



A. J. INSTITUTE OF MANAGEMENT

A unit of Laxmi Memorial Educational Trust ®

NAAC Accredited Institute

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ACADEMIC YEAR

2019-20



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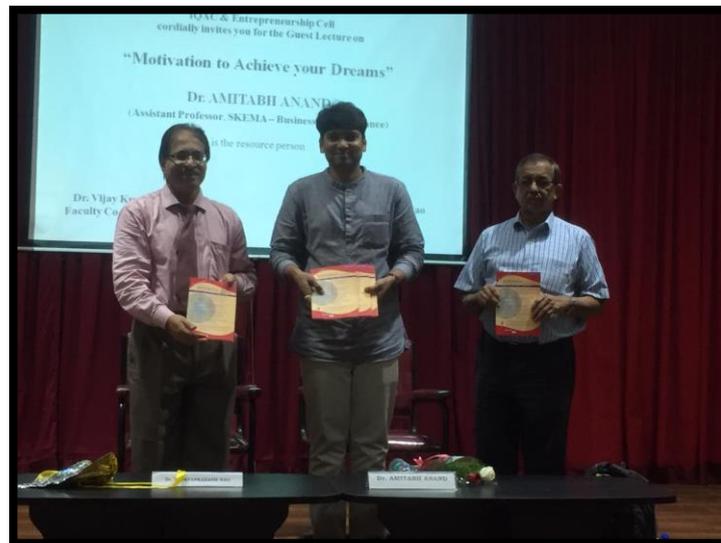
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2. MOTIVATION TO ACHIEVE YOUR DREAMS

Date of event	16-08-2019
Theme	Soft skills
No. of participants	111
Resource Person	Mr Amitabh Anand, (Assistant Professor in Academy of Digitalization at SKEMA Business School)

Brief Report:

On August 16, 2019, Mr. Amitabh Anand, an Assistant Professor at SKEMA Business School, conducted a seminar on "Motivation to Achieve Your Dreams" at AJ Institute of Management for MBA students. Mr. Anand delivered an engaging session, emphasizing the significance of self-motivation in achieving personal and professional aspirations. Through compelling anecdotes and practical tips, he inspired students to set and pursue their goals with determination and resilience. The seminar left a profound impact on attendees, empowering them with a renewed sense of purpose and drive. Mr. Anand's expertise and dynamic presentation style were highly appreciated by all participants.





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1. KAIZEN

Date of event	30-08-2019
Theme	Awareness of trends in technology
No. of participants	110
Resource Person	Sri. A.K. Ayya (Senior Manager at Asian Paints)

Brief Report:

On August 30th, A.J. Institute of Management hosted an expert lecture on "Kaizen" by Sri A.K. Ayya, Former Senior Manager at Asian Paints. The event welcomed both students and faculty members. The Director, Dr. T. Jayaprakash Rao, along with the faculty incharge and student coordinators, inaugurated the session. Sri Ayya commenced by introducing "Kaizen," a Japanese philosophy advocating continuous improvement in practices and personal efficiency. He emphasized the importance of creating a positive environment for suggestions and encouraged participation from all levels of the organization. The speaker discussed methods to analyze processes, including the fish bone diagram, and drew parallels to events in the 'Ramayana.' He urged students to be proactive in utilizing college resources and addressing their weaknesses. Sri Ayya also highlighted successful companies, such as Toyota, that implement Kaizen strategies, sharing personal experiences and showcasing relevant videos. In conclusion, he underscored the benefits of Kaizen, including waste elimination and lean management principles.




