



A J INSTITUTE OF MANAGEMENT

A unit of Laxmi Memorial Education Trust[®]

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ACADEMIC YEAR
2021-22



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CORPORATE OUTLOOK WITH SPECIAL REFERENCE TO IT INDUSTRY

On April 23, 2022, the Elixir Club, in collaboration with IQAC and Management Forum, hosted an expert lecture on "Corporate Outlook with Special Reference to IT Industry," featuring Mr. Vignesh S Gaonkar, Product Manager at Cognizant Technology Solutions. The event saw participation from 158 enthusiastic students.





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SELF-AWARENESS FOR PERSONAL EFFECTIVENESS WORKSHOP

From February 21 to 23, 2022, Dr. Ganesh Bhat, Adjunct Faculty at AJIM, conducted the "Self-Awareness for Personal Effectiveness Workshop" with 170 participants. The workshop focused on enhancing personal effectiveness through self-awareness techniques and practical exercises, providing valuable insights for personal development.





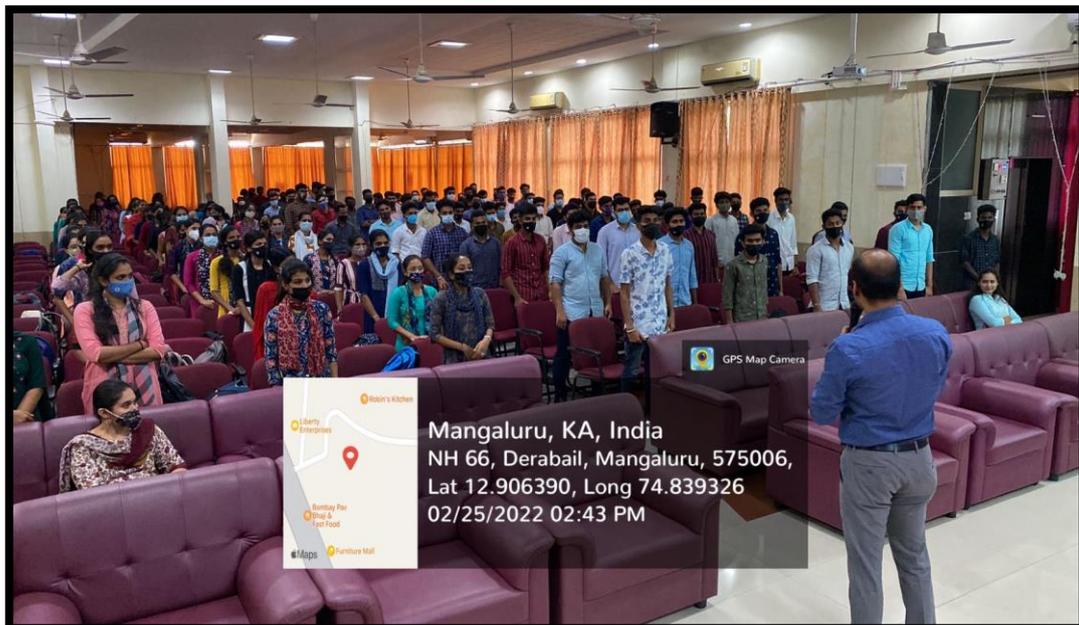
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COMMUNICATION AND MANAGERIAL SKILLS

In association with IQAC an Expert lecture was organized on the theme - "Communication and Managerial Skills "for Ist MBA students on 25" February 2022 in the conference hall, AJIM. Mr. John Rohan was the resource person.





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PROFESSIONALISM AND COMMUNICATION SKILLS

On April 5, 2022, Dr. P P Devan from AJIMS facilitated a session on "Professionalism and Communication Skills" with 184 participants. The event focused on enhancing professional communication abilities, emphasizing their crucial role in personal and career development.





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BETTER THE BEST: AN EXTRA MILE TO WALK WORKSHOP

The workshop was designed for First-year 163 MBA students on 18-07-2022 on the theme “**BETTER THE BEST: AN EXTRA MILE TO WALK WORKSHOP**” Ms.Meghana Bhandary, Senior HR –Global Strategic Resourcing, Mphasis , Mangalore, was the Chief Guest for the inaugural program. Mr.Rajendra Bhat K, National level Trainer was the resource person.





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HUMAN RIGHTS AND GENDER EQUITY

On March 2, 2022, Mr. Udayananda, an esteemed Advocate from Mangalore, delivered an insightful seminar on "Human Rights and Gender Equity" to an attentive audience of 178 MBA students. The main aim of the lecturer was to create awareness of human rights and gender equity and their impact on society.





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MENTAL HEALTH AMONG STUDENTS- ISSUES AND CONCERNS

Ms. Vishaka Vishwanath, from Nexstar Extrusions, Mangalore, delivered a compelling seminar on "Mental Health Among Students: Issues and Concerns" on March 23rd, 2022, which was attended by 168 MBA students. The seminar shed light on the pressing challenges that students face in terms of mental well-being, emphasizing the need for open conversations and support systems.





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CAPITAL MARKET AWARENESS - FOSTERING ENTREPRENEURIAL SKILLS

On August 10, 2022, Mrs Swapna Shetty J from AJIM delivered an enlightening seminar on "Capital Market Awareness - Fostering Entrepreneurial Skills," attended by 165 MBA students. The seminar adeptly navigated the realms of capital markets, emphasizing their pivotal role in nurturing entrepreneurial endeavors.



DIGITAL MARKETING AND SEO

Ms. Amrutha Rao from Global e-soft System, Mangalore, conducted a seminar on "Digital Marketing and SEO" on July 8, 2022, for MBA students. She explained how businesses showcase their offerings on digital platforms. Ms. Amrutha highlighted the critical role of Search Engine Optimization (SEO) in ensuring a strong online presence and shared insights on crafting effective digital marketing campaigns

