



A J INSTITUTE OF MANAGEMENT

A unit of Laxmi Memorial Education Trust[®]

Approved by AICTE, New Delhi, Affiliated to Mangalore University, Recognised by Govt. of Karnataka)

ANNUAL REPORT

2021 – 2022

A J INSTITUTE OF MANAGEMENT

A unit of Laxmi Memorial Education Trust[®]

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Profile of the Institution

1.	Name of the Institute	A.J. Institute of Management (Stand-alone MBA Institute)
2.	Basic programme offered	Two-year fulltime MBA Programme
3.	The Number of Years the PG Centre has been in Existence	23 years (since 1999)
4.	Affiliation and Recognition details	<ol style="list-style-type: none"> 1. Permanent affiliation of Mangalore University 2. Recognition of AICTE, New Delhi and Govt. of Karnataka 3. Recognition of UGC under 12(b) and 2(F) 4. Recognition under Unnath Barath Abhiyan of Govt. of India. 5. Recognition under SPICE of AICTE
5.	Accreditation Status	Accredited by NAAC (second cycle- new System) with B+
6.	Total number of batches	Three batches

During the current academic year, all the institutional activities were made further student-centric by structuring them under curricular and co-curricular sections. To fine-tune our students as per the corporate expectations, Industry certified add on programmes exist in all the four semesters, with the special subjects such as Soft Skill, Logistic Management, Human Resources, Marketing and Finance.

Likewise, every Wednesday/Thursday afternoon is earmarked for club activities, where series of empowerment programmes are conducted such as turn-coat, Quiz, role play, case analysis, business plans etc. Further, the Institute follows the under mentioned experiential and participative pedagogy to make teaching-learning more effective.

- Group Discussion
- Case study training
- Role play exercises

- Daylong workshops
- Huge number of clubs and associations

<ul style="list-style-type: none"> • Seminar presentations • Book Review sessions • Students participation in Intrafest • Compulsory Internship 30 days • Project Work • Industry visits • Task of preparing a short films • Inspirational Movie Presentation and in-depth discussion • Conduct of Social Survey • Expert Lecture series 	<ul style="list-style-type: none"> • Deputation of students for fests, conferences and seminars • Conduct of Spot seminars current issues • Provision of compulsory viva and assignment in each semester • Celebration of deferent festivals • Demos on the use of knowledge software and e-journals • Student participation in online aptitude test series. • Project work through in-campus vermi compost unit. • Series of add-on programmes
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In addition, the following tables provide a birds-eye-view of empowerment activities for the current academic year under different captions:

Webinars and Expert Lectures:

S N	Theme of the Lecture	Date	Resource Person
1.	Capital Marketing Awareness	09.12.2021	Mr. Pankaj Mathoor, Bombay Stock Exchange.
2.	Corporate Expectations and Student preparedness	17.02.2022	Dr. Vignesh S. Gaonkar, Product Manager, Cognizant Technology Solutions
3.	Communication and Managerial Skills	25.02.2022	Mr. John Rohan, Client Services Manager, Global E-Softwares, Mangalore
4.	Human Rights and Gender Equity	02.03.2022	Mr. A. Udayanand, Advocate, Mangalore
5.	Employee Benefits and its Statutory Compliance	11.03.2022	Mr. Sushanth Alva, Director, Avashyak Corporate Services.
6.	Mental Health Among Students: Issues and Concerns	23.03.2022	Mr. Vaishakha Vishwanath Mogral, HR Officer, Nexstar Extursions
7.	Digital Marketing and SEO	08.07.2022	Ms. Amrutha Rao, SEO Specialist, Global Esoftsys, Mangalore.

