



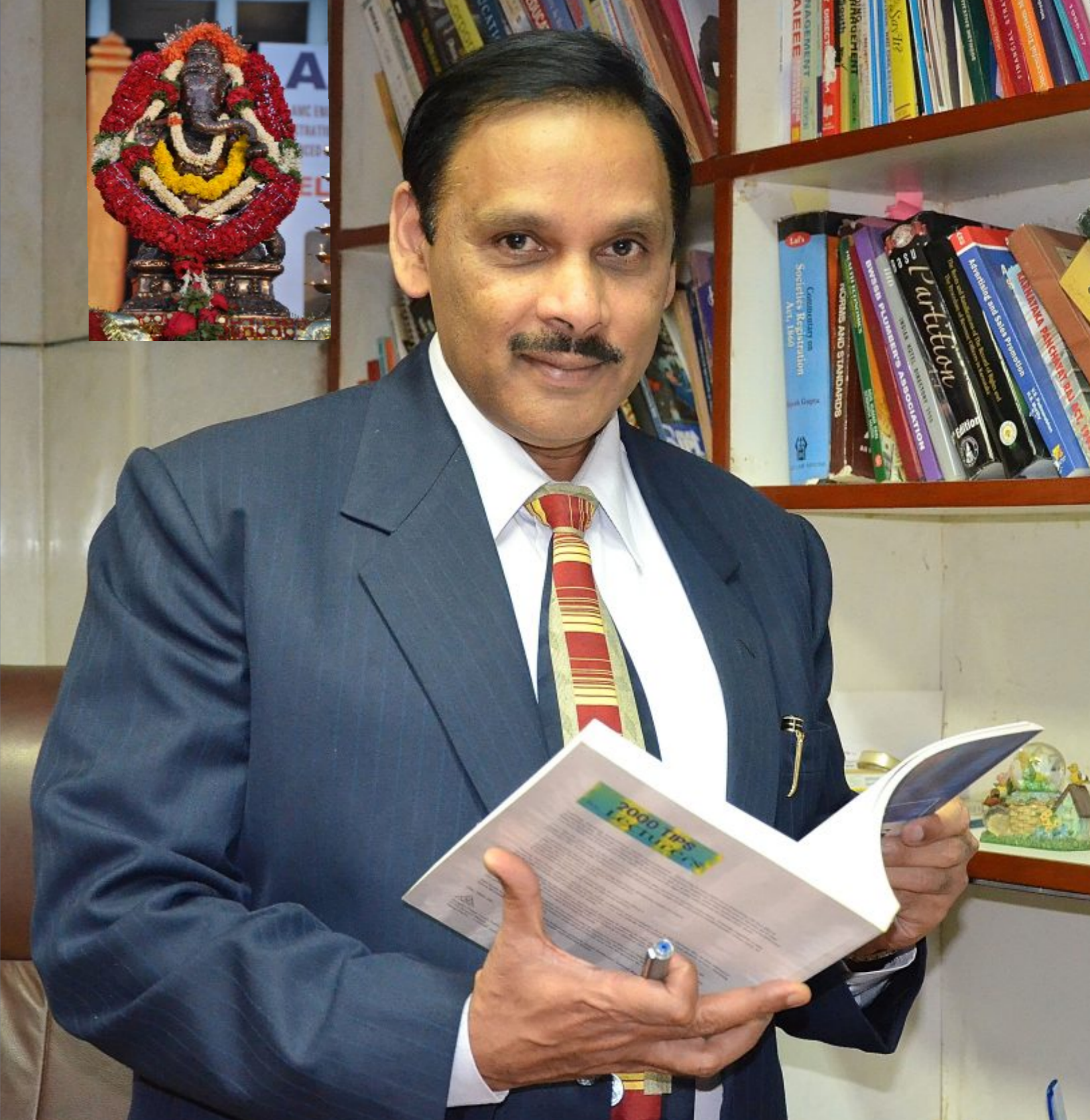
ADMINISTRATIVE MANAGEMENT COLLEGE



www.amceducation.in

AMC

Affiliated to Bangalore University, Recognised by Govt. of Karnataka, Approved by AICTE, New Delhi.
18th K.M. Bannerghatta Main Road, Bangalore - 560 083
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Dr. K.R. Paramahamsa, M.B.A., L.L.B., Ph.D. (U.S.A)
Chairman, AMC - City Group Of Institutions

Vision

To develop standard educational institutions to deliver quality education in an excellent academic environment.

Mission

To deliver value based education to the students and make them competent tech savvy, effective professional leaders and entrepreneurs with a distinct power to match the global standards.



Strategic Objectives

In order to achieve the mission, AMC Group of Institutions put forward a strategic portfolio of the objectives.

- Recruiting and retaining quality faculty by sourcing from institutions of high repute.
- Providing quality education to the students in a value-based academic environment.
- Providing state-of-the-art infrastructural facilities in class rooms, laboratories, workshops and research.
- To be a renowned Institution for placement of students by National and Multi National corporations.
- To empower each individual student to face all significant issues with an objective and optimistic frame of mind.

Quality Policy

The institutions believe in providing a high quality education to the future professionals of the country for which necessary quality bench marks have been put in place in the areas of faculty recruitment, training and development, teaching and learning process, students, grooming, external academic audits and feedback system for corrective measures.

“A Trust for future trust”

Paramahansa Foundation Trust

Paramahansa Foundation Trust (PFT) was established in the year 1983 by Dr. K.R.Paramahansa. The trust has its own roots in the ancient values of the Indian system of education with novel approaches for imparting and also clear focus on holistic delivery of education through human development at various levels. With this objective, PFT has emerged as a strong educational group and established various institutions under the vibrant leadership of Dr. K.R.Paramahansa, Chairman, PFT.



The AMC Group of Institutions (under Paramahansa Foundation Trust):

AMC has a 52-acre campus at Bannerghatta with all modern facilities required for higher level education. It has been providing quality education with good reputation in the area of Management, Engineering, Science, Technology, Tourism and Research, by unleashing the potential of future professionals and shaping them into effective, ethical, socially conscious leaders.

During the last 25 years, it has imparted its students an intellectual and social experience that is unique in itself.

The Institutions are:

- AMC American School & P.U. College – Recognized by Govt. of Karnataka (1st to 7th Std -CBSE syllabus and 8th -10th (State syllabus), Pre-University – PU Board)
- Administrative Management College - Affiliated to Bangalore University, recognized by Govt. of Karnataka and Approved by A.I.C.T.E., New Delhi.
- AMC Engineering College - Affiliated to Visvesvaraya Technological University, recognized by Govt. of Karnataka and Approved by A.I.C.T.E., New Delhi.
- Advanced Management College - Affiliated to Bangalore University, recognized by Govt. of Karnataka and Approved by A.I.C.T.E., New Delhi.
- Associated Management College - Affiliated to Bangalore University.



Chairman's Profile

Dr. K.R. Paramahamsa is an outstanding personality with a vision to develop standard educational institutions to deliver quality education in an excellent academic environment from Primary to research level. The special focus areas of his efforts are extended to disciplines of Engineering, Management, Science, Computer Application and Hospitality.

Dr. Paramahamsa has a very strong academic background, graduated from Loyola college, M.B.A from Mysore University, and Ph.D. from California University, USA. He has also completed Post Graduate diploma in Epigraphy from Mysore University, Post Graduate diploma in Labour Laws Management from IITC, Mumbai and LLB from Bangalore University by adding value to his academic profile.

Dr. Paramahamsa also carries to his credentials as former member of Academic Council and Senate of Bangalore University, former Member of High Power Committee on Higher education, Government of Karnataka, former Member of Ecology and Environment and Econology, Department of Forest, Govt. of Karnataka, Member of Bangalore Management Association, and also he holds a membership of All India Management Association.

The profile of Dr. K.R. Paramahamsa will be incomplete without mentioning of his charitable outlook and generous attitude towards meritorious and economically backward students through scholarship and financial support.

