



# **A. J. INSTITUTE OF MANAGEMENT**

**A unit of Laxmi Memorial Educational Trust ®**

**NAAC Accredited Institute**

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

## **ACADEMIC YEAR**

### **2018-19**



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## 1. FIRE AND SAFETY

<b>Date of event</b>	07-09-2018
<b>Theme</b>	Life skills
<b>No. of participants</b>	57
<b>Resource Person</b>	Mohammed Zulfikhar Nawas (District Fire Officer, Mangalore)

### Brief Report:

The District Fire Officer of Mangalore, Mr. Sri. Mohd. Zulfikhar Nawas, led a fire safety demonstration session for MBA students on July 9. Mr. Nawas delivered practical instruction and demonstrated crucial tools and methods for fire safety. He underlined the significance of an immediate and well-coordinated reaction in an emergency. The class proved to be a priceless educational opportunity for the children, providing real-world knowledge on the crucial subject of fire safety. The pupils were really grateful for Mr. Nawas' knowledge and entertaining style.





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## 2. CONTRIBUTION OF WOMEN IN PROMOTING SOCIAL ENTREPRENEURSHIP

<b>Date of event</b>	06-03-2019
<b>Theme</b>	Life Skills
<b>No. of participants</b>	113
<b>Resource Person</b>	Dr. Devi Prabha Alva (Associate Professor of Commerce, St. Agnes College,(Autonomous), Mangalore)

**Brief Report:** A seminar on "Contribution of Women in Promoting Social Entrepreneurship" was held for MBA students on March 6, 2019, by Dr. Devi Prabha Alva, an associate professor of commerce at St. Agnes College. Dr. Alva emphasized how crucial women are to the advancement of social entrepreneurial activities. She emphasized the beneficial effects that successful female social entrepreneurs have on communities and society as a whole while showcasing illustrative instances of their work. The discussion shed important light on the distinctive perspectives and methods that women in social entrepreneurship bring to the area. By using inclusive and creative business models, students were better able to comprehend the possibilities for positive change. Everyone in attendance was deeply affected by Dr. Alva's knowledge and captivating presentation.





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## 1. BLUE OCEAN STRATEGY

<b>Date of event</b>	15-03-2019
<b>Theme</b>	Life Skills
<b>No. of participants</b>	115
<b>Resource Person</b>	Mr Sudhir Raj , Professor K S Hegde Institute of Management, NITTE

**Brief Report:** A J Institute of Management hosted a seminar on "Blue Ocean Strategy" for MBA students on March 15, 2019, presented by Mr. Sudhir Raj, a renowned professor from K S Hegde Institute of Management, NITTE. The formation of uncontested market areas was emphasized as Mr. Raj elaborated on the creative business strategy. To demonstrate how businesses have effectively used this strategy to achieve a competitive edge, he provided riveting case studies and real-world examples. The lesson piqued students' intense interest in the idea of investigating untapped business potential and pushed them to look outside the lines of conventional industry norms. In addition to gaining a fresh perspective on strategic company planning, attendees acknowledged their appreciation for Mr. Raj's clear and captivating presentation.



  
PRINCIPAL / DIRECTOR  
A.J. INSTITUTE OF MANAGEMENT (AJIM)  
KOTTARA CHOWKI  
MANGALORE - 575 008



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## 2. SELF-AWARENESS FOR PROFESSIONAL EFFICIENCY

<b>Date of event</b>	20-03-2019
<b>Theme</b>	Language and Communication Skills
<b>No. of participants</b>	111
<b>Resource Person</b>	Mr Ankith Kumar, Behavioral Scientist ,Sahyadri College of Engineering and Management Mangalore

### **Brief Report:**

On March 20, 2019, Mr. Ankith Kumar, a distinguished Behavioral Scientist from Sahyadri College of Engineering and Management, Mangalore, conducted a seminar on "Self-Awareness for Professional Efficiency" at AJ Institute of Management for MBA students. Mr. Kumar provided valuable insights into the significance of self-awareness in professional settings. He emphasized the role of understanding one's strengths and areas for improvement in enhancing overall efficiency. Through interactive exercises and case studies, Mr. Kumar facilitated a deep introspection among the students, encouraging them to recognize and leverage their unique attributes. The session left a lasting impact, inspiring attendees to prioritize self-awareness as a cornerstone of their professional development. Mr. Kumar's expertise and dynamic presentation style were highly appreciated by all participants.