Student Empowerment and Placement Workshops

Sl. No.	Theme of the Workshop	Date	Guest of Honour	Resource Person
1.	Placement Training and Certificate programme	25.11.2021	MOU between Bajaj FinServ and AJIM for the conduct of 96 hours of Placement Training Programme,	Mrs. Amrutha Nawal – Guest, Bajaj FinServ Trainers from Walchand Plus
2.	Two day workshop “Aptitude and Analytical Skills for Career Excellence”	06 th & 07 th Jan, 2022		Mr. Sandeep Kumar U. & Mr. Mohammed Thaha, Aptitude Trainers
3.	Three days workshop on the theme “Self Awareness for Personal Effectiveness”	21 st , 22 nd & 24 th Feb, 2022	Mr. Vishwajeeth Shetty, Head, Business Operations and Strategy, Nexstar Extursions	Dr. Ganesh Bhat, Corporate Trainer.
4.	Launch of 96 hours training programme by Bajaj FinServ and Walchand Puls (For II MBA B & C Sections)	21.06.2022	Mr. Raja Derez, Senior Manager, Bajaj FinServ	Mr. Raja Decruz, Senior Manager, Bajaj FinServ
5.	One week Training programme on Effective Business Communication and Work Skills	04 – 09. 07.2022	-	Mr. Subhash Bangera, Trainer Walchand Plus and Mrs. Devayani, Trainer, Walchand Plus
6.	One day workshop on “Better the Best: An Extra Mile to Walk	18.07.2022	Mrs. Meghana Bhandary, Senior HR, Global Strategic Resourcing, MPhasis, Mangalore.	Dr. Rajendra Bhat K., National Level Trainer.

Student Counseling, Demo and Other Support Services

Sl. No	Resource Person / Purpose	Date	Organisation
1.	One day workshop on Job Opportunities in Agrow Industry	23.02.2022	Mr. Harikrishna, Alumni, AJIM
2.	Issue of PAN Card to 25 students and 60 Passport to Students	22.04.2022	Govt of India

Student Activities – other Curricular, Extra Curricular, Cultural and Sports Events

Sl. No.	Particulars	Date	Guest of Honour
1.	Internship Viva	22.11.2021	-
2.	Student Council Inauguration	05.01.2022	Dr. Devan P.P., Professor & HOD, A.J. Institute of Medical Sciences.
3.	Induction Programme for I MBA students and PTA meeting	27.01.2022	Mr. Rama Poojary, PTA Member
4.	Live Telecast of Budget session for II MBA students	01.02.2022	
5.	Impulsive Seminar on Expenditure Taxing : Possibilities and Impossibilities	03.02.2022	Director, Two Faculties and 6 students presented their views.
6.	Fresher's Day	18.02.2022	Director, AJIM
7.	Impulsive Seminar on Digital Rupee	23.02.2022	Director, Two Faculties and 6 students presented their views.
8.	Intra Management Fest	04.03.2022	Mrs. Suchetha Nayak, Associate Manager, HR, KMC Hospital, Manipal.

9.	Interactive Movie Session “Gunjan Saxena” for I MBA students	16.03.2022	-
10.	Short Movie Poster Release and 12 Short Movie Release "Social Media Life, Humanity Verses Technology and Saviours	20 th & 21 st April, 2022	Director, AJIM.
11.	Start of Cultural Week and conduct of competitions on Face Painting, Pencil Sketch, Rangoli, Cooking, Mehendi & Traditional Day	19-25.07.2022	Director, AJIM.
12.	Cultural Day	27.07.2022	Ms. Pallavi Prabhu, Professional Singer
13.	Intercollegiate Cultural Fest: Yakshothsava	17.08.2022	Mr. Pabhakar Joshi, Researcher, Performer & Consultant Mr. Praveen Kumar H.C., Alumni Guest, Senior Manager, TV9 Kannada, Marketing Department.
14.	National Level Intercollegiate Management Fest: Elixir 2022	18.08.2022	Mr. Vinod V., Director, WIPFLI LLP, American Tax Consulting Organisation, Bangalore. Mr. Bharath Kumar, Alumni Guest, Head, Department of Counselling, Training and Placement, NMAMIT, Nitte.
15.	Installation of Junior JCI, AJIM	01.09.2022	JCI Deepak Ganguli JCI Raghavendra, JCI Aneesh Ganguli, JCI Mahesh

16.	Onam Celebration	06.09.2022	Director, AJIM
17.	Under club activities hours, totally 15 skill development sessions on different dates were taken to enhance the confidence level of the students.		