Dr. K.R. Paramahamsa
Chairman
AMC - City Group Of Institutions



A word of distinction by Chairman

I take great pride in introducing AMC Group of Institutions which has created a strong niche with its long existence of 25 years in the academic domain of Bangalore by sheer hard work, focused attention and dedication in respective disciplines of management, engineering, Science and Hospitality. The quality support of the students, teaching and non-teaching staff, the institution has shown exemplified growth. The blending and growing together of diverse academic disciplines has provided the students an added advantage of an exposure to the distinct AMC life with freedom of thought and expression to innovate. The competitive outlook and the grass-root connectivity provides the AMC

campus a unique position in the world of academia. A magnetic place by itself, Bangalore has been the hub of the World's top entrepreneurs. Natural splendor of the city and learning minds gel into a knowledge that has conceived famous institutions like IIMB, IISc, Infosys, Wipro and many other MNCs of excellence.

Pioneering in many areas such as being recognized by the Bangalore University as the first private institution to be affiliated to have management studies at the post-graduation level and recognized by AICTE. AMC looks very optimistically at being the best composite institution in the region of south India.

As a campus of excellence AMC offers programs in

Management, Commerce, Engineering, Computer Science, Biotechnology, Microbiology, Biochemistry, Hospitality at undergraduate and Post graduate levels. The organic growth of AMC has placed multi dimensional challenges and opportunities to produce professionals who can operate efficiently across the world. With all these challenges and opportunities, AMC is the best choice for the students of learning mind.

The greatest responsibility that has been carried by AMC Group of Institutions with hope and confidence will deliver the right outcome to students, faculty members, parents and the right portfolio to the National pride.

Vice Chairperson's Profile

Mrs. K. Geetha Paramahamsa, Vice-chairperson is the pivot of the whole institutional structure which stems the stellar philosophy of AMC-City Group of Institutions, making the institutions a destination for excellence in education, research and consultancy. A self made woman and vibrant individual turned into a socio academic donor. Mrs. Geetha Paramahamsa has been in the vanguard - passionately steering the group of institutions on to the uncharted realms of success. Her dynamic, open, humble and democratic style of leadership propels the group and inspires the budding professionals. Her mission is to deliver value based education to the students and make them competent Tech savvy, effective professional leaders and entrepreneurs with a distinct power to match the global standards. Her proactive policies and innovative ideas inhale sustainable life into the institutions and strengthen human transformation.

Vice Chairperson's Expression

It's a great pleasure to inform that AMC is one of the most sophisticated campus, with the strength of highly qualified and dedicated faculty members, supported by excellent academic facilities, to impart technical and professional education in a competitive environment. I wish the students, staff, future professionals and members of the academic community to take the benefits of AMC's continuous and substantial growth.

Our dignitaries Of honor



Prof. Maheshappa, Vice Chancellor, VTU is greeted by Dr. K.R. Paramahamsa, Chairman, AMC Group of Institutions



Former Indian cricketer and Secretary, KSCA Mr. Javgal Srinath with Chairman, AMC Group during an MOU with KSCA



Cine actress Shubha Punja at the Inauguration function of Cultural fest with Chairman



Student honored by Sri. R. Gururajan, Hon'ble Justice, Upalokayukta



Chairman and Vice-Chairperson in a lighter moment



Principal's Profile

Dr. Prakash Duvvuri, Principal
M.Sc., Ph.D., MABAP, FISBT.

Dr. Prakash, a person with distinct qualities excels with enthusiasm, a keen interest in planning, designing and execution of work with integrity and a flair for multi-task.

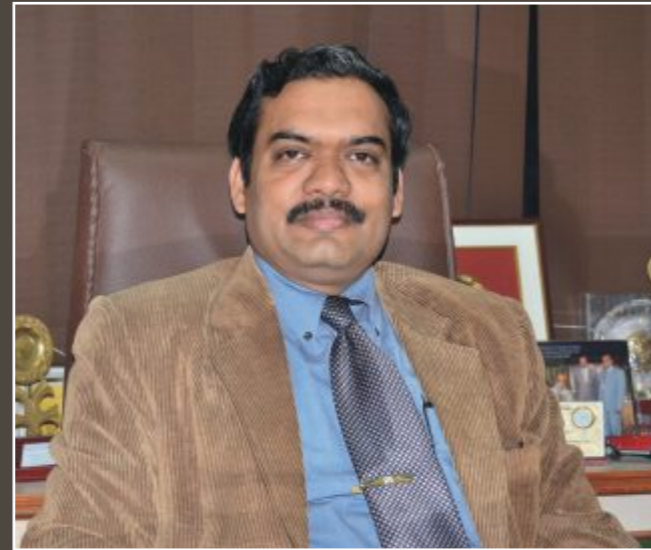
He has many laurels to his credit. To mention a few,

- Won Jewel of India award, New Delhi in 2005.
- Won the award of Life Time Achievement Gold medal in 2005.
- Won Academic Excellence award, 2005.
- Won Gem of India award, 2006
- He has received Dr. S. Radhakrishnan

Memorial Award of Excellence for the services rendered by him to the Humanity in Education by International Holistic Medical Association, Sri Lanka

In spite of strong academic credentials Dr. Prakash spends much of his time in delivering value to academic domain by interacting regularly with students, Faculty members and other supportive staff to impart quality education with multi-tier checks and control.

In addition to his administrative role, he contributes solutions in the areas of Plant tissue culture, and Genetics as a continuous researcher.



A Word of Compliments from Principal

Its immense pleasure to welcome the new batch of students to Administrative Management College. The institution is committed to its vision of quality education and outstanding academic environment. With excellent infrastructure, the institution focuses on imparting objective oriented education through dedicated faculty members and research oriented programs. The students are also very much encouraged for participating in extracurricular activities.

This brings confidence in everyone to train the students towards excellence

AMC Group officials



Dr. P. Srinivas Rao, Director (Integrated Development)
M.B.A. (Marketing), M.B.A. (HR), Ph.D.

Prof. Srinivas has over two decades of enriched experience both in academics and industry at the national level. He spent his initial career with multinational corporations managing multi-cultural work teams in reputed organizations all across India.

He started his teaching career with a passion during the early 90's owing to his dynamic personality has reached heights in academia. He became the Vice-President and CEO, in reputed institutions controlling the academic operations of different departments. He was the Dean of the first Global M.B.A program in India

and coordinated academic exchange programs with leading Business Schools of India like XLRI, IIM Calcutta, ISB, BHU and IIFT, New Delhi.

He lent his experience to various Business Schools as the Founder Director and developed four reputed Engineering Colleges across the country.

Prof. Srinivas strongly believes in value-based education and towards this objective he extends his efforts to AMC - City Group of Institutions for a sustainable growth.

Dr. K.L.Gajendran, Director (Administration)
M.Sc (Dairy Tech)., P&MDP (UK)., MBA., Ph.D.

Dr.Gajendran has four decades of experience in processing and product development technology, as an individual with dedication and determination occupies a prominent role in the area of campus administrative operations. He is a science graduate from Bangalore University, holds a diploma in Dairy technology from National Dairy Research Institute, Masters degree in Dairy Technology from University of Allahabad. He is also an M.B.A in Personnel Management from Bangalore University and Ph.D. in Business Administration from University of Mysore. He has undergone advanced training in Processing and Marketing of Dairy products in UK sponsored by British Council.



Dr. Gajendran has proven leadership track record in his immediate past assignment as Director of Karnataka Milk Federation.



Ms. Jyoti Hegde, M.B.A
Deputy Director (Corporate Affairs)

Ms. Jyoti Hegde is a commerce graduate and M.B.A from Alliance Business Academy, Bangalore. Her previous assignment with the Royal Bank of Scotland as a Manager - Wealth Management and as a Bank Relationship Manager with Kotak Mahindra Bank, Bangalore have contributed her a financial expert.

Her valuable insights into allied areas of Training & Development, Portfolio Management, Tax Planning & structuring made her an active corporate professional.