### A.J. INSTITUTE OF MANAGEMENT

#### NOTICE

There will be an Expert Lecture on "**Self Awareness for Professional Efficiency**" by **Mr. Ankith S. Kumar**, Behavioural Scientist, In-House Trainer for Personality Development and Life Skills at Sahyadri College of Engineering and Management, Mangalore on 20<sup>th</sup> March, 2019 (Wednesday) at 2.30 pm for the 2<sup>nd</sup> year MBA students at Confernece Hall.

Attendance is compulsory.

Director



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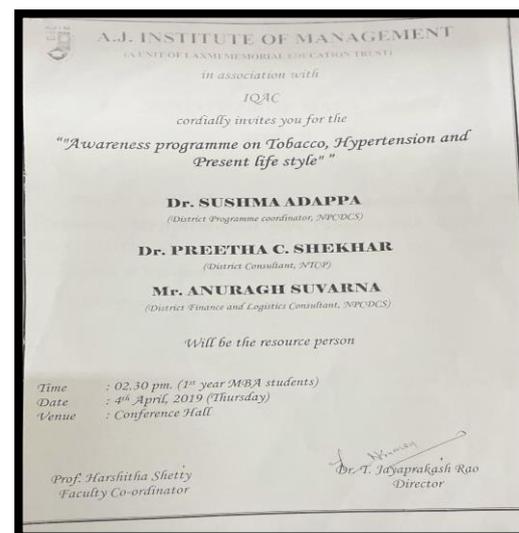
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## 3. TOBACCO CONSUMPTION, HYPERTENSION AND PRESENT LIFE STYLE

<b>Date of event</b>	04-04-2019
<b>Theme</b>	Life Skills
<b>No. of participants</b>	115
<b>Resource Person</b>	Dr. Sushma Adappa, (Dist. Programme Co-ordinator, NPCDCS, Mangalore) Dr. Preetha C Shekhar (Dist. Consultant, NTCP, Mangalore) Mr. Anuragh Suvarna(Dist. Finance and Logistics Consultant, NPCDCS, Mangalore)

### Brief Report:

At the AJ Institute of Management on April 4, 2019, a session on "Tobacco Consumption, Hypertension, and Present Lifestyle" was held for MBA students. Dr. Sushma Adappa, District Programme Coordinator of NPCDCS, Mangalore, Mr. Anuragh Suvarna, District Finance and Logistics Consultant of NPCDCS, Mangalore, and Dr. Preetha C. Shekhar, District Consultant of NTCP, Mangalore, delivered the seminar. The lecture emphasized the significance of adopting healthier habits by highlighting the detrimental effects of cigarette use and bad lifestyle choices on hypertension. The experts shared insightful data and tools that helped students develop a culture of wellness and disease prevention by increasing their knowledge of the dangers of such behaviors.





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## 1. CAREER GUIDANCE

<b>Date of event</b>	20-04-2019
<b>Theme</b>	Career Counselling
<b>No. of participants</b>	115
<b>Resource Person</b>	Mr. Briyan D Souza, Alumnus, Senior Tax Analyst, E & Y, Bangalore.

### Brief Report:

On April 20, 2019, Mr. Briyan Dsouza, a Senior Tax Associate at EY GDS India LLP, conducted a Career Guidance session for MBA students. Mr. Dsouza provided valuable insights into the field of taxation and shared his experiences working in a reputable firm like EY. He emphasized the importance of strong analytical skills and the ability to adapt to a dynamic work environment. The session was highly informative and greatly benefitted the students in gaining a better understanding of career prospects in the field of taxation. Mr. Dsouza's expertise and engaging presentation style were appreciated by all attendees.

The Management, Director,  
Staff & Students of  
**A J INSTITUTE OF MANAGEMENT**  
*All are cordially invited for*  
**EXPERT LECTURE ON**  
**CAREER GUIDANCE**  
**Resource Person :**  
**Mr Briyan D'Souza,**  
Senior Tax Analyst EY  
  
On 20th April 2019  
Venue: Conference Hall, AJIM  
  
Dr. T Jayaprakash Rao  
Director

Date: 18.04.2019  
**A.J. INSTITUTE OF MANAGEMENT**  
**NOTICE**  
  
There will be an Expert Lecture on "**Career Guidance**" by Sri. Mr. Briyan D Souza, Alumnus, Senior Tax Analyst, E&Y, Bangalore on 20 April 2019.  
  
Students are required to come in full Uniform  
Attendance is compulsory.  
  
Mrs. Swapna Shetty (Faculty Co-ordinator)      Dr. T. Jayaprakash Rao (Director)  
  
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