

Department of Business Administration

School of Commerce & Management



2026 Prospectus

MBA - MASTER OF BUSINESS ADMINISTRATION
MBA - INFORMATION TECHNOLOGY AND SYSTEMS MANAGEMENT
&
MBA - HUMAN RESOURCE MANAGEMENT



Avinashilingam Institute for Home Science and Higher Education for Women

Deemed to be University Estd. u/s 3 of UGC Act 1956, Category A by MHRD (now MoE)

Re-accredited with A++ Grade by NAAC. CGPA 3.65/4, Category I by UGC

Coimbatore - 641 043, Tamil Nadu, India



Re-accredited by
NAAC with 'A+'
CGPA 3.65/4



Graded as Category-I University
Recognised Under Section 12B
by the UGC



nirf



ARIIA
ATAL RANKING OF INSTITUTIONS
ON INNOVATION ACHIEVEMENTS

Ranked 99
among
University



Ranked 5th under the University
(Govt. & Govt. Aided) (Technical)
Category



Granted Category A Status by MHRD
(now MoE) - Top most rating for
Deemed-to-be Universities

...Committed to
Create Value based
Corporate Leaders



Vision

“Create Value based Corporate Leaders”

Mission

“Creating entrepreneurs, executives and consultants who will accelerate the growth, assure success and place India at the zenith of the global economy. The prime focus is to bring out the management aspirant’s versatility, build team spirit, impart a code of ethics and standards of practice.”

Objectives

- Inculcating business acumen to face National and International challenges.
- Providing IT oriented management excellence and setting benchmark in the technology-driven industrial development.
- Empowering entrepreneurial spirit, innovation and creativity which would facilitate self-sustenance and continuous growth.
- Fostering good citizenship with ethics and corporate values.

Values

- Outcome based learning environment
- Value oriented holistic development
- Quest of fineness

Core Potency

Curriculum

- E-Business Integrated Management Courses
- Skills augmentation with global perspective
- Industry focused inimitable pedagogy
- Personality enrichers

Faculty

Infrastructure

- Faculty par excellence
- Eminent visiting faculty
- Continuous interaction with industry experts
- Wi-Fi enabled futuristic infrastructure
- Entrepreneurship development through Avinashilingam Innovation Incubation and Acceleration Centre

- Behavioural Lab for transformation
- Effective Learning Management Process
- Fullfledged Placement Cell
- Phenomenal placements

Placements

Our Roots

Vision

Self-development and empowerment of women through modern, scientific, and value-based education to enable them to lead purposeful life filled with moral and spiritual values.

"The world is indeed a mixture of truth and make-believe. Discard the make-believe and take the truth."
Sri Ramakrishna

"Be the change you want to see in the world."
Mahatma Gandhi

Avinashilingam Institute for Home Science and Higher Education for Women

With the progressive mission to provide quality education of global standards with a strong foundation on Indian values and traditions Avinashilingam Institute for Home Science & Higher Education for Women was established in 1957 by Dr. T.S. Avinashilingam. The institute was conferred with autonomous status in the year 1978 and 'Deemed to be University' status in the year 1988 as a recognition to its contribution towards women education and community engagement. The first Vice Chancellor Dr. Rajammal P. Devadas nurtured the university to a world class educational institution.

The university envisions to empower women through modern, scientific & value based education that reinvigorates individuals as professionals with global outlook. Under the leadership of the present Managing Trustee and Chancellor Dr. T.S.K. Meenakshisundaram, Vice Chancellor Dr. V. Bharathi Harishankar, the institution is reaching greater heights in its academic pursuits.

Mission

Providing quality education of global standards on a strong foundation of Indian values and traditions to women students based on current advances in science, technology, and societal demands with emphasis on commitment to social progress, peace, harmony, and national integration.

"Difficulties come, but they do not last forever. You will see that they pass away like water under a bridge." The Holy Mother

"Take up an idea, devote yourself to it, struggle on in patience and the sun will rise for you."
Swami Vivekananda

"Students when I see you, I have endless faith in the future of India. I have faith also that you will work hard for the future of India."

T.S. Avinashilingam Ayya Avl

"Improvement in the quality of the life of the people is an indicator of the development of the state and the nation."

Dr. Rajammal P. Devadas Amma Avl

Genesis

The Legacy - Young and Progressive

“1994 - 2025 - 31 Glorious Years of Celebrations”

First Decade (1994 - 2004)

MASTER OF BUSINESS
ADMINISTRATION

30

M.PHIL AND
PH.D.