Her current assignment with AMC Group of Institutions as Dy. Director, Corporate Affairs enables her in contributing value to the claimants of the group.

Memorandum Of Understanding

Administrative Management College has signed MoU with University of Agricultural Sciences, Bangalore and Karnataka State Women's University, Bijapur. The college has got research center recognition for pursuing research in the areas of Biotechnology, Microbiology, Biochemistry, Management, Commerce and Mathematics.

The objectives of MoU are :

- To develop joint research projects / activities.
- To exchange the academic materials and research information.
- To guide the students to continue their higher studies.
- To exchange under graduate and graduate students for the purpose of short term research projects by different funding agencies like DBT, DST, UGC, ICMR etc.,

As a part of MoU students are working in UAS, Bangalore and are undertaking research projects in the field Micro Arrays. They are also instrumental in bringing out the well known culture related to BT toxin. INDO- US workshop was conducted at AMC Bangalore for the students of our institute and KSWU, Bijapur to upgrade their knowledge and technical skills in the field of Molecular Biology.

Felicitations of Prof. U.R. Rao, Eminent Space Scientist during National Science Day Celebrations



An institution with a unique style of teaching and learning

Each Program is comprehensive to provide the student with sufficient inputs and training in relevant skills so as to help the students e.M.B.Ark on a professional career. Apart from providing core inputs related to the specific program the student will also be provided with an exposure to inter-disciplinary areas.

Added to this the students will be trained to increase their competence in communication skills, reasoning skills, critical, creative thinking capabilities and a capacity to drive for continuous self learning towards individual development.





A day out of our M.B.A students to Allen Solly Show room



A study of readymade garments by our Management students at VanHeusen Show Room

Department Of Commerce & Management Studies

The department of Commerce & Management Studies, Administrative Management College was established in the academic year 1993. The department has been providing undergraduate programs in Management (BBM) and Commerce (B.Com) the duration of the programs consist of six semesters. The programs are affiliated to the Bangalore University and recognized by the Government of Karnataka. The M.B.A program was started in the year 1996 affiliated to Bangalore University, approved by AICTE, New Delhi, Ministry of HRD, Government of India and recognized by the Government of Karnataka. M.B.A is a two - year Post Graduation program having four semesters.



Objectives Of The Department

- To impart broad based knowledge and managerial skills to all students.
- To develop analytical skills with an emphasis on application in real corporate life situations.
- To develop interpersonal skills and team building abilities.
- To develop a creative and positive attitude to achieve the heights of growth and prosperity.
- To facilitate and support industry oriented research with proactive academic and corporate practices
- To create an understanding of the global economic challenges and obtaining a portfolio as a competent professional.

Dr. P.V.Chalapathi Rao, Director, Dept of Management Studies did his Ph.D. in HRM and PG in Commerce with first class from Andhra University, Visakapattanam. He has 26 years of Teaching and research experience in the management education and successfully completed several research projects. He has many credentials by contributing research papers in National & International Journals in the field of Human Resource Management. Dr. Rao carries distinction of having written the book titled “Labor Management Relations and Collective Bargaining”, Published by ANMOL Publications, New Delhi, 1995. He has many scholars perusing Ph.D. under his guidance Affiliated to Dravidian University and JNTU, Hyderabad.



Dr. P.V.Chalapathi Rao, Ph.D.

He has conducted many Faculty Development Programs jointly with APITCO, Government of Andhra Pradesh and Department of Management Studies-M.B.A.

Dr. Rao continues to be scholar of excellence by conducting several workshops, seminars and MDPs at National level. A teacher by inspiration, and man with commitment to the students.

Under Graduate Programs - B.B.M.

BBM The Bachelors Program in Business Management offers a high quality, professional Education in Management for budding Managers who wish to contribute their efficient manager skills at opening and middle level positions in the industry, business and social organizations or to

establish themselves as new generation entrepreneurs. The program offers rigorous training which help budding managers to prepare new horizon of Managerial opportunities at National and International level.

Available opportunities

Entry level Managers in various MNCs in different fields like Banking, Insurance, Marketing, Sales, advertising, Stock trading and basic area of finance accounting.

Eligibility

PUC or +2 from a recognized board

Duration

BBM degree shall extend over a period of six semesters in three academic years.



Foreign students at AMC

B.Com

The Bachelors Program in Commerce enables the students to acquaint with the knowledge of accounting, basic principles of management, human resource management, Business environment, entrepreneurship, tax and supported by electives in the area of finance, marketing and HR. The program targets to those who are eager to acquire the knowledge to compete the globally recognized commerce, trade and Industry.

Available opportunities

Entry level Managers in various MNCs in different fields like Banking, Insurance, Marketing, Sales, advertising, Stock trading and basic area of finance accounting.

Eligibility

PUC or +2 from a recognized board

Duration

B.Com degree shall extend over a period of six semesters in three academic years.

Post Graduate Program

M.B.A

Program Structure

M.B.A is a professional program with the broad discipline consisting subjects relating to management of business, manufacturing, services and entrepreneurship development. This program offers dual specialization which starts from third semester of the program to provide vital knowledge of different fields of management. The program also includes industrial visits, case study analysis, workshops and seminars to impart the real application of the subjects by in house as well as industry experts in different areas.

M.B.A program syllabus has been framed according to the requirements and expectations of the modern corporate world by the Bangalore University. The course is designed by the Bangalore University, provides study in different branches such as, Financial Management, Marketing Management, Human Resource Management, etc. The syllabus of first two semesters is framed with seven core subjects in each semester in an effective way to impart required skills and knowledge. From the third semester dual specialization is offered which consists of two core papers and specialization subjects from which students have to select five papers. Fourth semester also comprises of two core papers and elective papers with project work in the area of specialization.



Principal and faculty members

Eligibility for M.B.A

Admission to M.B.A course is open for the candidates who have passed the Bachelor Degree examinations from a recognized University with not less than 50 percent of marks in aggregate, and in case of candidates belonging to SC/ST, (and also for students belonging to Category I BC in Karnataka state) the aggregate percentage marks shall not be less than 45 percent and valid score in any of the Common Entrance Exam like CAT, KMAT, MAT etc.

Duration

M.B.A degree shall extend over a period of (Four semesters) in two academic years.

Faculty Members Profile



Mr. S. Lakshmi Narasimhan Assistant Professor has done his M.Com, B.L and M.B.A. (Pondicherry University). He is pursuing M.Phil in Commerce and Ph.D. in Strategic Finance. His 11 years of corporate experience span responsibilities in the domains of corporate finance, accounting, taxation, business planning, Vendor Management, international business, sales, marketing, advertising, Sales tax consultancy and IELTS Training. Equipped with 10 years of teaching experience in the domains of Finance, Accounting, Marketing, HR, Law and Operations he is presently looking after for Training and Placement initiatives for M.B.A students.

Mr. V.P. Thirulogasundaram, Assistant Professor has done his M.B.A, M.Phil, PGDCG. He is currently pursuing his doctorate in Human resource. He has a rich experience of 12 years in academics and has undertaken various related responsibilities like industrial visits Co-coordinator, placements coordinator, project guide for UG and PG students, deputy chief superintendent, and training for M.B.A students. He teaches Marketing and Human Resources specialization.



Ms. Priyanka S. Tankasali is M.B.A (Finance) from Visvervaraya Technological University, Belgaum. She has more than three years of work experience comprising of 1 year of corporate exposure & 2.7 years of teaching experience. She has presented paper a on "Micro Finance & Inclusive Growth" in International Conference organized by Don Bosco Institute of Management Studies, Bangalore. She teaches finance related papers.



Ms Karpagavalli G. Asst. Professor has B.Tech (IT) and M.B.A (Systems) from Madurai Kamraj University. In her five years teaching experience, she has presented papers and published articles in numerous international & national publications. She is the content writer for the subject "Applied Data Structures using C" for KSOU and has worked as AIMA coordinator in the year 2009. She teaches Operations Management, IT and Marketing.