Student Deputation & Student Achievements

SI No	Name	Institution	Date	Winners Name	Event Name	Winning Place
1	Berchnova	Berchman's Institute of Management Kerala	26th Nov 2021	Athira	BMT	Runners up
				Krithi U Rao		
				Ladson Montero		
				Sweekar		
2	Rendition	St Joseph College of Engineering and Mgt	25-Jan-22	Deepika	Marketing Paper Presentation	
				Trishali	HR Paper Presentation	
3	Sentia	Mite	15th and 16th Apr 2022	Rahul	Finance	Winners
				Punith	Finance	
				Mahim	Finance	
				Bhavith	Marketing	Runners
				Amruth	Marketing	
				Royson	Marketing	
				Aishwarya Rose Mathew	HR	
				Amrutha Rajeev	HR	
Amalya Shaji	HR					
4	Ettin2k22	Nitte	13th & 14th May 2022	Prathiksha	Ops Tackle	Winners
				Manisha		
5	Magma	Srinivas University	13th and 14th May 2022	Vaishak	Quiz	Winners
				Yadhukrishnan	Quiz	Winners
				Trhishali Karkera	HR	Winners

				Aishwarya Rose Mathew	HR	Winners
				Bhavith	Marketing	Winners
				Royson	Marketing	Winners
				Rahul	Finance	Runners
				Punith	Finance	Runners
				Vaishak Vijayan	Photography	Winner
				Ice Breaker	Team	Winners
				Team	Championship	Overall Winners
6	Echelon	Sridevi College of Engineering and Management	4th & 5th May 2022	Amalya Shaji	Spark Tank	Runners
				Royson	Spark Tank	Runners
				Amrutha Rajeev	Spark Tank	Runners
7	EDIFY	MSNIM, Bondel	28th June 2022	Rahul	Finance	Winners
				Punith	Finance	Winners
				Bhavith	Marketing	Runners
				Royson	Marketing	Runners
				Team	Championship	Overall Runners
8	Magnum	Mangalore University	13th and 14th July 2022	Bhavith	Marketing	Runners
				Amruth	Marketing	Runners
				Aishwarya Rose Mathew	HR	Runners
				Amalya Shaji	HR	Runners
9	National Conference	SDM College of Business management	15th July 2022	B R Swastika	Paper Presentation	1st Place
				Aswathi K Thamban	Paper Presentation	1st Place
				Sandra P V	Paper Presentation	1st Place
10	Shriyans	Srinivas Institute of Technology	21st and 22nd July 2022	Yadhukrishnan	Quiz	Winners
				Harshith C M	Marketing	Winners
				Royson	Marketing	Winners
				Shahana	Marketing	Winners
				Aishwarya Rose Mathew	HR	Winners
				Amalya Shaji	HR	Winners
				Manisha	BMT	Winners
				Mohammed Nihal	BMT	Winners

				Aneesh U	BMT	Winners
				Rahul	Finance	Runners
				Mahim	Finance	Runners
				Team	Championship	Overall Winners
11	Shresta	SDM College of Business management	28th and 29th July 2022	Bhavith	Marketing	Winners
				Amruth	Marketing	Winners
				Yadhukrishnan	Quiz	Runners
				Harshith C M	Quiz	Runners
12	Agon	Alva's Institute - MBA	28th and 29th July 2022	Pooja Jayaprakash	HR	Winners
				Shahana	HR	Winners
				Manisha	Finance	Winners
				Mahim	Finance	Winners
				Manisha	Best Investor Awar	Winners
				Mahim	Best Investor Awar	Winners
				Team	Championship	Overall Winners
13	Zephyr	St Joseph College of Enginnering and Mgt	4th and 5th Aug 2022	Monica D'mello	Marketing	Runners
				Mohammed Nihal	Marketing	Runners
14	Scinitellete	SDM Law College	11th Aug 2022	Royson	Product Launch	Winners
				Aneesh U	Product Launch	Winners
				Harshith C M	Quiz	Runners
				Harsha	Quiz	Runners
15	National Level Student Seminar	Jagathguru Gangadhar College of Commerce, Hubli	16th Aug 2022	Arsha Badran A	Paper Presentation	Winner

FDP, Research, Publication, Extension activities of the Institution

S N	Theme	Particulars	Date / Year
1	One-day Faculty Development Programme on the Theme “Measures To Stream Line the Management Education : A Revisit Since the Covid Intervention”	“Dr. Prakash Pinto, Dean , Department of Business Administration, St. Joseph Engineering College, Vamanjoor, Mangalore is the resource person	26.10.2021