6

Second Decade (2005 - 2014)

MASTER OF BUSINESS
ADMINISTRATION

30

MBA - IT
ORGANISATIONS
ADMINISTRATION

60

MSC. IT MANAGEMENT
INTERNATIONAL
COLLABRATION,
IFM, TANZANIA

60

MASTER OF TOURISM
ADMINISTRATION
(Interdisciplinary
innovative programme)

30

M.PHIL. AND
PH.D.

12

Third Decade (2015 - 2025)

MASTER OF BUSINESS
ADMINISTRATION

30

MASTER OF
INFORMATION
TECHNOLOGY AND
SYSTEM MANAGEMENT

60

MASTER OF
HUMAN RESOURCE
MANAGEMENT

30

BACHELOR OF
RETAIL
MANAGEMENT

30

BACHELOR OF
BUSINESS
ADMINISTRATION

30

PH.D.

36

Industrial Doyens Speak



“ADBA is well aware of the emerging trends in management and is doing the needful to cope up with these challenges. The great strength of this institution is its emphasis on character and culture. It is this combination of character, culture and competence which makes the students of ADBA unique and sought after by very many enterprising organizations. I wish the candidates a successful career.”

Dr. B.K. Krishnaraj Vanavarayar
Chairman, Sri Sakthi Textiles Ltd.

“It is my pleasure and privilege to be associated with ADBA. I am thrilled to witness AVALON, the student association filled with activities which exposes the students to the real world. It is noteworthy to mention that mentoring program is vital element of the department. Wishing the very best to the department and the students.”



Mr. K. Illango
MD, RSM Autokast Ltd.



“I am extremely happy to be associated with ever vibrant ADBA staff and students. I have personally witnessed 'Flawless Quality' in academics and extension activities of the department . Sky is the limit for team ADBA...Great Going! ”

Mrs. Devika Ramesh
Executive Director, RMP Group

“ADBA stands among the top business schools in Coimbatore. Perceiving the tough challenges faced in the fast and integrating, global economy, the institute strives to groom market leaders in different areas of management. ADBA creates a stimulated learning atmosphere conducive for overall development of its students. ADBA ignites young minds towards corporate excellence.”



Mr. G. Karthikeyan
Director, G.K.M. Global Inc.

Our Programmes

"Exemplary education, tactical training & perfect placements."

PROGRAMMES OFFERED

M.B.A. - 2 Years (Aided) AICTE APPROVED

Approved intake : 30

The programme prepares young minds for leadership positions. Result oriented approach, leadership development in the context of global economy, innovative thinking and management practices act as a launch pad for successful NextGen leaders.

M.B.A. - Information Technology and Systems Management - 2 Years (Self Supported) AICTE APPROVED

Approved intake : 60

The IT integrated MBA programme is a brilliant step towards the fusion of management and IT skills to meet the IT revolution that drives global economy. It constructs the crucial link between knowledge, application and organisational dynamics for the iGEN leaders.

M.B.A. - Human Resource Management- 2 Years (Self Supported) AICTE APPROVED

Approved intake : 30

The MBA (HRM) programme is designed to address contemporary HR challenges including technology adoption, diversity, ethics, and global HR practices. The curriculum blends theoretical foundations, analytical skills, and hands-on training to prepare graduates for leadership roles across industries.

BBA - 3 years (Self Supported) AICTE APPROVED

Approved intake : 30

The three year undergraduate program ensures intensive learning, strong expertise in business related concepts and development of decision making skills. It provides a concrete base for diverse study options to excel in a global setting.

Ph.D.

This program prepares outstanding scholar to embrace on complex corporate issues and explore novel solutions. The stimulating research ambience creates lots of interest and passion to undertake in-depth research which is outcome based. The outcomes-based approach expands the knowledge horizon to promote higher order thinking.

MBA - Aided

The two-year MBA programme is immersed in values, rigorous in theory, experiential in practice that prepares for an exciting global career.

