



**A J INSTITUTE OF MANAGEMENT**

**A unit of Laxmi Memorial Education Trust<sup>®</sup>**

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**ACADEMIC YEAR**

**2022-23**



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### A LEADERS GUIDE TO DECISION MAKING

On March 31, 2023, Mr. Avelo Roy, MD of Kolkata Ventures and Director of ECC Engineering Pvt Ltd Kolkata, led a session on decision making, highlighting the power of the mind and the benefits of meditation for clarity. He advised breaking down problems, staying focused, and avoiding negativity. The event saw active participation from 172 students and full attendance from faculty members.





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### FIND YOUR VOICE: OPEN HOUSE

The "Find Your Voice: Open House" hosted by Karavali Toastmasters Club Mangalore took place on April 12, 2023, with 355 participants. The event featured introductory sessions by Ms. Deepthi Shetty and felicitation by Dr. T. Jayaprakash Rao, showcasing speeches by Toastmaster Shilpa Mulki and interactive table topics.





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### BETTER ENVIRONMENT BETTER TOMORROW

Ms. Swathi and Mrs. Anitha M, avid bikers from Bangalore, delivered a dynamic seminar on "Better Environment, Better Tomorrow" on October 10, 2022, which garnered keen interest from 350 MBA students. The seminar passionately advocated for environmental stewardship and its direct impact on shaping a sustainable future.





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### START-UP PROCEDURE & ENTREPRENEURSHIP

Mr. Sundar S Mala, Assistant Director at MSME, Government of India (Mangalore), was the resource person for an Expert Lecture Programme organized by A J Institute of Management in association with IGACE Entrepreneurship on December 28th, 2022. The lecture focused on Start-up Procedures for Entrepreneurship and State Government Schemes for Entrepreneurs.



### OPPORTUNITIES FOR ENTREPRENEURSHIP & START-UPS



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Expert lecture programme on "Opportunities for Entrepreneurship and start-ups", was organized by our Institute on 5<sup>th</sup> January 2023, at conference Hall. The Resource person for this programme was CA. S.S. Nayak, Chartered Accountant, Mangalore. The faculty co-ordinator for this programme was Mr H G Nagaraj Nayak.



MUTUAL FUND



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An Expert lecture was conducted by Mr. Ramachandra Bhat K, Trainer-Jai Vatnani & Co on the theme "Mutual Fund" on 20<sup>th</sup> March 2023, Monday at 3:00 p.m. It is an investor awareness program, to create awareness and to build investment in younger generation. The trainer began the session with making the clear difference between saving and investment.





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## VOTING AS A CONSTITUTIONAL RESPONSIBILITY ISSUES & CONCERN

IQAC and Human Rights club organized an Expert Lecture on "Voting as a Constitutional Responsibility: Issues and concerns" for 173 MBA students on 30<sup>th</sup> March 2023 in the conference hall at 3.00 PM.