2.	Book Release Programme	Book Written by Prof. H.G. Nagaraj Nayak, Faculty, AJIM. Released by Dr. Shantharam Rai, Principal, A.J. Institute of Engineering and Technology, Mangalore.	02.11.2021
3.	Faculty Development Programme on the theme “MBA Course: a New Dimension	FDP’s conducted in association with Mangalore University for the faculty of Institutes like AJIM, SDM, Besant, PPC and Mangalore University for the development of new course content for the MBA	27.11.2021
3.	One day workshop on “Quality Enhancement Initiatives”	“Dr. Prakash Pinto, Dean , Department of Business Administration, St. Joseph Engineering College, Vamanjoor, Mangalore.	10.01.2022
4.	Release of Anveshana Volume 11 No. 2 July – Dec 2021	Mr. A. Udayanand, Advocate, Mangalore	02.03.2022
5.	Women’s Day Celebration on the theme “Women’s thy Name the Earth”	Three Women achievers are facilitated – Mrs. Shilpa, Entrepreneur, Ms. Jyothi, National Level Sports Achiever, Mrs. Anitha Kumari, Covid Warriier	08.03.2022
6.	Memorandum of Understanding for Dual Certificate and Internship	Avashyak Corporate Services & AJIM	11.03.2022
7.	One day workshop for General Public & Students on Terrace Gardening and Waste Management	Mr. Praveen K., Senior Director, Horticulture Department, Dr. Reeta Noronha, Social Activities, Mr. N. Prakash & Mrs. Saroja Prakash, Resource Persons	12.03.2022
8.	Personality Development programme for JCI Members and AJIM Student Council Members	JCI Punnuraj, JCI Shiva Kashi, Vice President, Tamilnadu – programe Jointly	13.03.2022

		organized by JCI Mangalore Impact and AJIM.	
9.	Signing of MOU and formation of Junior JCI, AJIM	JCI Aneesha Ganguli, JCI Deepak Ganguli, JCI Subhash Bangera and JCI Raviraj A.P.	27.04.2022
10.	Commencement of Unnath Bharath Abhiyan of Union Government at 5 Villages Athikarbettu, Balkunje, Shimanthoor, Karnire, Kollur	Conduct of Social Survey by the students and faculty in the adopted villages.	30.04.2022

Faculty Participation, Publication and Extension

Prof. K. DEEPAK RAO

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| ➤ Presented a Research paper on the theme “An Assessment of Socio-Economic Status of Street Vendors in Mangaluru” in the Two Day National level conference On Emerging Trends in Commerce and Management: Transformational Reforms organized by Dept. of Studies in Commerce, Mangalore University, Mangalagangothri Mangalore | 13 th and 14 th
July 2022. |
| ➤ Presented a Research paper on the theme “Awareness and Utilization of Social Security Schemes: A Study with Special Reference to Senior Citizens in Udupi District” in the Two Day National level conference On Digital India: Progress, New Initiatives and Challenges organized by Dept. of Studies in Commerce, Mangalore University, Mangalagangothri Mangalore | 24 th and 25 th
June 2022 |

Prof. SWAPNA SHETTY J.

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| ➤ Published a Research article titled “The Influence of Cause-Related Marketing on Millennials’ Purchase Intentions: Evidence of CSR from an Emerging Economy” in the Gadjah Mada International Journal of Business, Indonesia, indexed in Scopus Q3 – May to Aug 2021 issue | |
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➤ Attended two day FDP on Structural Equation Modelling using Rstudio and JASP conducted by T A Pai Management Institute	26 th & 27 th Mar 2022
➤ Attended five day FDP on Quality Research Article Writing conducted by Manel Srinivas Nayak Institute of Management	21 st to 25 th June 2022
➤ Conducted a hands on training session on Mendeley for MSNIM faculty	26-08-2021
➤ Published a Research article titled “The Nexus of Corporate Social Responsibility and Consumer Perception: Systematic Review of Evidence” in the Indian Journal of Marketing, indexed in Scopus Q3 – July 2022 issue	
➤ Conducted sessions on capital market awareness on behalf of BSE-IPF, organized through Lotus knowlwealth at various institution	
➤ BOE member of MBA Department of Sahyadri Autonomous college	
➤ Was invited to judge – Stress Interview of Drishya Tarang of Moti Mahal College of Hotel Management	12-Aug-22
➤ Was invited as a resource person for Spoorthi & Pragrathi – Soft skill programme at St Aloysius College (Autonomous)	Aug, 26 & 27 th 2022

Prof. MAHESH P.G.