CURRICULUM*

CORE COURSES

IT - INTEGRATED COURSES

Management Principles and Organisational Behaviour
Accounting for Managers
Managerial Economics
Marketing Management
Strategic Human Resource Management
Quantitative Methods for Management
Entrepreneurial Development and Indian Ethics
Research Methods for Management
Corporate Communication
Inclusive Innovation and Design Thinking
Operations Management
Financial Management
Business Environment and Law
Strategic Management and Corporate Governance
Applied Operations Research
Environmental Management

Data-Strategic Organization Resource (RDBMS)
Enterprise Resource Planning
Business Intelligence and Analytics

Marketing

e-Customer Relationship Management, Supply Chain and Logistics Management, International Marketing, Digital Marketing

Finance

Investment and Security Analysis, Tax Planning and Management, International Financial Management, Strategic Cost Management

Human Resource

Organisational Dynamics and Development, Human Resource Development, Industrial and Labour Relations, Performance Management

Operations

Quality Management, Project Management, Lean and Agile Manufacturing Systems, Innovation and Technology Management

Systems

Information Security and Audit Control, Internet Programming for e-Commerce, Modelling for Business Analytics, Machine Learning and Generative AI for Business

Business Sustainability

Business and Sustainable Development, Sustainability Accounting and Reporting, ESG Investing, Sustainable Business Strategies and Practices

Legal Systems

Corporate Law, International Trade Law, Environment Law and Sustainability Regulations, IT Governance and Compliance

Entrepreneurship

Family Business Management, Micro and Small Business Management, Social Entrepreneurship, Indian Ethos and Business Models

FUNCTIONAL SPECIALISATION

Hotel Management Hospital Management Retail Management Financial Services Retail Management Agro Business Management

*subject to revision

Students can select two areas of functional specialisation and one area of sectoral specialisation.

Project Work

Mini Project: In-campus project
Major Project: Six months project in the areas of specialisation during the fourth semester

Internship

Summer Internship Training : 30 days
Sectoral specialisation : 1 week

Value Addition

Interdisciplinary, Multi-disciplinary, Professional Certification and MOOC courses, CESR

MBA - Information Technology and Systems Management

The two-year MBA-IT programme provides a progressive route for IT professionals of tomorrow by blending existing theories in management with IT to meet the growing global demands.

CURRICULUM*

CORE COURSES

- Management Principles for IT organization
- Managerial Economics
- Accounting for Managers
- Marketing of Technology Product and Services
- Strategic Human Resource management
- Quantitative Methods for Management
- Information System Modelling Using OOAD
- IT Governance and Compliance
- Research Methods for Management
- Corporate Communication
- Inclusive Innovation and Design Thinking
- Operations Management
- Financial Management
- System Analysis and Design
- Strategic Management and Corporate Governance
- Environmental Management

IT - INTEGRATED COURSES

- Data-Strategic Organisation Resource (RDBMS)
- Enterprise Resource Planning
- Business Intelligence and Analytics

SECTORAL SPECIALISATION

- Hotel Management
- Hospital Management
- Financial Services
- Retail Management
- Agro Business Management

*subject to revision

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Value Addition

- Interdisciplinary, Multi-disciplinary, Professional Certification and MOOC courses, CESR

Marketing

- e-Customer Relationship Management, Supply Chain and Logistics Management, International Marketing, Digital Marketing

Finance

- Investment and Security Analysis, Tax Planning and Manage Applied Operations Research, International Financial Management, Strategic Cost Management

Human Resource

- Organisational Dynamics and Development, Human Resource Development, Industrial and Labour Relations, Performance Management

Operations

- Quality Management, Project Management, Lean and Agile Manufacturing Systems, Innovation and Technology Management

- Business and Sustainable Development
- Sustainability Accounting and Reporting

- ESG Investing
- Sustainable Business Strategies and Practices

Entrepreneurship

- Family Business Management, Micro and Small Business Management, Social Entrepreneurship, Indian Ethos and Business Models

Systems (Mandatory)

- Internet Programming for e-Commerce
- Cloud Computing and Data Center Technologies
- Modelling for Business Analytics
- Machine Learning and Generative AI for Business
- ICT Business Process and Policies
- Information Security and Audit Control
- Cybersecurity and Cyber Law
- IT Project Management

Digital Product and Service Management

- Industry 5.0 Technologies and Automation
- Blockchain Technologies and Applications
- Data Visualisation
- Virtual Reality Technology

FUNCTIONAL SPECIALISATION

IT - INTEGRATED COURSES

MBA - Human Resource Management

The two year MBA (Human Resource Management) programme integrates theory, practical exposure, and skill development to prepare students for strategic HR roles in organizations.