WATER MANAGEMENT FOR A SUSTAINABLE FUTURE

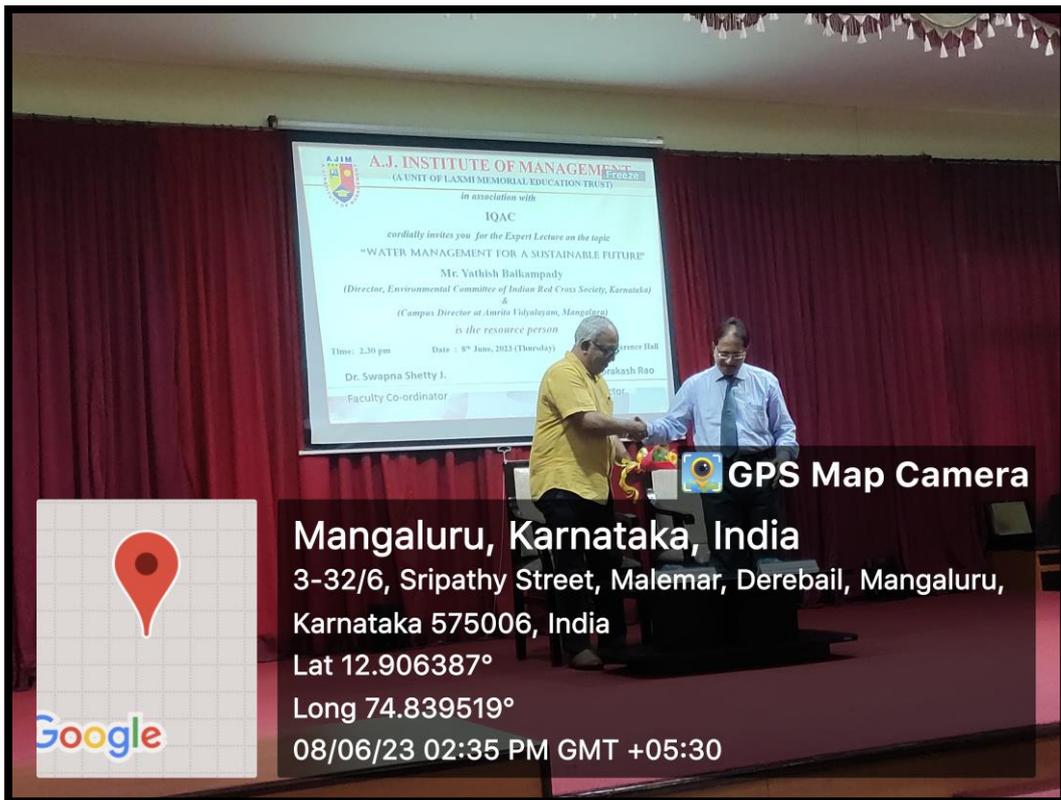


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A J Institute of Management, Mangalore, organised an expert lecture on the topic "Water Management for a Sustainable Future" for second-year MBA students in association with IQAC on June 8, 2023, Thursday at 2.30 p.m. The resource person for this session was Mr. Yathish Baikampady, Director, Environmental Committee, Indian Red Cross Society, Karnataka, and Campus Director at Amrita Vidyalayam, Mangalore.





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### YOGA FOR RESILIENCE

In Association with IQAC and the Human. Resource Club, an Expert Lecture was organized on the theme "Yoga for Resilience" for I-year and II-year students on 21<sup>st</sup> June 2023, in the Conference Hall of AJIM. Esteemed yoga expert and holistic wellness professional Dr. K. Krishna Sharma, Professor and Chairman of the Yogic Science Department of Mangalore University, was invited as the resource person to deliver insightful talks on the benefits of yoga



### MIND AND MEDITATION



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An expert lecture was conducted on 27-06-2023 on the theme mind and mediation by Ms. Amitha Sudhir Urva The art of Living district coordinator for Government programs of Dakshina Kannada District. “Har ghar Dhyam” on the occasion of 75th Independence Day ( “Azadi ka Amrut Mahotsav” ) reaching meditation to every house.



### INTELLECTUAL PROPERTY RIGHTS



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The seminar program was organized by AJ Institute of Management on 02-08-23 with the theme Intellectual Property Rights for 161 students of MBA. The resource person for the program was Dr Chandreka V. She is an Associate Professor at SDM College of Law and Dr. T Jayaprakash Rao Director of the Institute preside over the session.



## MIRACULOUS POWER OF THE SUBCONSCIOUS MIND-MENTALISM SHOW



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The Workshop was organized by A J Institute of Management on 17/08/2023 with the theme "Miraculous power of the subconscious mind" The Resource person for the program was Sri. Kudroli Ganesh. He is an internationally acclaimed magic performer. He has performed over 2200 shows in India and abroad.



### OVERSEAS EDUCATION & ENTREPRENEURSHIP OPPORTUNITIES



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Mr. Shijomon Yesudhas, Manager, Strategic Alliances , IDP Education Ltd Mangalore conducted a session on OVERSEAS EDUCATION & ENTREPRENEURSHIP OPPORTUNITIES for the MBA students on 22-09-2023, emphasizing the numerous benefits of studying abroad, including exposure to diverse cultures, access to world-class institutions, improved career prospects, and personal growth.