➤ Presented and Published a Research article titled “Problems and Prospects of Digital Banking among the Senior Citizens in Udupi District” in the proceedings of National Level Seminar on ‘ROLE OF DIGITAL BANKING IN ECONOMIC DEVELOPMENT’ held at Nehru memorial college Sullia.	15 th July 2022
➤ Presented a Research paper on the theme “An Assessment of Socio-Economic Status of Street Vendors in Mangaluru” in the Two Day National level conference On Emerging Trends in Commerce and Management: Transformational Reforms organized by Dept. of Studies in Commerce, Mangalore University, Mangalagangothri Mangalore.	13 th and 14 th July 2022.
➤ Presented a Research paper on the theme “Awareness and Utilization of Social Security Schemes: A Study with Special Reference to Senior Citizens in Udupi District” in the Two Day National level conference On Digital India: Progress, New	24 th and 25 th June 2022

Initiatives and Challenges organized by Dept. of Studies in Commerce, Mangalore University, Mangalagangothri Mangalore.	
➤ Published an Article in Anveshana a Multi-Disciplinary Peer Reviewed Refereed Bi-annual Research Journal on Title “An Appraisal of Socio-Economic Security Measures to Senior Citizens”. With ISSN no. 2249-1449 Volume 11 (2).	July-December 2021.

Dr. RAJESH M.

➤ Jayaprakash and Rajesh (2020) An evaluation of customer’s knowledge attitude and perception towards Pradhan Manthri Bharathiya Jan-Aushadhi Pariyojana, Anveshana, Vol 10, Number 2, July-December2020 pp 97-105.	
➤ Rajesh (2021) Measuring Outcomes of Microfinance Institutions – An Exploratory Study, Journal of Huazhong University of Science and Technology, Vol 50, Issue 5, ISSN 1671 4512.	
➤ Rajesh (2021) Intricacies in Assessment of Impact of Microfinance, Shodharavalli: Research Perspective in Arts, Humanities and Social Sciences, ISBN: 978-81-953842-5-9, pp 220-225.	
➤ Rajesh (2022) An Analysis of Issues and Challenges of Women Workers in Cashew Industry, Satraachee- Tri-Monthly Research Journal, Issue 24, Vol. 36, July-Sept 2022.	

Prof. DEEKSHA RAO

➤ Cleared CA Final Group 1 Examination under the Institute of Chartered Accountants in India.	
➤ Participated and completed the AICTE Sponsored one week short term training program (STTP) for Faculty on Innovative approaches in Teaching Pedagogy organized by Sahyadri College of Engineering and Management, Mangalore.	
➤ Participated in one week International Level Faculty Development Programme on Global Vision for Academic Excellence organized by School of Social Work, Roshni Nilaya, Mangaluru.	

➤ Presented a Research paper on the theme “Impact of moonlighting practices on job satisfaction” in the Two Day National level conference On Digital India: Progress, New Initiatives and Challenges organized by Dept. of Studies in Commerce, Mangalore University, Mangalagangothri Mangalore.	24 th and 25 th June 2022.
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Prof. GANAVI K K

➤ Participated and completed the AICTE Sponsored one week short term training program (STTP) for Faculty on Innovative approaches in Teaching Pedagogy organized by Sahyadri College of Engineering and Management, Mangalore.	
➤ Participated 14 day Virtual international research capacity building program on Research methodology and Data Analytics for PHD research Scholars and Faculty members conducted.	4 th - 17 th December 2021
➤ Participated three days FDP Programme on “ Research Proposal Development” at Manipal Institute of Management	
➤ Participated in two day poster presentation themed “Psychological biases and financial satisfaction on individual investors” with special reference to Dhakshina Kannada and Udupi” at St Joseph Engineering College, Vamanjoor, Mangaluru on the theme “Research Conclave 2022” on 9 th and 10 th September 2022.	