CURRICULUM*

CORE COURSES

- Management Principles
- Accounting for Managers
- Managerial Economics
- Marketing Management
- Strategic Human Resource Management
- Quantitative Methods for Management
- Organisational Behaviour
- Research Methods for Management
- Corporate Communication
- Inclusive Innovation and Design Thinking
- Operations Management
- Financial Management
- Business Environment and Law
- Strategic Management and Corporate Governance
- Applied Operations Research
- Environmental Management

IT - INTEGRATED COURSES

- Data-Strategic Organization Resource (RDBMS)
- Enterprise Resource Planning
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Marketing	e-Customer Relationship Management, Supply Chain and Logistics Management, International Marketing, Digital Marketing
Finance	Investment and Security Analysis, Tax Planning and Management, International Financial Management, Strategic Cost Management
Operations	Quality Management, Project Management, Lean and Agile Manufacturing Systems, Innovation and Technology Management
Systems	Information Security and Audit Control, Internet Programming for e-Commerce, Modelling for Business Analytics, Machine Learning and Generative AI for Business
Business Sustainability	Business and Sustainable Development, Sustainability Accounting and Reporting, ESG Investing, Sustainable Business Strategies and Practices
Digital HR	Human Resource (Mandatory) Human Resource Information System, Knowledge Management, HR Analytics, Socio -Technical Systems
Core HR	Training and Development, Performance Management: Systems and Strategies, Competency and Talent Management, Organisational Dynamics and Development
General HR	Human Resource Development, Industrial and Employee Relations, Compensation and Benefits, Global HRM

FUNCTIONAL SPECIALISATION

SECTORAL SPECIALISATION

- Hotel Management Hospital
- Management Retail Management
- Financial Services
- Retail Management
- Agro Business Management

Our Pedagogy

Transforming learners to leaders

Breaking away from conservative teaching methods, the department adopts various life changing pedagogical techniques. The unique methods facilitate out-of-the-box thinking and resolve complex challenges and issues.

EXPERIENTIAL LEARNING

- Mentorship
- Internship
- Projects
- Field trips
- Industrial visits
- Outbound Training
- Role plays
- Simulated business games
- Case Studies

VALUE ADDITION

- Professional Certifications
- Project management
- MOOC
- Personality Re-engineering
- Interdisciplinary Courses
- Multidisciplinary Courses
- Placement Training

IT INTEGRATED LEARNING

- Tally
- SAP/Microsoft Dynamics Navision
- SPSS
- Flash
- MS Project
- MS Office
- Business Analytics & R Programming
- AI Integrated Courses
- Tableau
- Power BI

Community Engagement & Social Responsibility

ADBA students undertake Community Engagement & Social Responsibility (CESR) activity to showcase their civic responsibility. The students actively engage in issues relating to community and social causes.

Environmental Sustainability



Perfect learning experience.....



Think Outside the box



Brand Building

Cultural Candara



A Day with Candara Doyen

Life @ ADBA



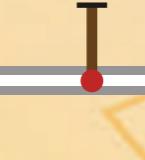
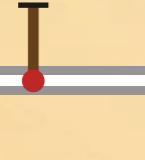
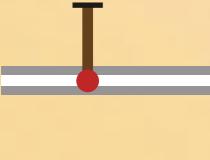
Digital Connection



The Art of Sagaciousness

Inauguration

Meet the Mentor



Campuspreneur to Entrepreneur

Street Selling

Alumni Connect

Industrial Candara

National Days

Debates

Fire side chats

Outbound Candara

G-20 Presidency Events

ADB



Invest in yourself



Test Thy Aptitude



Sound Mind and Strong Frame



Right Person in the Right Job



Boundless Artistic Journey



Faculty Profile

Dr. P. Chitramani MBA, M.Phil., Ph.D., NET, SLET	Professor	Strategic Management, Information Technology and Management, CRM, SCM, Business Intelligence
CMA. Dr. A. Pankajam MBA, M.Com., FCMA, M.Phil., NET., Ph.D.	Associate Professor	Finance, Financial Engineering, E-Commerce, Quantitative Techniques, Business Analytics
Dr. J. Arthi MBA, M.Phil., Ph.D., NET	Professor	Human Resource Development, Innovation Management, Total Quality Management, Entrepreneurship Development
Dr. K. Ramya MBA, M.Phil., Ph.D., NET, SLET	Associate Professor & Head	Equity Research, Finance, Accounting, Research Methodology, Indian Ethos
Dr. T. Amutha MS.IT & M., MBA., M.Phil., Ph.D., NET	Assistant Professor (SG)	Enterprise Resource Planning, RDBMS, Human Resource Management, Computer Networks
Dr. M.A. Vijaya MBA, M.Phil., Ph.D., NET	Assistant Professor (SS)	Finance, Economics, Operations Management, Operations Research
Dr. R. Hemavathy M.Com., MBA, M.Phil., Ph.D., (COM), SET, Ph.D. (MGT)	Assistant Professor (Temporary)	Finance, Behavioural Finance, Data Sciences, Strategic Management, Operations Research
Dr. D. Arthi MBA, M.Phil., Ph.D., SLET	Assistant Professor (Temporary)	Marketing Management Legal Systems
Mrs. K. Nidya MBA, M.Phil.	Teaching Assistant (Temporary)	Human Resource Management Marketing
Mrs. Selva Vaishali Nachiar MBA,	Teaching Assistant (Temporary)	Finance & Systems
Ms. M. Rajeshwari MBA,	Teaching Assistant (Temporary)	Finance & Systems
Mrs. Y. Kirthika MBA, M.Phil.	Teaching Assistant (Temporary)	HR & Marketing
Ms. K. Keerthika MBA,	Teaching Assistant (Temporary)	Finance & Marketing
Mrs. R. Lakshmi Priya MBA,	Teaching Assistant (Temporary)	Finance & Marketing