**EDUCATING ENTREPRENEURS- NAVIGATING CAPITAL MARKETS  
FOR SUCCESS**

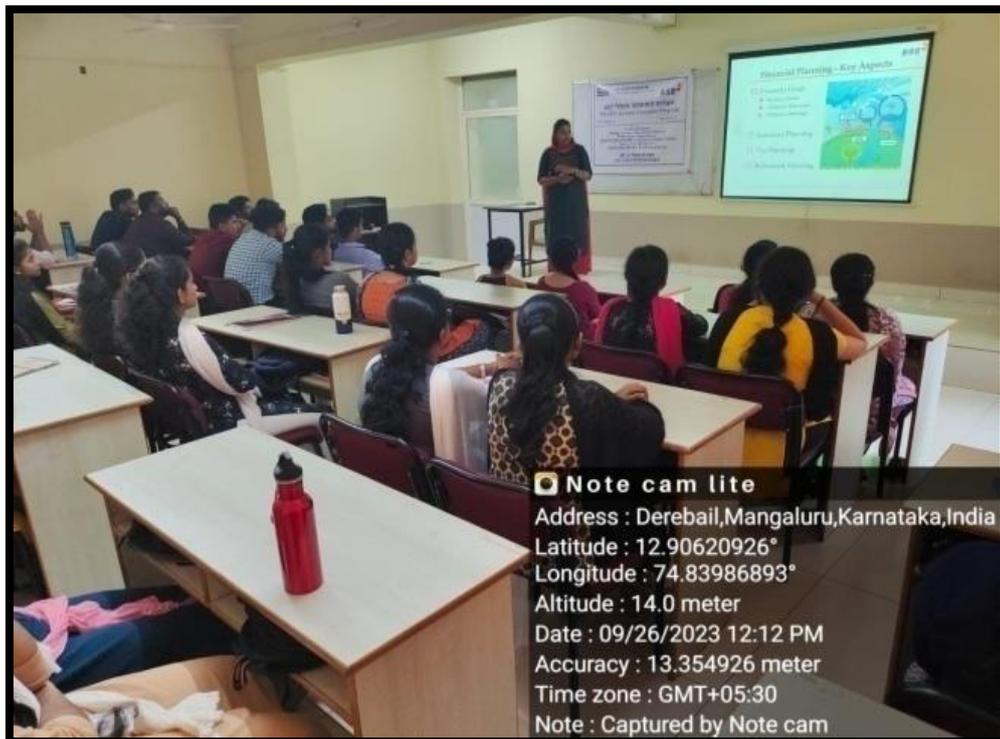


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A highly informative and engaging seminar titled "Educating Entrepreneurs: Navigating the Capital Markets for Success " was held on September 26, 2023, from 11:30 AM to 12:30 PM, targeting the first-year MBA students of Batch A by Ms Deeksha Rao, Trainer , Lotusknowlwealth.,



### FUNDING YOUR VISION: CAPITAL MARKET STRATEGIES FOR ENTREPRENEURS



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A highly informative and engaging seminar titled "Educating Entrepreneurs: Navigating the Capital Markets for Success" was held on September 27, 2023, from 11:30 AM to 12:30 PM, targeting the first-year MBA students by Mr Chethan Kumar, Trainer, Lotusknowlwealth.



### ENTREPRENEUR'S ROADMAP TO CAPITAL MARKETS EXCELLENCE

The seminar on Capital Market Awareness was conducted by Dr Swapna Shetty J , Trainer , Lotusknowlwealth on 27-09-2023 with the objective of promoting financial literacy and enhancing understanding of the capital market among the students.



### CULTIVATING CURIOSITY - EXPLORING RESEARCH INQUISITIVENESS AMONG MBA STUDENTS



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Dr. Ankitha Shetty, Assistant Professor at MAHE's Department of Commerce, delivered a seminar on October 3, 2022, titled "Cultivating Curiosity - Exploring Research Inquisitiveness Among MBA Students." The seminar had active participation from 164 MBA students.



### REVIEW OF LITERATURE



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IQAC organised an Expert Lecture on theme “Review of the Literature” for the First year MBA students on 5<sup>th</sup> October 2023 at 10.30 to 12.00 through online mode. The main aim of this expert lecture was to understand how to write a review of literature, search for research articles in Google Scholar, and usage of reference management tools.



**THE ART OF ENTREPRENEURIAL MINDSET: CULTIVATING  
TRAITS FOR SUCCESS**



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Mr Reji Kumar P, the Managing Director of Excelro Centre for Education & Career Excellence in Kasaragod, Kerala, held a seminar on "The Art of Entrepreneurial Mindset: Cultivating Traits for Success" on October 6, 2022. Session was attended by 89 MBA students who actively participated in engaging activities.



### DEVELOPING A BUSINESS PLAN AND FINANCING ENTREPRENEURSHIP



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The Entrepreneurial Skill Development workshop on the Theme "Developing a Business Plan and Financing Entrepreneurship" was held in the multi-purpose hall on 13-10-2023. The workshop featured Mr. Sri Sundara S. M., an eminent resource person, who shared valuable insights into various aspects of entrepreneurship.



### BUSINESS ANALYTICS & VISUALIZATION IN EXCEL



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Mr. Roger, Director of Business Intelligence Lab in Mangalore, conducted a seminar on August 25, 2023, titled "Business Analytics & Visualization in Excel" for MBA students. He elucidated the significance of using data to make informed business decisions.



### MOMENT MARKETING



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Mr. Tarun, Director of Headvway, conducted a seminar titled "Moment Marketing" for MBA students on July 19, 2023. He delved into the dynamic world of marketing strategies, emphasizing the importance of seizing timely opportunities. Mr. Tarun elucidated how moment marketing involves tapping into current events or trends to engage with the audience in real-time.