Prof. PRASHANTH SHETTY

➤ Attended one day Management Development Program on “ Placement at Challenging Times” at Shrinivas University Mangalore	19 th February 2022
➤ Attended Six days Faculty Development Program on “Universal Human Values” organized by AICTE Delhi.	6 th to 11 th December
➤ Attended Six days Faculty Development Program on “Writing and Publishing quality research papers at REVA University Bangalore	16 th to 22 nd August 2022
➤ Attended one day workshop on “ LinkedIN profile building for TPOs” organized by Testbook.com	27 th November 2022

Prof. ROSHELLA DCOSTA

➤ Participated and completed the AICTE Sponsored one week short term training program (STTP) for Faculty on Innovative approaches in Teaching Pedagogy organized by Sahyadri College of Engineering and Management, Mangalore.	June 14, 2021 to June 19, 2021
➤ Participated in a Week Faculty Development programme on Universal Human Values from December 13, 2021 to December 17, 2021 organized by AICTE. Delhi.	
➤ Attended International level Webinar on Economics of the Intellectual Property rights held at Mahatma Gandhi Memorial College, Udupi .	July 16, 2021
➤ Attended International Webinar on “People Analytics – Time for HR to Become Data and Analytics Translator” held organized by FIREBIRD Institute of Research in Management.	April 02, 2022
➤ Presented a Research paper on the theme “Impact of moonlighting practices on job satisfaction” in the Two Day National level conference On Digital India: Progress, New Initiatives and Challenges organized by Department of Studies in Commerce, Mangalore University, Mangalagangothri Mangalore.	24 th and 25 th June 2022
➤ Cleared Post Graduation Diploma in International Business Operations (PGDIBO) from Indira Gandhi Open University (IGNOU) Delhi.	

Prof. H. G. NAGARAJA NAYAK

➤ Authored Export Management, a textbook for third year BBA students of Mangalore University under the CBCS syllabus.	
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Prof. VAISHNAVI M.N.

➤ Participated in 5 days Faculty Development Programme on quality research article writing organized by Manel Srinivas Nayak Institute of Management.	21 st to 25 th June 2022
➤ Attended the international webinar on “People Analytics – Time for HR to become Data and Analytics Translators” held organized by Firebird Institute of Research in Management.	2 nd April 2022
➤ Cleared UGC- NET JUNE 2021 in the subject of commerce.	

Faculty pursuing Ph.D. at present and teachers with Ph.D. joined during the year

Sl. No.	Name of the Faculty	Name of the University for Ph.D. Registration	Remarks
1.	Prof. Swapna Shetty	VTU, Belgam	Awaiting final Viva
2.	Prof. Mahesh P.G.	Hampi University	Pursuing
3.	Prof. Prashanth Shetty	Reva University	Pursuing
4	Pro, Ganavi	VTU, Belgam	Pursuing

Research Journal

The Institute is bringing out a Research Journal – Anveshana with ISSN, continuously for last 12 years and also applied for UGC for listing.

Library and Computer lab

Institute has an excellent digital library comprising latest books and journals on Management. At present, we are subscribing to 45 periodicals, possess 15,784 books, 4555 e- books and subscribing to on line journal portals –DELNET, National Digital Library.

DELNET: DELNET Database comprises 577 No. of E-books on Management, 7847 E-journals, thesis and dissertations, Video recordings, dictionary.

National Digital Library: National Digital Library of India (NDLI) is a virtual repository of learning resources which is not just a repository with search/browse facilities but provides a host of services for the learner community

Online journal portal such as J-Gate, PROQUEST were subscribed for the last 10 years, however, discontinued during pandemic and budget is created for the procurement of the same along with EBSCO Journal Portal.

A separate and spacious air conditioned computer lab with a provision of 80 workstations is maintained with Wired LAN, Security network, Server requirements, Wi-fi connectivity and 50 MBPS leased line internet access.

University Results

During the year 2020-21, 168 students have appeared for terminal semester examination and 52 students have secured the First Class with Distinction, 105 students have passed with First Class, 07 students have passed with Second Class, total percentage of result is 97.61%.

New Academic Initiatives

Considering the need for quality enhancement in the business education in the light of pandemic, many quality enhancement initiatives are introduced during the year. These include the Student Progress Tracker, detailed Course File for each subject, new Teaching Learning Practices (TLP) and Course Assignment Books, Course Work Diary etc. These initiatives are expected to yield huge academic benefits during the coming days.

Meetings:

Meeting to Governing Council Meeting, SC/ST committee, IQAC, Library Committee, Parents – Teachers Association, Anti-ragging committee and faculty meetings were held on different dates.