Our Infrastructure

LEARNER CENTRIC



E-learning - NPTEL
EDUSAT network
ICT for development
MOOC



Integrated Network Connectivity
CISCO Security Management
Fibreoptic ring

Repository of information
Resource Sharing - DELNET EBSCO
Online Research Databases



E-Books - 4,17,533
Collection of National,
International & e-journals
Open 7 days a week



Space at reasonable rent
Idea generation to product
development Commercialization
opportunities



Effective Learner Engagement
High-end projection Digital
Class Training Systems



Lecture Theatres LMS
and Video Conferencing
Behavioral and Language Lab



LIFE ENRICHING

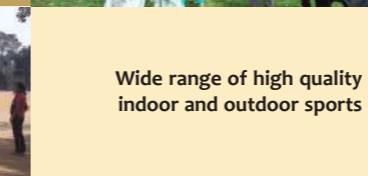
A HOME AWAY FROM HOME
SERENE AMBIENCE DELICIOUS AND
HYGIENIC VEGETARIAN FOOD



Lecture Theatres LMS
and Video Conferencing
Behavioral and Language Lab



Energizing cafeteria
Quality food
Affordable price



Host of modern gym
equipments to tone up the
physique



Holistic Living through Yoga
Full-time doctor in Health Centre



Innovation, Incubation & Acceleration Centre



Avinashilingam Institute works to bring small ideas into big results through its Innovation, Incubation and Acceleration Centre. The Innovation and Incubation Centre has a Vision to create start-ups from the Campus and forges towards Empowerment of Women through Entrepreneurship. The dreams of young minds are fine-tuned and moulded to make it into a reality. The faculty and students involved in entrepreneurial activities consistently to harness the entrepreneurial spirit in the minds of budding professionals.



- MoUs with Corporates / Mentors
- Business Plan Preparation
- Mentorship
- Pitching Opportunities
- Networking
- Entrepreneurship Awareness Camps
- Integrate with funding sources
- Inspire to Aspire Lecture Series
- Supportive Services
- Access to Infrastructure
- Marketing of Products
- Skill based Training
- Workshops - IPR, Cutting Edge Technologies
- Earn while you Learn
- Encourage pipeline activities of EDC
- Beyond classroom sessions
- In-house Idea Inventory
- Customer and Market survey

Admission Process

ELIGIBILITY

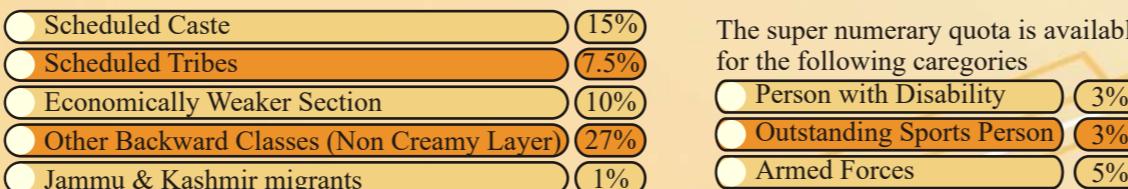
Women graduates in any discipline with minimum 50% of marks in aggregate from any approved Institutions / Universities. Those awaiting results of their qualifying examinations are also eligible.

PROCEDURE TO APPLY ONLINE

1. Application for MBA & MBA IT Programme is available online under the Admission Menu in Home page of the University Website www.avinuty.ac.in and may be obtained from the office also
2. Application to be registered on payment of Rs. 500 (online), SC/ST candidates shall pay only Rs.250/- (online) by producing community certificate
3. Separate Application form should be submitted for MBA and MBA IT programme
4. Admission is done based on merit of marks and reservation policy of Govt. of India.

