrastructural facilities.
- To organize seminars, conferences, management training, research, consultancy and publication activities in furtherance of the objectives of the Association.
- To launch common management training, research and consultancy ventures outside India on its own or in collaboration with other management institutions and networks, industries, intergovernmental agencies and other funding organizations.

Structure of AIMS

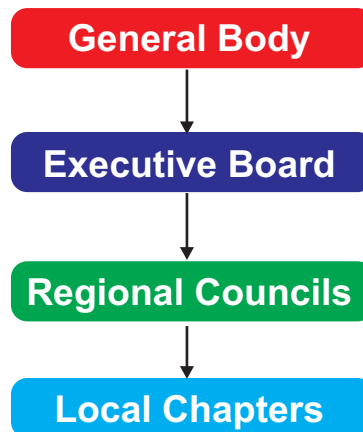
AIMS has a General Body comprising all the Institutional Members and an Executive Board consisting of the President, Vice-President, Treasurer, Immediate Past President and nine other members elected by the General Body of Institutional Members.

All the former Presidents attend the meetings of the Executive Board as invitees without voting rights.

Creation of Regional Councils and Chapters

During 2009, in view of persistent demand from AIMS members to strengthen the set-up and also bring in the element of democratization through the process of elections and widening of the base at local and regional level, the following structure was adopted:

“There would be a three tier, federal decentralized structure of governance with strong central collective leadership and coordination system. This may consist of National and Regional bodies and Local chapters.”



Pursuant to the above decision, a total of 15 Chapters have been formed and based on elections/nominations, the office bearers of the Chapter Managing Committees will be filled.

AIMS Activities

Policy Advocacy

One of the core objectives of AIMS is its **policy advocacy role** in safeguarding the interests of business schools in India. Therefore, it is officially represented in different bodies of Government of India connected with Management Education. In line with its policy, AIMS fought a case against AICTE regulations issued in December 2010 to be observed by management institutes in regard to admission process, tests, fees, etc and has been successful in getting most of the issues decreed by the Supreme Court in favour of the institutes. It keeps on representing to the Government of India and others for solving regulatory issues being faced by management institutions.

Programmes

AIMS conducts a number of Faculty Development Programmes, Industry Institution Interface and National and International Conferences, Programmes on Leading India in Management Education, Round Tables of Deans and Directors of Management Institutions in the country.

It lends financial support to its member institutions for conducting various national and international seminars, conferences or workshops or faculty development programmes, case writing and research programmes. Many national and international seminars/conferences are sponsored by AIMS on highly critical themes like: Quality of Management Education, Accreditation, Ranking of Business Schools, Industry-B-Schools Interface, Leading India in Management Education (LIME), Research Methodology, Case Writing and Presentations and so on.

Further, there are round tables of Deans and Directors focusing on various subjects of topical interest to them. Extensive financial support is extended to them also. Thus, AIMS helps in active participation of its member institutions – their deans/directors, faculty and students — in discussing/getting academically involved in various topics, issues and developments in the realm of management education both in India and abroad.

In almost all the programmes, **AIMS member institutions are in partnership with AIMS** in conduct of the events by investing their funds, manpower and infrastructural facilities. Former Presidents of AIMS and Board Members also provide inputs to various programmes, in addition to the locally or regionally available academicians, bureaucrats, political and industry leaders.

AIMS has been funding research projects on management education to the tune of Rs.one lakh for each project.

AIMS Test for Management Admissions (ATMA)

The AIMS Test for Management Admissions (ATMA) for MBA/MMS/MCA/PGDM was patterned after GMAT. With a view to help management schools in their admission process, this test was started in February, 2000 and mostly it is conducted in December, February, May and July. It is a standard test designed to assess the applicant's aptitude for management education, including verbal, quantitative and reasoning skills.

It was recognized as a national level test in November, 2004 by Ministry of Human Resource Development, Govt of India and later on by AICTE as one of the five national level tests along with CAT, MAT, CMAT, XAT for admission to MBA/PGDM and other equivalent courses for the 15% all-India quota seats.

During the last few years, four or five on-line tests are conducted each year to meet the felt-needs of both institutes and students.

AIMS Annual Convention

AIMS flagship event is its **Annual Management Education Convention** on a topic of current interest to management institutions, management faculty/students, industry and government. It is normally held at the place from where the President is elected and organized by the Institution that s/he belongs.

AIMS Convention is a platform where well-known political leaders, national and international academicians, heads of management education institutions, faculty and students exchange their valuable views, opinions and experiences for the benefit of the audience.

Awards given at the Convention

- AIMS-RCM Best B-School Director Award
- **AIMS J L Batra Best Research Paper Award**
- **AIMS Best Case Award**
- **AIMS Best Student Paper Award**
- **AIMS-WeSchool Innovation Award**
- **AIMS-ICFAI Best Teacher Award**
- **AIMS Ramaswamy P Aiyar Best Young Teacher Award**
- **AIMS National Management Week Award**
- **Ravi J Matthai National Fellow Award:** This is a *prestigious* award which is presented during the AIMS Annual Convention to management educators and professionals for achieving a high level of distinction in their respective discipline

- **Research Papers:** AIMS invites unpublished, empirical, high quality research papers from practicing Managers, Academicians, Research Scholars and Entrepreneurs for presentation at the Convention and publication in the Souvenir.

AIMS Journal of Management (ISSN 2395-6852), UGC approved, is a half-yearly Journal which contains articles on the issues of current interest in management. It publishes Empirical or Conceptual Papers, Research Notes, Case Studies and Book Reviews. It is distributed to all its members and some important libraries in India and abroad. The Editorial Board comprises eminent academics well-versed in the art of screening and selecting articles for journals.

AIMS brings out a bi-monthly **eNewsletter** covering important news and events of AIMS and member institutions and circulates it to all members.

Networking with global B-School Networks

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AIMS has a few tie-ups with international bodies like Association of Management Development Institutions in South Asia (AMDISA), Accreditation Council For Business Schools and Programs (ACBSP), European Foundation For Management Development (EFMD). The President and a few Members attend their annual conferences and participate in their deliberations.

Such interactions at a global level are a must for improving quality management education in India. AIMS has been inviting international academic experts to its Convention, seminars and conferences to facilitate stakeholders of management education gain insights into global management education.

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