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1. LEGAL RIGHTS AND GENDER SENSITIZATION

Date of event	09-09-2019
Theme	Life Skills
No. of participants	113
Resource Person	Ms. Avni Bhatia (Trainer and Campaign Manager, Josh Talks, ITC Vivel)

Brief Report:

Under IQAC and Anti-Harassment Women Cell, an expert lecture program was organised on the theme "Legal Rights and Gender Sensitisation" for the II nd year MBA students on 9th September 2019 in the Conference Hall, AJIM. The resource person started off her session by narrating the story of an elephant who is chained since its childhood but is unaware about its strength and capabilities just like how many of us are unaware of our rights. She tried to explain the meaning of gender its types and the difference between gender and sex. She highlighted on marginality of women, the kind of problems faced by women in cases of crime against women and types of legal remedies used to put such crimes to an end. She further stated that "We all are aware that women safety is one big move taken into consideration by most nations. She emphasised on gender equity and spoke about the existing gender stereotypes with regard to time, age, culture, and hierarchy. From Sexual Harassment at Work Place(SHWP) to eve teasing and flirting, informed about penalty and charges taken against the accused. Finally, the students had to fill in and handover the feedback form and were awarded with the certificates and goody bags at the end of the session.





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3. LEADERSHIP SKILLS

Date of event	24-09-2019
Theme	Soft skills
No. of participants	30
Resource Person	Mr Srinivas Rao, Director , Global Institute of Supply Management, Bangalore

Brief Report:

On September 24, 2019, Mr. Srinivas Rao, Director of Global Institute of Supply Management, Bangalore, conducted an expert lecture on leadership skills for MBA second-year students. Mr. Rao's session focused on imparting valuable insights into the essential qualities and techniques required for effective leadership. He emphasized the importance of clear communication, strategic thinking, and the ability to inspire and motivate teams. Mr. Rao shared practical examples and case studies, illustrating successful leadership practices. The session was highly interactive, allowing students to actively engage with the subject matter. Attendees left with a deeper understanding of the pivotal role that leadership skills play in achieving organizational success. Mr. Rao's expertise and engaging presentation style were greatly appreciated by all participants.





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2. EMPOWERING MANAGEMENT GRADUATES: BRIDGING EMPLOYABILITY SKILLS AND ENTREPRENEURIAL EXCELLENCE

Date of event	25-09-2019
Theme	Life skills
No. of participants	108
Resource Person	Prof. Dr. Jnaneshwar Pai Maroor (Assistant Professor and PG Coordinator- Academics and Examination)

Brief Report:

For MBA students on September 25, 2019, Dr. Jnaneshwar Pai Maroor from JKSHIM presented a session on employability skills. Dr. Maroor offered helpful insights into the fundamental abilities needed to succeed in the workplace. The need of clear communication, flexibility, and problem-solving skills were stressed by him. With interactive exercises to reinforce important topics, the program was quite engaging. The students responded well to Dr. Maroor's practical approach and real-world examples, and as a result, they are now more prepared to handle the rigors of the labor market. Participants thanked Dr. Maroor for his insightful advice, which improved their employment prospects..





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3. CERTIFIED MANAGEMENT ACCOUNTANTS (CMA) IN ENTREPRENEURSHIP: NAVIGATING FINANCIAL EXCELLENCE FOR BUSINESS SUCCESS

Date of event	26-09-2019
Theme	Life skills
No. of participants	157
Resource Person	Mr Ravindra Satish Nayak, Brand Manager – IAM Mangalore

Brief Report:

Under IQAC and Placement Cell, a Career Guidance Programme was organised on "CMA-Certified Management Accountants" for the 1st year MBA students on 26th September 2019 in the Conference Hall, AJIM. Mr. Ravindra Sathish Nayak was the resource person. He is the Brand Manager at IAM- School for CA, CS, ACCA(UK), CMA(US). He briefed the students about the CMA Course and said that Going for the CMA certification is a great career move, especially when you aspire to make it big in the field of management accounting. He gave the details about the course, eligibility, exam structure, salaries and the opportunities it will offer. He said that CMA has a specific Career path. It focuses exclusively on cost accounting and management topics and emphasized on the importance of it for the MBA students. He explained how it demonstrates the professional expertise in all high demand skills in the accounting and finance world. He spoke about the job prospects associated with CMA and finally concluded the session through his motivational and inspiring words.