RESERVATION

Reservation of seats is as per Government of India requirements



Two seats for students from Jammu and Kashmir with relaxation in cut-off percentage upto 10. Candidates under the supernumerary quota will be given relaxation to the extent of 5% marks in the qualifying examination. Final pass results should be produced at the time of joining the programme, if selected.

DOCUMENTS TO BE SUBMITTED

The following documents must be submitted at the time of interview and admission, failing which admission may be refused.

- ♦ Secondary selection intimation card.
- ♦ Higher Secondary Examination mark sheet/Pre-degree mark sheet. (Original + 2 self attested copies)
- ♦ Degree mark sheet and the Degree/Diploma Certificates. (Original + 2 self attested copies)
- ♦ CMAT / CAT / TANCET / MAT / XAT / GMAT / ATMA Score Sheet(s). (Original + 2 self attested copies)
- ♦ Transfer certificate/College leaving Certificate. (Original + 2 self attested copies)
- ♦ Conduct Certificate from the Head of the Institution in which the candidate last studied. (Original + 2 self attested copies)
- ♦ Migration Certificate (for other University Candidates).
- ♦ Community Certificate from local Thasildar in the case of SC/ST/MBC/BC and de-notified Tribes belonging to Tamil Nadu only. Candidate in OBC category to produce recent OBC Certificate as per Government of India norms.
- ♦ Medical Fitness Certificate from a Government Civil Surgeon.
- ♦ A Certificate of proof of age.
- ♦ Two passport size photographs with the name of the candidate and PG programme written on the reverse side.

IMPORTANT DATE

Check website for last date to apply



PREFERENCE

Women with Work Experience and Engineers

SELECTION CRITERIA

CMAT / CAT / XAT
TANCET / MAT
/ ATMA / GMAT
Group Discussion and Interview

Online Application

- 1 Login [avinuty.ac.in](http://www.avinuty.ac.in)
- 2 Admission
- 3 MBA Application & Prospectus
- 4 Apply online

VISIT THE SITE
www.avinuty.ac.in
to apply online & download prospectus

Code of Conduct

All students shall abide by the rules and regulations laid down.

- ◆ Students are expected to be in the university premises during the working hours.
- ◆ Students are required to be neatly dressed in salwars / sarees in keeping with Indian culture and in white khadi uniform sarees for special occasions.
- ◆ Students should attend common assembly and also participate in all the activities and events of the University. Absenting on such occasions will be considered as misconduct.
- ◆ Students should be regular in attendance and punctual to the classes.
- ◆ Students must have a minimum of 90% attendance in all subjects to be eligible to appear for the semester examinations.
- ◆ Students are required to wear their ID cards at all times within the campus.
- ◆ Students should read the notice board and visit university website everyday to keep themselves updated with the activities of the University.
- ◆ Leave applications should be written in the prescribed format and duly attested by parents / guardians / warden and they should be submitted to the Dean through the Head of the Department by the end of the week.
- ◆ Any personal mail to the university address or visitors during working hours is not permitted for the day scholars.
- ◆ Fee once paid is not refundable.
- ◆ Students who leave after the first semester will be required to pay tuition and other fees due for both the semesters.
- ◆ The students are requested to keep their fee receipts intact, to be submitted to the Registrar's office for verification, if required at a later date.
- ◆ The Registrar has the right to ask any student to leave the University and issue Transfer Certificate at any time during the course of the year for indiscipline, unauthorized absence and non-payment of fees and dues.
- ◆ Parent and Guardians must notify changes in their address promptly.
- ◆ Parents must inform the Registrar within two weeks when their wards discontinue their studies. Application for Transfer and Conduct Certificates should be done in the prescribed forms available in the Registrar's Office.
- ◆ Scholarship - The eligible SC/ST, OBC, PwD Students should submit their scholarship form for the academic year by February for processing scholarship to SC/ST, OBC, PwD each year.
- ◆ Admission is done based on the merit of marks and reservation policy of Government of India.



