



Acme Business School

Makes You Extraordinary



Prospectus

Regular **MBA**

Approved by **Annamalai University**

IBM Certified Business Analytics Course

Google Certified Digital Marketing Course

Cambridge Certified Centre



Highlights

- ◆ Industry-connect programs
- ◆ Internship with stipend
- ◆ Wi-Fi enabled smart AC classrooms
- ◆ BEC and IELTS certification
- ◆ Committed placement offered

Contact

Acme Business School

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'Acme', a professionally managed business school, is committed to provide the highest standard of management learning experience from the expertise gained by its promoters over several decades in engaging corporate personnel, educational institutions and students by imparting value based management courses and training programs. The management and faculty at 'Acme' play a crucial role to provide a dynamic learning environment. 'Acme' is resourceful, entrepreneurial and shall endeavour to nurture talent in every Acmians.

Mission

To impart a high standard of business knowledge enabling the management students to align with the industry at ease; to develop effective and responsible leaders by producing world-class, socially responsible, creative leaders who think on a larger perspective; to develop new scholars and to provide a continued support to its students and alumni for their career and business development.

Vision

To be the business school that best understands the industry requirements, develop leaders and managers who can transform business worldwide and enter into collaboration with a leading foreign university.

Architect - Acme

Dr.S.RM.Sokkalingam is the founder chairman of Acme Business School, Versatile Corporate Solutions, Versatile Publishing House and Versatile Business School. He had been erstwhile senior banker in ICICI Bank and Bank of Madura Ltd. and has got three decades of rich banking experience. Later he was Professor and Head, Department of Management Studies in acclaimed Engineering Colleges around Chennai over seven years.

His passion is training and development. University of Cambridge has certified one of his training institutions to prepare students for Cambridge English Exams. He is also a qualified trainer to train candidates for IELTS and BEC programs. He has trained over fifteen thousand students and corporate employees on communication and soft skills programs since 2005. One of his flagship programs 'Speak English Effortlessly in 18 hours' has evoked greatest response from a large number of participants. L&T consistently rated his training programs ranging 81 and 93% since 2012.

Chairman's Desk

India, the third largest economy in the world emerging as super power, will enter fast track growth by 2020. The country has attained a rapid growth in every field in the last decade resulting in substantial development in the country's infrastructure and attracting foreign direct investments enabling India becoming an economic powerhouse. We are officially called NIC (Newly industrialized Country) if not a developed country. Considering the above, there will be substantial demand for MBAs and commerce graduates year after year henceforth. Therefore it's time for the students to find immense value in pursuing management and commerce courses.

'Acmians' shall be well trained and their ability to perform under any given circumstances is ensured. 'Acme' shall take every initiative to fulfil its commitment in this regard in letter and spirit.



Dr. S.RM.Sokkalingam

The Art of Speaking English

Dr.S.RM.Sokkalingam has authored the book titled 'The Art of Speaking English'. It was published in April, 2010. 'The Hindu' acknowledged this book in its 'Book Review' on 31.08.2010. It has received many accolades since then. The third thoroughly revised reprint was published in September, 2016. It is rich in content, well spaced with attractive typeset, printed in a top-quality paper and well bound with a beautiful wrapper akin to international standards. Eighteen thousand copies were sold since its original publication. The user of this book neither requires a dictionary nor assistance. Many readers enjoyed reading it as a novel. In fact, the user can:

- Acquire key techniques to speak in English elegantly
- Build word power over 15000 efficiently
- Frame questions and make answers effectively
- Understand confusing words and common mistakes easily
- Learn grammar eagerly
- Engage in conversation with others effortlessly





Courses

Annamalai University

The MBA programs are approved by Annamalai University (AU), Annamalai Nagar, Chidambaram as Twinning Program. AU was established as per Annamalai University Act, 1928. Later Annamalai University Act 2013 has come into force from 5th September 2013 as per the assent of His Excellency President of India. Annamalai University, accredited with 'A' Grade by **NAAC** in 2014, is one of India's largest public residential universities with 10 Faculties and 49 departments of study.