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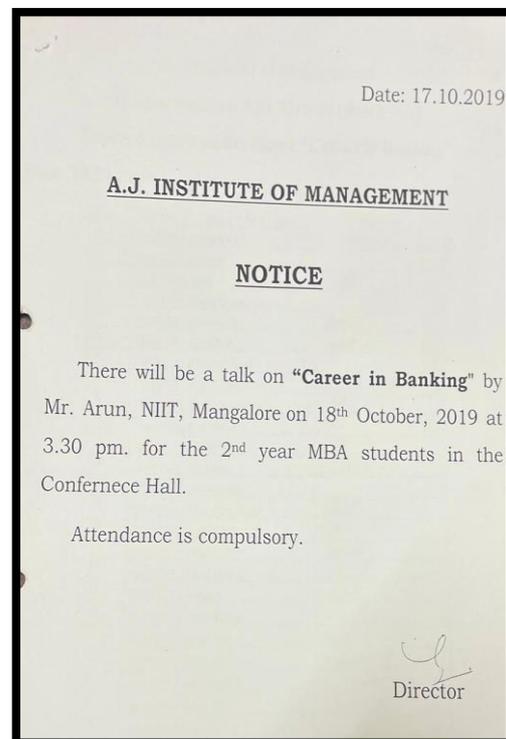
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1. CAREER IN BANKING

Date of event	18-10-2019
Theme	Guidance for Competitive Exam
No. of participants	82
Resource Person	Mr. Arun P (NIIT Ltd)

Brief Report:

On October 18, 2019, Mr. Arun from NIIT Ltd. conducted a seminar on "Career in Banking" for MBA students. Mr. Arun provided valuable insights into the opportunities and prospects within the banking industry. He discussed various roles, skill sets, and career progression paths available in this sector. The seminar was highly informative, with Mr. Arun sharing practical tips on how to prepare and excel in banking interviews and assessments. The session also covered the evolving trends and technologies shaping the banking landscape. Students found Mr. Arun's expertise and guidance instrumental in understanding and navigating the dynamic field of banking. They left the seminar with a clearer vision of their potential career paths in the banking sector.




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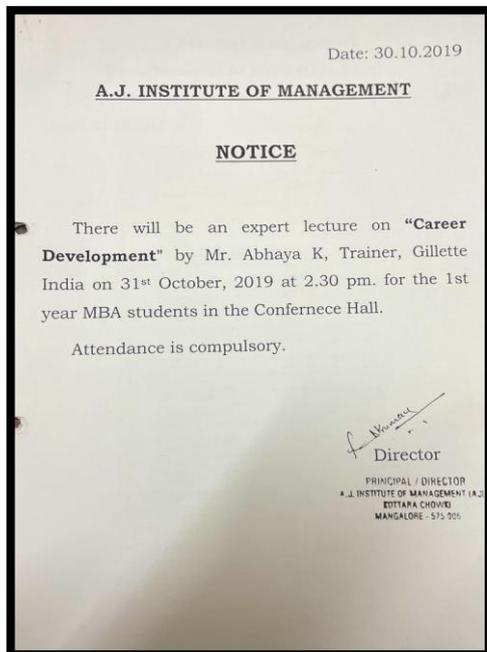
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3. CAREER DEVELOPMENT

Date of event	31-10-2019
Theme	Career Counselling
No. of participants	144
Resource Person	Ms Abhaya K , Gillette India

Brief Report:

Ms. Abhaya K. from Gillette India led a presentation on career development for MBA students on October 31, 2019. Ms. Abhaya offered insightful information about developing a successful career while highlighting the significance of ongoing learning and adaptability. She talked about a variety of methods for developing both personally and professionally, such as networking and skill-building. Students were able to ask questions and get career-related advice during the interactive event. The students found Ms. Abhaya's knowledge and relatable stories to be compelling, and she gave them useful advice for pursuing their careers. The presentation inspired and motivated the attendees to take initiative in their professional development.