Ms. Nagalakshmi.S is M.B.A (Finance & HR) from Bangalore University and M.Com from Osmania University, Hyderabad. She has presented many papers in both national and international conferences. She has been in academics for the past 11 years and teaches Finance subjects.



Ms. Geetha S is M.B.A (Finance & HR) from Bangalore University. She has around 5.6 years of work experience, which includes 3 year of corporate experience & 2.6 years of teaching experience. She has presented papers in National Conferences and Seminars.

Ms. Pooja Raval is M.B.A in Marketing from Hemchandracharya North Gujarat University. She has 3 years of corporate experience in Companies like Claris Life sciences Ltd., Intas Pharmaceuticals Ltd., Strides Arcolab Ltd in the domain of International Marketing Business, African, Southeast Asian and Gulf countries' regulatory affairs, Marketing research, Training and development and new product development. She teaches Marketing subjects.



Ms. Bhavana U Kanthy is M.B.A (Marketing & Systems) from Mahatma Gandhi University, Kerala. She has 3 years of corporate experience in the field of Sales, Market research, Corporate Communication and social Media Marketing and has worked for sectors like IT and advertising. She teaches Marketing & Operations management.



Ms Ashwarya Aggarwal is M.B.A in Human Resources and Marketing from U. P. Technical University. She has 1 year of industry experience in HR. she teaches Human Resources Management. She imparts soft skills Training to students.

Ms. Panideepthi T is M.B.A (Finance & HR) from Bangalore University. She has published papers in reputed national journals and teaches Quantitative Techniques and Finance specialization subjects.



Mr. Manjunath.S is M.B.A in Human Resources from Vishveswaraya Technological University, Bangalore. He has 1.5 years of teaching experience and has attended National Seminars and Faculty Development Programmes on Research and Teaching topics.



Mr.Srinivas K.R is M.B.A (Finance) from Vishveswaraya Technological University, M.Com (Accounting & Taxation) from Bangalore University, Bangalore and PGDFM from KSOU, Mysore and cleared UGC-NET in Management. He has 2.8 years of teaching experience. He has presented many papers in National Conference and seminars.

Department Of Computer Applications

The department of Computer Science was started in the year 1995 affiliated to Bangalore University, approved by AICTE, New Delhi, Ministry of HRD, Government of India and recognized by the Government of Karnataka.

Department of Computer Applications aims at providing quality education, both theoretically and practically. Students of Computer Applications deliver a value to the department with a dynamic character and active culture towards learning and delivering through assigned projects guided by faculty members. The faculty members of the department are highly qualified and inspired in active research in the area of Computer Applications. The infrastructure facility of the department enables the students and staff to develop a cohesive learning environment.

Computer Applications is a professional program with the broad discipline encompassing subjects relating to Computer Sciences and Applications. This program offers a wide range of Technical and Programming skills sets which starts right from second semester of the program to provide vital knowledge of different fields of Computer applications.

The program also includes industrial visits, case study analysis, conferences, workshops and seminars to impart the real application of the subjects by in house as well as industry experts in different areas.



Objectives Of The Department

- To impart specific skill sets on various platforms by enhancing the competency among the students.
- To develop analytical skills with an emphasis on applications in IT projects.
- To develop techno soft skills and team building abilities to lead large group of knowledge workers.
- To develop a creative and positive attitude to deliver value to complex projects.
- To facilitate and support industry oriented research with proactive academic and corporate practices.
- To create an understanding of the global IT challenges and obtaining a port folio as a competent professional.



Undergraduate Program - BCA

BCA The Bachelors Program in Computer Application offers a high quality professional education in Computer Science for software engineers who wish to contribute their efficient technical and programming skills at entry and middle level positions in the IT industry, banking and social organizations or to establish themselves as new generation tech-savvy entrepreneurs. The program offers rigorous training which help software engineers, software programmers and application developers to prepare themselves to the needs of global IT industry.

Available opportunities

Junior Software Engineers, Trainee Application developers and Technical support in various MNCs in different fields like Banking, Insurance, product based and solution based IT companies.

Eligibility

PUC or +2 from a recognized board

Duration

BCA degree shall extend over a period of three academic years with six semesters.

Postgraduate Program MCA

MCA program syllabus has been framed according to the requirements and expectations of the modern corporate IT world by the Bangalore University. The course designed by the Bangalore University provides study in different technical fields of Computer Science and Information Technology. The syllabus of first semester is framed with the subjects that provide a base for the rest of the semesters in an effective way to impart skills and knowledge about the subjects.

In second and third semesters, core Computer Science subjects are introduced with programming practical labs. In the fourth and fifth semesters, students can select two elective papers out of five in each semester along with five core subjects and two practical labs. Sixth semester comprises of project work in the area of students' interest on any application development as required by any internship supported organization while implementing the needs of the clients.

Available Opportunities

Software Developer, Software Engineer, Team Leader, Project Leader, Project Manager.

Eligibility

Students who have completed BCA or B.Sc Computer Science/Maths/Statistics/Physics.

Duration

MCA degree shall extend over a period of three academic years with six semesters.

Achievements Of The Department

**1st & 2nd Rank
Of MCA** under Bangalore University.

Faculty Member's Profile



Mr. B. Ramakrishna Reddy, Assistant Professor is MCA from University of Madras and M.E in Computer Science Engineering from Anna University, Coimbatore. He has 7 years of teaching and 3 years of industry experience. He worked as a software developer in IBM, Satyam, Ford and Accenture in the IBM-Mainframe Technology. He has attended many National level Conferences.

Ms. Vandana Varyani, Assistant professor is M.Sc. Mathematics from Vikram University and M.Phil from Vikram University. She has teaching experience of 6 years & 6 months. She teaches Mathematics & Statistics for Post graduate and Undergraduate students. Her fields of interest are Topology & Fixed point.



Ms. Alesha Majeed, Lecturer is MCA from Calicut University. She has teaching experience of 5 Years. Her areas of interest are Data Structure, Network and Information Security, and Design and Analysis of Algorithm. She is updating her profile by attending Faculty Development Programmes and Workshops every year.

Department Of Hotel Management

The Department of Hotel Management has grown from 1993 to its present stature for providing quality education in the field of hoteliering. It provides a launch pad for aspiring youth with an attitude open and explorative, having a belief which is powerful and not limiting, and to bring in caring energy to become a budding professional in the industry. AMC is recognized unequivocally as an inclusive school where strong personal support from the faculty members creates an atmosphere conducive for academic achievement and self fulfillment. The course is affiliated to Bangalore University and Approved by AICTE, New Delhi.

Hotel Management - "As a Career" The tourism and hospitality industry is one of the fastest growing in the world. It has been estimated by the World Tourism Organization that around one job in ten now depends on this sector and the figure continues to grow. The hospitality industry is one of the largest industries in the world and is experiencing rapid growth. Customers are becoming ever more demanding in their requirements for high standards of service and facilities. It is only through organised and structured training that the industry can meet these expectations. It is one of the most labour intensive & visible businesses, the glamour & satisfaction that comes with this job is one of the biggest reasons for its popularity. From the economic stand point, it is one of the few businesses growing in double digits, perhaps even more than the manufacturing industries. This could be attributed to ever growing domestic & international travelers, enamored by the hot spots now available, improvements & rising quality of entertainment industry, better & scatter utilization of HR now available in the market place. The course aims to provide students with a broad understanding of the operational aspects of the hotel industry and a knowledge of the underlying principles involved.



Ms. Priya, Lecturer is MCA from VTU. She has 5 years of teaching experience. She registered her Ph.D with Rayalaseema University, Ananthapur. Her areas of interest are Web Programming Languages, Operating Systems, and Data Structures.

Ms. Sajani S.H, Lecturer is MCA from Vishweshwaraya Technical University. She has 6 months industrial experience. She has worked in the industry on Dot Net technologies and she has worked 6 months as software developer in Bharath Electronics Limited. She has 1 year of teaching experience.



Ms. Soniya George, Lecturer is MCA from Mahathma Gandhi University. She has 2 years of teaching experience. She has attended a workshop on Image Processing- Concepts and applications organized by center for pattern recognition at PES School of Engineering, Bangalore.