Placement Report

The Training and Placement Department functioning in the Institute is responsible to organize and coordinate for the placement training, internships, and final placement of students. Further, the department organizes mock interviews, group discussions, case studies, pre-placement talks, and interactive sessions with industrial experts, Personality Development programs covering communication skills, presentation skills, career planning, etc., on a regular basis.

Placement Training Program

Two days' workshop was conducted on the 6th and 7th of January 2022, on the theme of "Aptitude and Analytical skills for career excellence" at the Institute. The session was designed to help second-year MBA students improve their aptitude and reasoning skills. The two-day intensive training program was led by specialists in the aptitude subject. Mr.Sandeep Kumar U and Mr. Mohammed Taha were the resource persons for the workshop

Three days' workshop was conducted on the 21st, 22nd, and 24th of February 2022, on the theme of "Self-awareness for Personal effectiveness" at the Institute. The workshop was designed for First-year MBA students to become more effective individuals through goal setting, self-motivation, and

practicing creative thinking to function effectively in multi-disciplinary and heterogeneous teams through the knowledge of teamwork, interpersonal relationships, conflict management, and leadership quality. Dr. Ganesh Bhat, Adjunct Faculty AJ Institute of Management was the resource person.

One-day workshop was conducted on 18th July 2022, on the theme of “Better the Best: An extra mile to walk” at the Institute. The workshop was designed for First-year MBA students to understand the importance of communication skills, human relationship and networking, group dynamics and corporate work culture. Mr. Rajendra Bhat K, National level Trainer was the resource person.

Placement

For the academic year 2021-22, 30 companies have extended the support through the on-campus drive, online drive, portal hiring, and off-campus drives. A total of 77 students have been placed for different companies with 92 multiple offers. Major Recruiters where Reliance, ICICI Bank, London Stock Exchange, ITC, Byjus, Global Data PLC, Rainbow Hospital, Ahalya Hospital, Star Union, ESAF Bank, Federal Bank, Impact Guru, Intellipaat, ANZ Bank, Career Net, Prakash Retail etc. The Highest package for the year is 13.00 LPA

Best Practices

Amidst pandemic threat, the Institute is able to continue her best practices such as conduct of Impulsive Seminars, preparing Short Movies on social centric issues, organizing National Level Management Fest and also the conduct of Yakshakalothsava- the cultural fest.

Flagship programmes of the academic year 2021-22.

The Institute has identified 4 programmes conducted during the year as the Institute's flagship programmes and will continue these programmes during the coming years as the best practices of the Institution. These flagship programmes include.

1. Celebration of women’s day and honoring three women achievers such as successful entrepreneur, Covid warrior and sports performer.
2. Celebration of Kargil Vijay Diwas and honoring the Kargil warrior along with organizing a unique contest “sing n perform live” for the Under Graduate Colleges.

3. A MIME contest was organised on social centric issues for our first year students and 12 teams participated in the same which has yielded huge positives for the students.
4. Signing of MOU with Govt. of India for flagship programme Unnath Bharath Abhiyan for long run research and extensions activities. Under this programme the Institute has adopted five villages and started social survey of households through structured questionnaire on socio- economic issues and concerns.

Memorandum of Understanding signed by Institute

- 1) "Certificate Programme in Business Communication, Banking, Finance and Insurance (CPBFI) in association with Bajaj Fineserv & Walchand Plus
- 2) Junior Chamber International (JCI) Mangalore-Impact Zone XV - with regard to Community Development Programs, Industry-Interaction, and Student Training
- 3) Ocean line Logistics – for Logistic Industry Certified Dual Subjects Certification and Internships
- 4) Simplus Financial Solutions - for Finance Industry Certified Dual Subjects Certification and Internships
- 5) Turmurind Online Enterprise- for Marketing Industry Certified Dual Subjects Certification, Internships & Placements
- 6) A J Hospital & Research Center - for Clinical Experience, Industry Certified Dual Subjects Certification and Internships
- 7) Nalapad Furniture's- For Internships
- 8) Avashyak Consultancy - for Human Resource Industry Certified Dual Subjects Certification and Internships
- 9) Skill Academy Campus Program for online Placement workshops and Training
- 10) SPICES of AICTE for the conduct of Skill Development Programmes for promoting creativity and ethics among students.