AU sets the question paper, conducts the examinations in our premises and awards the degrees. 'Acme' is at liberty to modify its syllabus to suit industrial requirements from time to time subject to the approval of AU.

Courses offered

- MBA - General
- MBA - Executive
- MBA - Hospitality Management
- Google Certified Digital Marketing Course
- IBM Certified Business Analytics Course

Specialization in MBA - General Management

- Human Resources Management
- Marketing Management
- Financial Management
- Digital Marketing



Eligibility

MBA: Any graduates from a university recognized by UGC with a pass. Graduates who are in the final year of graduation can also apply. However such graduates have to submit their provisional certificates to us within a stipulated time.

Executive MBA: A pass in a bachelor's degree from a university recognized by UGC with a minimum of one year professional or business experience.

Application Form

The applicant can get the application form directly from us at free of cost or download it from our website www.acmebschool.in



Training and development

- Communication Skills
- Soft Skills
- BEC
- IELTS
- Guest lectures by:
 - Top Executives from industry
 - Academicians

'Industry Connect' programs

- Paid Internship
- Hands on experience
- Interaction with acclaimed industrialists
- Regular industrial visits
- Opportunity to engage in live projects



Library

A considerable range of books on management, case study with video collections, communication & soft skills, fiction, newspapers and magazines are provided. These collections includes Indian & foreign origin. The textbooks related to the syllabus are available. The Students can buy the prescribed text books or borrow from our library.



Highlights



Placement

We have a dedicated team to provide internship, project and placement to students in corporate of repute. The promoters and the members in our Academic and Advisory Council have very close contacts in many worthwhile industries for several decades which will help us to place 'Acemians' at ease. A minimum CTC of Rs.3 lakh can be offered to every 'Acemian' subject to their competency in subject knowledge, communication and soft skills. However 'Acme' will provide a plenty of opportunities to acquire the said skills at no extra cost.



We would organize placement in the following companies:



Students Support and Benefits

- Fluency in English speaking
- 'Acme' culture akin to corporate culture
- Certification on training programs conducted by 'Acme'
- Fortnightly guest lectures
- Air-conditioned smart classrooms
- Wi-Fi campus
- Well equipped library
- Open courseware
- In-house faculty with substantial industrial exposure
- Subjects handled by industry experts
- A dedicated mentor for every five students
- Engaging NLP trainers to nurture talent
- Pre-awareness on accounting principles to non commerce graduates
- Students and faculty exchange programs with management institutes of repute
- Assured campus placement according to identified passion and talent
- National and international business tours
- Part-time employment opportunity
- Scholarship for distinction holders and economically weaker sections
- Providing loan and soft repayment facility
- Assistance for hostel accommodation



Academic and Advisory Council

1. Dr. M. Thangaraju, Advisor, Tami Isai Sangam, Chennai - 600 108; Former Vice Chancellor, Periyar University, Salem
2. Dr. R. Perumalsamy, Vice Chancellor Noorul Islam University, Thuckalay, Kumaracoil, Tamil Nadu - 629 180
3. Dr. Lena Tamilvanan, Writer and Publisher; Chairman, Manimekalai Prasuram, Chennai - 600 017
4. Mr. M. Narayanan, President & CFO, Madura Micro Finance Ltd., Chennai - 600 035
5. Mr. K.V. Bala, Chairman, BVK Group of Companies, Kothari Building, 4th Floor, 114, Mahatma Gandhi Salai, Nungambakkam, Chennai-600034
6. Mr. Lakshmanan Natarajan, Managing Director, Dolmatic Group, Chennai - 600 040
7. Dr. Jagannathan, Director, Natesan Institute of Cooperative Management, Anna Nagar, Chennai - 600 040
8. Mr. V. S. Janardhanan, Vice President-HR, Mitsubishi Heavy Industries, Ranipet - 632 403
9. Mr. N.J. Lakshmi Narayan, Executive Director, Build HR Management Consultants Pvt. Ltd. Virugambakkam, Chennai 600 092
10. Dr. V. Subramania Bharathi, Principal, SKP Engineering College, Tiruvannamalai - 606 611

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