Ms. Divya Sebastian, Lecturer is MCA from JNTUK University. She has industry experience of 1 year. She has worked in the industry on Dot Net technologies, Mobile Computing, HealthCare and Audit Cleaning software system environment.



Objectives of the Department

1. To impart first class international education in hospitality management with practical learning and business internship at affordable costs.
2. To strive towards imparting sound knowledge, nurturing talent and making dynamic leaders for the industry.
3. Imbibing skills in students to pander to the requirements of the perennially nascent hospitality industry.

BHM

Graduates today enter a highly competitive global marketplace and are expected to meet the demands of a continuously changing business environment. The BHM degree provides a firm knowledge and understanding of the operational and functional management dimensions of Hotel Management. Thus very rigorous & intensive schedule will expose students to be practical in management aspects of Food & Beverage Production & Service, room division as well as sales & marketing, tourism, law, financial mgt., computer, food science & nutrition & even organization behaviour. Besides, we teach the latest issues concerning environment aspects of human resources.

Available Opportunities

Hotels, Airlines, Cruise, Travel & tourism industry, HR and Sales & Marketing in MNCs, Banks, & Insurance companies, Event Management companies, Facility Management Companies

Eligibility

Pass in PUC/10+2/Intermediate/Equivalent

Duration

BHM degree shall extend over a period of four academic years with eight semesters.



Faculty Member's Profile



Mr. Abhijit Mukherjee,
M.TM, M.Phil
Director

Mr. Abhijit Mukherjee, Director, Department of Hotel Management, has been at the helm of affairs in various hotel management institutions of repute spread across the country. He has been a front runner in imparting quality training at education in the hospitality sector for well over two decades. He possesses Post Graduate and Research Degrees in Tourism Management. To further his academic pursuits he is currently a Research scholar in Management stream. He has to his credit, papers presented at various National & International seminars & conferences. He has also planned articles & research papers for a wide range of national publications.

He has profound industrial experience gathered during his stints at premier hotels like Oberoi Hotels, Royal Orchid, Bangalore and Best Western Surya at New Delhi.

Mr. Rajesh Kumar, Associate Professor has completed Master's in tourism and M.Phil from Madurai Kamaraj University and M.B.A from Bangalore University. His academic credentials coupled with his experience of a decade and a half make him a force to reckon with. He can take pride in having successfully presented many papers.



Mr. Shaheer Farooq is proud to have the prestigious Institute of Hotel management, Chennai as his Alma Mater. He obtained a professional qualification in the year 1990 and eM.B.arked on a noteworthy career in the industry soon after. He has under his belt a liaison with the Oberoi group, the front runner on the Indian firmament. He is a goldmine of information and unhesitatingly shares his knowledge with the students.

Mr.Mohandas, Assistant Professor has completed Diploma in Hotel Management from Institute of Hotel Management and Master's in Tourism from MKU. He is always in the forefront when it comes to training the students. He has hands on experience in Bakery and Confectionery at hotels of repute and this is helping him in no small measure in imparting quality education.



Department Of Biotechnology

The department of Biotechnology, Administrative Management College was established in the academic year 1999-2000. The department conducts Master of Science (M.Sc.) Biotechnology (four semesters) ever since its inception. This program is affiliated to the Bangalore University and recognized by the Government of Karnataka. The department has been equipped with highly innovative expertise and state-of-the-art infrastructure to pursue research and development in applied areas of Biotechnology. The mission of the department is to promote excellence in biotechnology infrastructure, research and consultancy such that the bio-community can leverage their expertise and exposure to advance Biotechnology at national and global level in cutting-edge areas like genomics, proteomics and drug discovery.

Biotechnology - A Global Perspective

Biotechnology is a fast growing applied branch of biological sciences. It is the blend of scientific and engineering principles. During the last two decades, it has been the center of 'Bio revolution'. The modern biotechnology boom has been truly sparked by the advent of Genetic engineering, Proteomics and Genomics. It is only a decade since scientists first discovered that they could graft foreign segments of genetic material into microorganisms. Biotechnology in future will continue to provide opportunities and challenges in the areas of basic and applied research unforeseen in the past.

In India, a number of institutions are working in the field of Biotechnology. These institutions broadly come under the scientific bodies like Council of Scientific and Industrial Research (CSIR), Indian Council of Agricultural Research (ICAR), Department of Biotechnology (DBT), Department of Science and Technology (DST) and Indian Agricultural Research Institute (IARI). Active research is being carried out in the institutions like Indian Institute of Science (IISc.), Bangalore, Central Food Technological Research Institute (CFTRI), Mysore, Centre for Cellular and Molecular Biology (CCMB), Hyderabad, Centre for Plant Molecular Biology (CPMB), Hyderabad, Indian Institute of Chemical Technology (IICT), Hyderabad, Bhaba Atomic Research Centre (BARC), Mumbai, Jawaharlal Nehru University (JNU), New Delhi, and various institutions of CSIR and ICAR and life science departments of different state Universities. Many industries are also working on the above-mentioned aspects of Biotechnology. Several private industries are coming up to work in the field of biotechnology, with the collaboration of foreign companies.



Mrs. Radha R, Lecturer, has a rich experience of five years in the hospitality industry which coupled with a nine year tenure in academics is a formidable combination. She is M.A and M.Phil in Tourism Management. She is currently pursuing PhD from Dravidian University, Andhra Pradesh. She has also authored comprehensive write ups in reputed journals and presented many papers.

Mrs Dipti Pande, Lecturer, a protege of WGSMA, Manipal, underwent a two year stint to learn the tricks of the trade; she made a successful foray into academics. With three and a half years teaching exposure, she lends a guiding hand to the students and assists them in honing their skills to perfection. She is engaged in pursuit of a PGDBA from Symbiosis.