Fee Structure

Amount in ₹

Fee Particulars	MBA	MBA - Information Technology & Systems Management	MBA - Human Resource Management
I - Per Semester Fees			
• Tuition Fee	1400	1400	1400
Special Fee			
Library and Breakage	250	250	250
Stationery	200	200	200
Medical	100	100	100
SAR	100	100	100
Laboratory Fee	4500	5315	4500
Audiovisual	100	100	100
Association	100	100	100
Students' Union / Activities	300	300	300
Internet	250	250	250
Infrastructure Maintenance	2700	2100	2700
University events / activities	100	100	100
Sports Tournament Fund	50	50	50
Special Course fee	8600	20800	8600
Course Collaboration & Professional certification	5000	5000	5000
E-Learning Course	1500	1500	1500
Special Library	1000	1000	1000

★ Tuition Fees waiver for SC/ST as per Government norms

★ Amount will vary for various majors / semesters.

Fee Particulars	MBA	MBA - Information Technology & Systems Management	MBA - Human Resource Management
II - Per Annum fees			
I Calendar	100	100	100
I Magazine	100	100	100
I Students Safety Insurance (SSI)	100	100	100
I Research Highlights	550	550	550
III - One time fees			
I Admission fee	425	425	425
I Registration fee	100	100	100
I ID card	200	200	200
I Syllabus	200	200	200
I CSS	300	300	300
IV - Specific to Semesters*			
I Research & Development fee	5000	2500	5000
I Placement Training	1000	-	1000
I Alumni fee	-	-	-
V - Caution Deposits (Refundable)			
I Library	1000	1000	1000
L Laboratory	1000	1000	1000
Grand Total	36325	45240	36325

Career Opportunities

Great Opportunities for Great Future

CAREER AVENUE

- Automobiles • Banking
- Consulting • Digital Marketing
- Education • Entrepreneurship
- Financial Services
- FMCG • Health care
- Hospitality
- Human Resource • IT Solutions
- Information Technology •

Insurance • Jewellery

- KPO • Logistics
- Manufacturing
- Market Research
- Media/Advertising
- PSU • Publishing • Real Estate
- Retail

MBA programs offer a plethora of choices and allows the greatest degree of mobility across sectors. The department gives ability to develop career to its fullest potential at an accelerated pace. It includes the 'Hard Skills' of economics, finance, marketing, systems and operations with the 'Soft Skills' of leadership, teamwork, ethics and communication that are critical for effective Management.

The programs render career ladder to emerge as Finance analysts, Investment bankers, Expansion advisors, Consultants, Market researchers, Interventionists, OD practitioners, Media designers, Event managers and much more.....

Coupling computing skills with management orientation provides ample career opportunities in the field of MIS, Database Management System, System Analysis & Design, Internet, IT Project Management, Software Engineering, E-business

OUR RECRUITER



Employment / Internship / Project Placement

- Amazon Development Centre
- ANZ Bank ● Avasoft
- Diraa HR Consultancy
- Eastern Risen Expedition Pvt. Ltd
- Edusports
- Evolve Energy Group Solar
- Focus Edumatics ● G-Square
- Future Generali Insurance
- GATI-KWE ● Genpact
- Godrej & Boyce
- HCL Technologies Ltd
- ICICI Security Services
- IDBI Federal Insurance
- Infogana Solutions
- Integra Global Solutions
- Karur Vysya Bank
- Karvy Consultants ● KGISL
- Kotak Mahindra ● Moglix
- Namecheap ● Omega Healthcare
- Management Services
- Oriana Information Technologies LLP
- Photon Infotech
- Radio Mirchi ● Reliance Money
- Rinex Technologies
- SauberInTech
(A Unit of Thomson Group Companies)
- Scope International ● Sutherland
- Zoho

Alumni Impressions



The department provided me with constant challenges and provoked new ideas and thoughts by all means. IT orientation was excellent which helped me to stand apart in my recruitment process. Thanks to the mentoring by internal faculty and corporate mentors, which helped to adapt to corporate culture from Day 1 of my work. I remain grateful forever to the department, faculty and the institute

Ms. Nithya Appavoo,
HR Business Partner, S& P Global Information Services, United States.

I, Ms. Rani Chitra, from Emirates Airlines, Dubai, would like to express my thoughts towards Avinashilingam Department of Business Administration for contributing towards my professional and personal success. My big thanks to the entire team of faculty for being a push factor in improving my knowledge, attitude and confidence. Very proud to have been groomed by this great institute.



Ms. Rani Chitra,
Technology Business Management Analyst, Emirates Airlines, Dubai.



At Avinashilingam Institute the faculty were friendly and experienced customised learning. I developed as a erudite scholar and explored several avenues of research. Thank you team Business Administration.

Dr. Sangeetha Vinodh,
Deputy Registrar, Associate Professor-School of Business,
Manipal Academy of Higher Education, Dubai Campus, UAE.