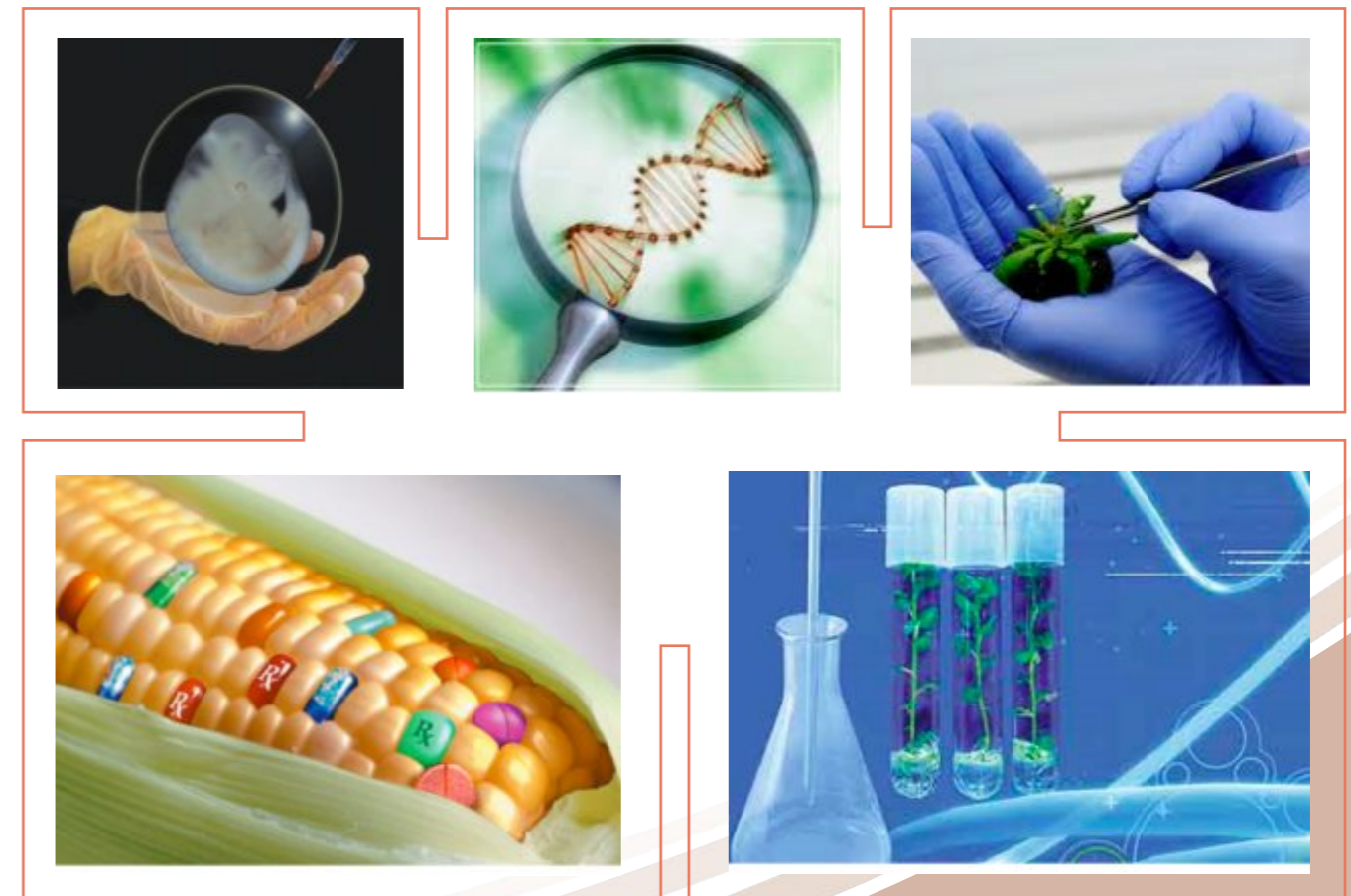
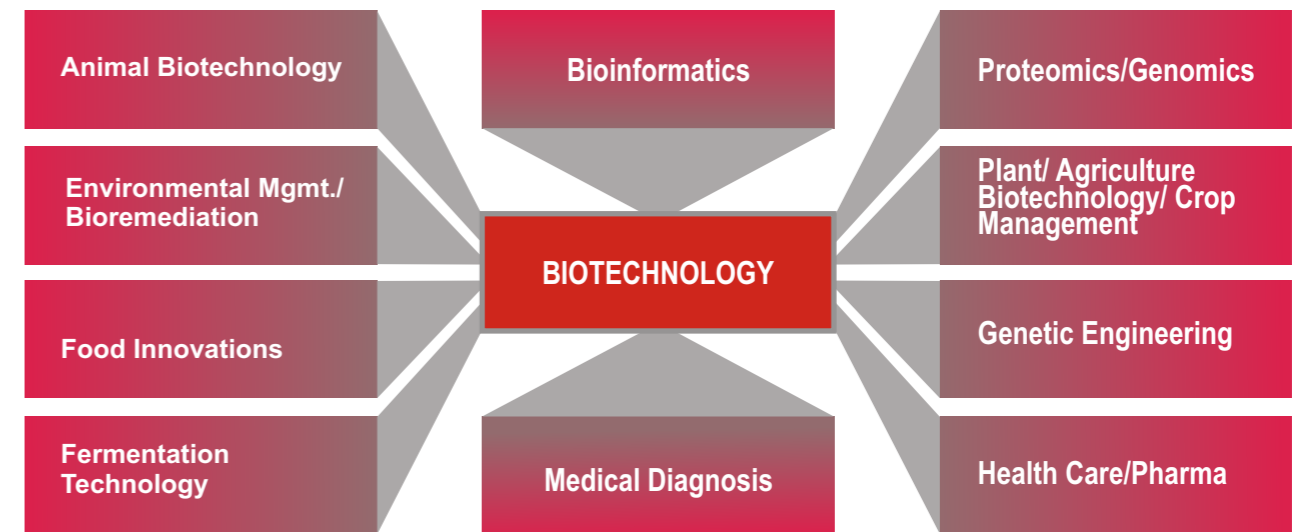


Mr Subhas Chandra Gucchait, Lecturer, was an alumnus of this college. He is currently eM.B.Arked on a Master's program in Hotel Management from Annamalai University. Prior to furthering his academic career, he was with The Oberoi, B'lore, Atria and Royal Orchid where he learnt the ropes.

Objectives Of The Department

- o To bestow theoretical knowledge and practical skills in the field of biotechnology and its functional areas.
- o Prepare students to unleash their latent skill sets and to contribute as efficient and disciplined Biotechnologists.
- o Stimulate their ingenious thinking to do innovative research work in diverse branches of Biotechnology
- o To produce Industry Ready Employable Biotechnology Graduates to meet the growing demands of highly skilled personnel for the Industry.

Job Potential Of Biotechnology Program



Undergraduate Program B.Sc - Bio-Tech

The program has been designed to bridge the gap between industry requirements and the growing demand for skilled manpower in life science sector. Applications of biotechnology are in the pharmaceutical, agriculture, chemical, environmental remediation, and energy industries. It is pertinent for students to gain ample knowledge and accomplish techno-functional capabilities to meet the challenges in crafting value added products and to develop a new generation of sophisticated techniques and technology that will unbolt a innovative world of biotechnology.



Budding Biotechnologists gets a swank entry in various areas like research laboratories, pharmaceutical companies, drug manufacturing & marketing, Quality assurance labs, agri-based industries, food industries etc.,

Eligibility

PUC/12th Std. / 10+2/ its equivalent with at least Biology and Chemistry as two optional subjects.

Duration

B. Sc degree shall extend over 6 semesters spread across three academic years.



Postgraduate Program M. Sc - Bio-Tech

Semester system of academic program is scheduled for all postgraduate courses of Bangalore University from the academic year 2002-2003. M.Sc. Biotechnology is a four semesters (two years) program. Biotechnology is an advanced branch of life sciences and several interdisciplinary subjects and Project work are included in the syllabus to equip students with theoretical knowledge and practical skills which would help them to pursue advance research and to fit themselves in various biotechnology industries around the globe.

Available Career Opportunities

The students after procuring the degree of M. Sc. Biotechnology will have vast opportunities for job in the areas of research and development in various industries, Indian/Foreign Universities, institutions and laboratories where the research is being conducted on the topics mentioned above. The students can be absorbed as junior and senior research fellows (JRF and SRF), Research Associates to work in various institutions for obtaining Doctor of Philosophy (Ph. D.) degree, after completing M. Sc. The students can also opt for various streams of biotechnology for their doctoral and post-doctoral research program. The students after completing their post - graduation gets rewarding career in the departments of Health care, Molecular Oncology, Drug designing, Stem cell research, Clinical Research, Bio-Pharmaceuticals, R&D, Quality assurance, Metagenomics, Food Industries, Seed Testing and Certification Labs, and related areas.

Eligibility

MBBS/BDS or B.E in Biotechnology/Agricultural Engineering or B.Pharm B.Sc/B.Sc (Honours) in Biotechnology / Life Sciences / Microbiology / Botany / Zoology / Biology / Agriculture science / Horticulture / Fisheries / Dairy sciences / Forestry Duration M. Sc degree shall extend over 4 semesters spread across two academic years.



Achievements Of The Department

1. Ms. Snigdha Sharma of M.Sc Biotechnology (2009-11) brought laurel to our college by bagging 1st rank in the Bangalore University Examinations. Ms.Snigdha Sharma was congratulated by the Management on the occasion of National Science Day Celebrations-2012.

2. AMC-Centre for Research and Development is recognized as a research centre for pursuing M.Phil. and Ph.D degree under Karnataka State Women's University, Bijapur. Four faculty members from the department possess eligibility to guide research scholars. The AMC-Centre for Research and Development also conducts various workshops, seminars and Hands- on training programs in collaboration with other institutes and universities in India and abroad.

3. The College has also signed MoU with Gandhi Krishi Vignana Kendra (GKVK), Bangalore and also with a few companies in and around Bangalore for Research Training and placement.

4. "Genesis" - an annual magazine compiled by the faculty members of the department provide a platform to students to display their research findings, review articles, bio-cartooning, and presentation skills.



Dr. P. Sudha Rani, Head - Department of Biotechnology, is M.Sc. (Life Sciences) with Ph.D in Endocrinology from Sardar Patel University, Gujarat. She has qualified GATE. She has published six research papers in reputed journals. Her fields of interest are Immunology and Animal Biotechnology. She has a teaching and research experience of around 2 decades. She teaches Animal Biotechnology and Immunology. She has guided many M.Phil students.

Dr. S. Vijay Anand, Associate Professor is M.Sc. (Microbiology) from University of Madras, M.Phil. (Biotechnology) and Ph.D in Microbiology from Bharathidasan University, Trichy. He has rich a academic and research experience of around 14 years. He teaches Molecular Biology & Genetic Engineering for postgraduate and undergraduate students. His areas of research interest are on Extremozymes from Haloarchaeons and bioprospecting of Marine endosymbionts and published six research papers in peer reviewed international journals. He has guided many M.Phil students.



Dr. J. Hemapriya, Associate Professor is M.Sc (Microbiology) from University of Madras, with M.Phil. (Biotechnology) and Ph.D in Microbiology from Bharathidasan University, Trichy. She teaches Bioprocess Engineering & Technology, General Microbiology for UG & PG students. She has rich academic and research experience of more than a decade. She has published 8 research papers in national and international journals of repute.

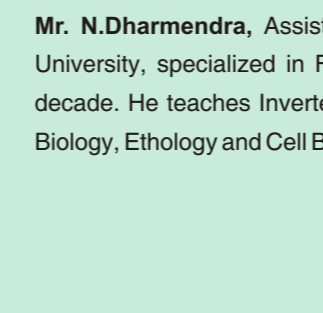


Mrs. Rekha Kelmani, Assistant professor is M.Sc. Biotechnology from Gulbarga University and M.Phil. From Periyar University. She has teaching experience of 6 years. She teaches Plant Biotechnology, Agricultural Biotechnology and Genetics for Under graduate and Post graduate students.

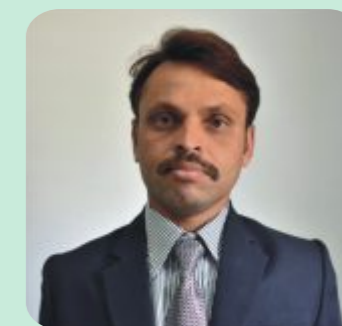
Mrs. Ranjani R, Assistant Professor is M.Sc. Biotechnology from Bangalore University. She has a teaching experience of 5 years. She teaches Industrial Biotechnology for the undergraduate students and Cell Biology, Bioethics, Biosafety and Entrepreneurship for Postgraduate students.



Mr. K.B.Sreenivasa, Assistant Professor is M.Sc., M.Phil in Zoology from Bangalore University. He is pursuing Ph.D. and has an academic experience of 12 years. He teaches Animal Physiology, Environmental Biology and Human Anatomy for under graduate students.



Mr. N.Dharmendra, Assistant Professor is M.Sc. Zoology from Bangalore University, specialized in Fishery Biology. He has an experience around a decade. He teaches Invertebrate Zoology, vertebrate Zoology, Development Biology, Ethology and Cell Biology for Under graduate students.



Department Of Microbiology

The department of Microbiology was established in the year 1997, affiliated to Bangalore University, and is recognized by the Government of Karnataka. M.Sc is a two year Post Graduation program having four semesters.

Microbiology is an exceptionally broad discipline encompassing specialties as diverse as biochemistry cell biology, genetics, taxonomy, pathogenic bacteriology, food and industrial microbiology, microbial physiology, microbial technology and ecology to name a few, a microbiologist can widen his knowledge-base in many biological disciplines. With all major emphasis of this course and the importance lies in the benefitting from diverse microorganisms in many ways towards the betterment of the society.



Objectives Of The Department

- To develop highly qualified and competent graduates in the field of microbiology
- To impart knowledge of suitable antimicrobial agents for treatment of infections and scope of immune therapy and different vaccines available for prevention of communicable diseases.
- To train the students regarding the laboratory investigations in bacteriological examination of food, water, milk and air.
- To develop quality human resource in the discipline of Microbiology through basic and applied courses/programs.
- To impart training to students of other institutions to enhance their skill in the discipline of Microbiology.
- Apply methods of disinfection and sterilization to control and prevent hospital and community acquired infections.
- To create top quality human resources in order to enhance productivity and social status in Agriculture and Home science

M.Sc - Microbiology

Available Career Opportunities

Biocon, Biozeen (P) Ltd., Omega Health Care, AstraZeneca, Sap Labs, Sun Pharmaceuticals, Strides Arcolab, Mac Millan Scientific Publications, S.L.N. Analytical Labs.

Eligibility

B.Sc in Microbiology / Lifesciences / Biotechnology / Biology / Biochemistry

Duration

Four Semesters across two academic years

Achievements Of The Department

Ms. Ritika Paul of M.Sc Microbiology (2004-06) brought laurels to our college by securing

1st Rank
in the Bangalore University Examinations.



Faculty Member's Profile



Dr. P. Sudha Rani, is M.Sc. (Life Sciences) with Ph.D. in Endocrinology from Sardar Patel University, Gujarat. She has qualified GATE. She has published six research papers in reputed journals. Her fields of interest are Immunology and Animal Biotechnology. She has a teaching and research experience of around 2 decades. She teaches Animal Biotechnology and Immunology. She has guided many M.Phil students.

Ms. Rashmi Mohan, Lecturer is M.Sc from Bangalore University, Bangalore and M.Phil Degree from Bharathidasan University. Her area of Specialization is Environmental Microbiology. She has two years of industry experience and six years of teaching experience. Her areas of interest are Medical Microbiology, Environmental Microbiology, Recombinant DNA Technology and Bacteriology.



Ms. Varsha. S. L., Lecturer is M.Sc from Karnataka University, Dharwad. Her area of specialization is Agriculture Microbiology. Her areas of interest are Agriculture Microbiology, Immunology, Molecular Biology, and Genetic Engineering. She has seven years of teaching experience and one year experience of working in the industry.

Department Of Biochemistry

The department of Biochemistry was established in the year 2004, affiliated to Bangalore University, and is recognized by the Government of Karnataka. The department is imparting excellent quality education to keep abreast with growing scope and current developments in the field of science and technology. Biochemistry being an interdisciplinary subject occupies a pivotal position and is offering numerous merging opportunities for innovations and practical applications for the development of the mankind. Keeping this focus in mind, today teaching Biochemistry does not only pertain to academics alone but, to various activities that are intellectually stimulating and entertaining. The program ensures efficient and thorough training in various related areas of the subject. Six batches of students have successfully completed their PG program and are all well placed in academic, research and industrial sectors. In addition to the normal curricular activities, students are also exposed to regular guest lectures by scientists from various research institutes & industries several industrial visits and journal club in each semester. The department provides a platform for the students to get selected through various campus recruitment programs conducted by several industries/institutes.



Objectives Of The Department

- To train the students in Chemistry, Biology and other disciplines, as well as integrate the two to enhance a better understanding of biochemical principles
- To familiarize with principles of various conventional & specialized lab investigations instrumentation analysis & interpretation.
- To make the Students aware about the contribution of Biochemistry to both basic and applied research in industry, medicine, agriculture, pharmacy, food technology and biotechnology.
- To encourage the students to develop intellectual independence, critical thinking skills and versatility for problem solving in biochemistry and other related courses.
- To develop the practical skills of students to enhance their observational skills and to use these skills for problem solving.
- To provide an overview of the latest site of Research like Cancer Biology, Bioinformatics, infection biology, Analytical and Biochemical techniques.
- To inculcate the core values and principles of Research and Development.