“Each of the faculty members crafted me based on my strengths and passion, I have been evolved as an epitome of excellence. Thanks to ADBA for the relentless efforts in shaping young minds.”



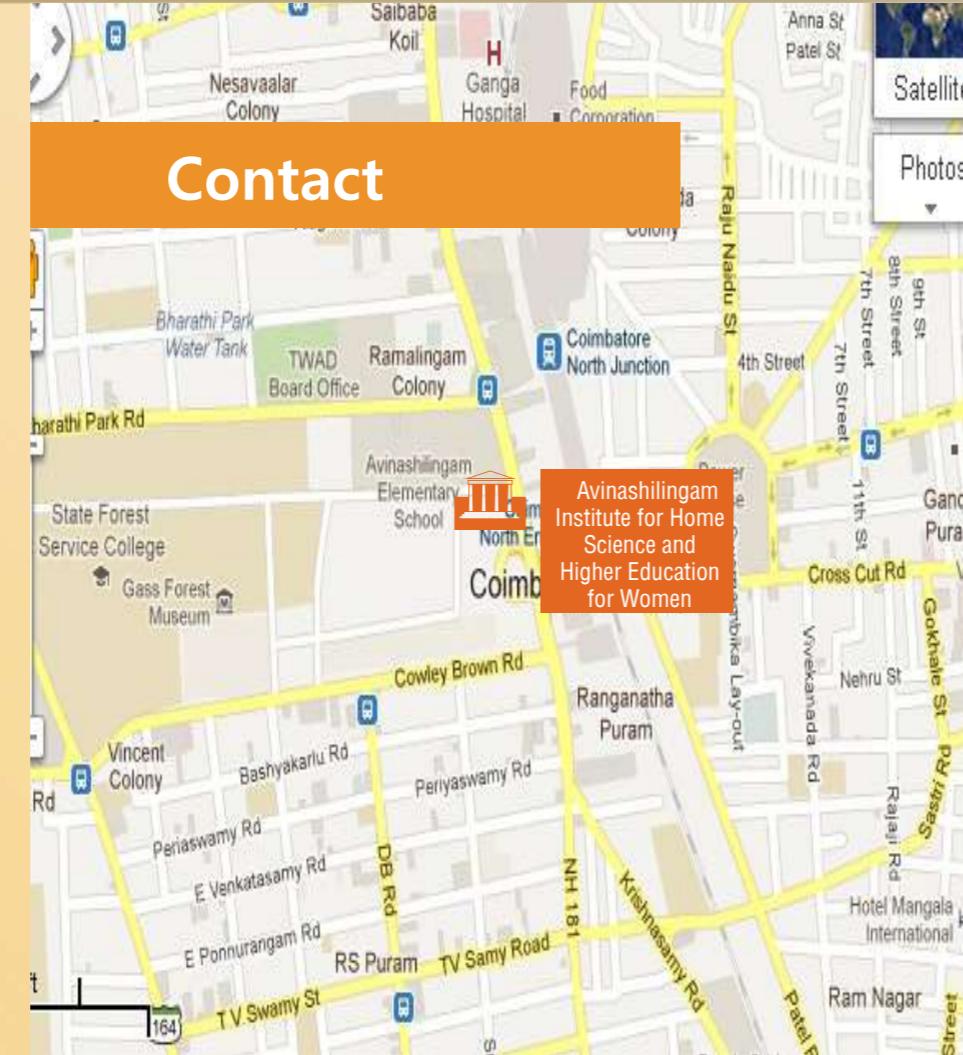
Ms. Dhanya,
Bank Assurance Coordinator,
Sohar International Bank, Muscat.



My success today as a bureaucrat rests on the foundations that were laid while studying for MBA. The institution has always ensured that every student joining the program is presented with an opportunity to thrive and succeed, and my selection to the most prestigious service reflects the institution's shared endeavor of “Success for All”.

Mrs. Sangeetha, IAS
Special Secretary - Government of Chattisgarh

Contact



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IMPORTANT NOTICE

This Institution does not receive any kind of donation / capitation fee from anyone for admission of students. If any person demands donation / capitation fee for obtaining admission, do not respond, but inform the Registrar immediately furnishing complete details of the name and address of such persons.



Anti-Ragging Disclosure

Ragging is prohibited and punishable and may result in expulsion / rustication / suspension / fine etc. as per Raghavan Committee's report (2007) and the Tamil Nadu Prohibition of Ragging Act, 1997.