M.Sc - Biochemistry

The program ensures efficient and thorough training in various related areas of the subject. Six batches of students have successfully completed their PG program and are all well placed in academic, research and industrial sectors. In addition to the normal curricular activities, students are also exposed to regular guest lectures by scientists from various research institutes & industries several industrial visits and journal club in each semester.

Available Opportunities

forensics, industrial chemistry, molecular biology, pharmacology, technical sales, virology, horticulture, immunology, forestry, and so on

Eligibility

B.Sc Chemistry / Biochemistry (With Biology at PUC level)

Duration

Four Semesters across two academic years

Acheivements Of The Department

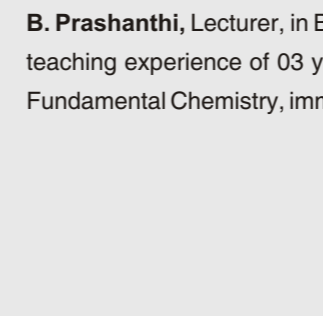
Students of 2010-11 **Goutham, Pradeep and Shivaram** have done inhouse projects on "Anti-Microbial & Anti-Oxidant activity of bitter gourd" and has been published in International Journal of Pharmacophore in 2011.

Faculty Member's Profile

J. Caroline Rose., Lecturer is M.Sc. in Biochemistry from Madurai Kamaraj University and M.Phil in Biotechnology from Bharathidasan University. She has published about five national and International Research papers in reputed journals. She has a teaching experience of 16 years. She teaches Plant Biochemistry, Metabolism, Biotechnology, Genetic Engineering, Analytical Biochemistry and Human Physiology subjects. Presently she is pursuing Doctorate degree in Clinical Biochemistry (Dengue). She has guided three M.Phil. Students under Periyar University.



G. Leelaprakash, Lecturer is M.Sc in Biochemistry from University of Madras and M.Phil in Biotechnology from Bharathidasan University and pursuing PhD in Medicinal plants and Cancer Biology. He has a teaching experience of 7 years and teaches Molecular Biology, Molecular Physiology, Membrane Biochemistry, Clinical & Protein Biochemistry. He has published about 8 International Research papers in reputed journals and also presented poster at international conference.



B. Prashanthi, Lecturer, in Biochemistry from Bangalore University. She has a teaching experience of 03 years. She teaches the subjects like Enzymology, Fundamental Chemistry, immunology, Biochemical Genetics, Biomolecules.



Student Development Activities

Student Development activities

To enhance functional orientation of the students a variety of activities are planned :

- B Games
- Simulations
- Role plays
- Presentations
- Case Studies
- Business Environment & Operations Analysis & Diagnostics
- Study & Forecasting, Financial Analysis, Market & Trends
- Computer awareness & applications



Personality

At AMC students are groomed in the core areas of personality development to face global challenges:

- Attitudes
- Etiquette
- Leadership
- Teamwork
- Body language
- Communication and conversation
- Executive Development Programs

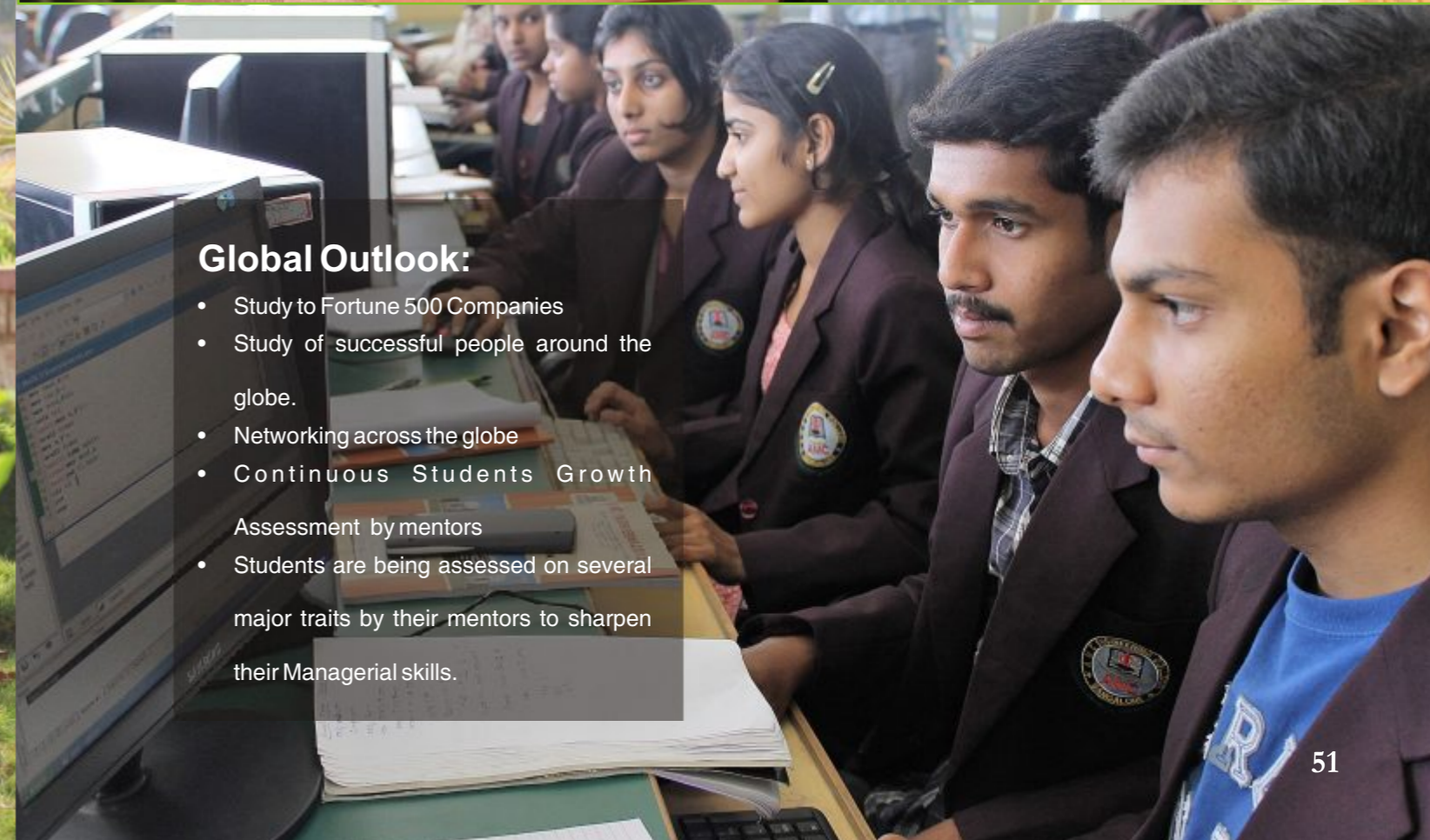
Research Exposure

Health & Art of Living

- To develop sustainability and patience to handle diversified problems of industry students are encouraged to be fit from the physical and spiritual dimensions.
- Health awareness programs
- Psychological counseling sessions
- Spiritual sessions



Prof. U.R. Rao addressing the science scholars



Global Outlook:

- Study to Fortune 500 Companies
- Study of successful people around the globe.
- Networking across the globe
- Continuous Students Growth Assessment by mentors
- Students are being assessed on several major traits by their mentors to sharpen their Managerial skills.

ಹನಿವೆಲ್ Honeywell

Our M.B.A students with Faculty member at HoneyWell during their Industrial visit



AMC Placement Cell

The training and Placement cell headed by a senior Professor is the backbone of AMC. The Cell has progressive ideas of making Placement as a strategic tool in its objectives. In line with these objectives, the placement cell has already entered into MOUs with many MNCs.

More than offering just jobs, the objective of the placement cell is to mould the personality of the students and develop them as Professional leaders.



Students on an industrial visit to Transcend

Sports



Sports



A group dance by our AMC students during Annual Day celebrations



Students in fashion show



Rock band of AMC



Student performing a classical dance

Smile at AMC



For Further Information

AMC Campus

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Website: www.amceducation.in

AMC Corporate Office

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Jayanaagar, Bangalore - 560011

Administrative Team