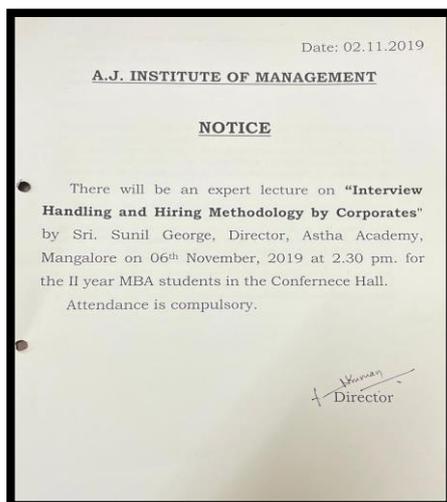

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4. INTERVIEW HANDLING AND HIRING METHODOLOGY BY CORPORATES

Date of event	06-11-2019
Theme	Career Counselling
No. of participants	112
Resource Person	Mr Sunil George, Astha Academy

Brief Report:

Under IQAC, an expert lecture program was organised on the theme "Interview Handling and hiring methodology by corporates" for the second year MBA students on 6th November 2019 in the conference Hall, AJIM. The Director Dr. P Jayaprakash Rao and all the faculty members were present in the session. Mr. Sunil Goerge was the Resource Person. He is the Placement trainer and the director at Asta Academy Mangalore. Ms. Vandana shenoy of II MBA was the master of ceremony. He started off his session by telling "what you see is not what you get" meaning be prepared with current event in the market and convince the customer. Then he was talking about assessing leadership style and its importance by quoting example. He tried explaining what questions students can expect and how to introduce yourself. Further he also discussed about Group discussion and how students should participate and improve. He made sure to make the session interactive by asking questions and responses from the students were well appreciated by him. He was talking the major areas that students required constant practice like quant analysis, logical reasoning, verbal reasoning, communication on convincing ability, group discussion. Lastly he closed program by playing a video about team work will lead to success.



M. Sunil George
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4. SELF-ANALYSIS AND SELF MODERATION

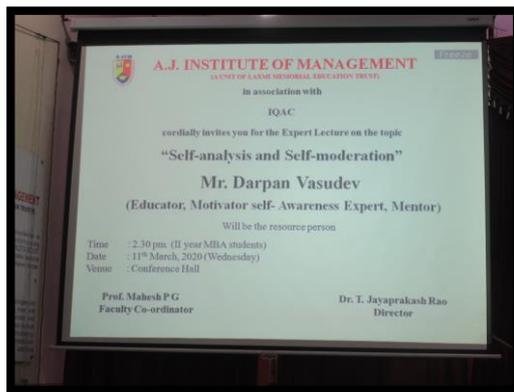
Date of event	11-03-2020
Theme	Soft skills
No. of participants	108
Resource Person	Mr Darpan Vasudev, Bangalore

Brief Report:

Mr. Darpan Vasudev conducted an insightful workshop on Self-Analysis and Self-Moderation for MBA students. The session emphasized the critical importance of introspection and self-regulation in personal and professional growth. Through engaging activities and practical examples, Mr. Vasudev effectively conveyed strategies for enhancing self-awareness and fostering self-discipline.

Key Takeaways:

- Importance of self-reflection for personal and professional development.
- Techniques for cultivating self-discipline and moderation in various aspects of life.
- Practical exercises to enhance self-awareness and emotional intelligence.
- Strategies for maintaining a balanced and focused approach in both personal and professional spheres.





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2. COMMODITY DERIVATIVES

Date of event	13-03-2020
Theme	Awareness of trends in technology
No. of participants	116
Resource Person	Mr Srikanth, FCMA, CGMA, Multi commodity Exchange

Brief Report:

Mr. Srikanth, an expert from the Multi Commodity Exchange, conducted a seminar on "Commodity Derivatives" on March 13, 2020, attended by 116 MBA students. He explained in simple terms how commodity derivatives work, which are like special contracts related to goods like gold, oil, and more. Mr. Srikanth showed how these contracts help manage risks for businesses that depend on these goods. He also talked about how commodity markets influence the economy. The seminar gave the students a clear understanding of this important aspect of finance.




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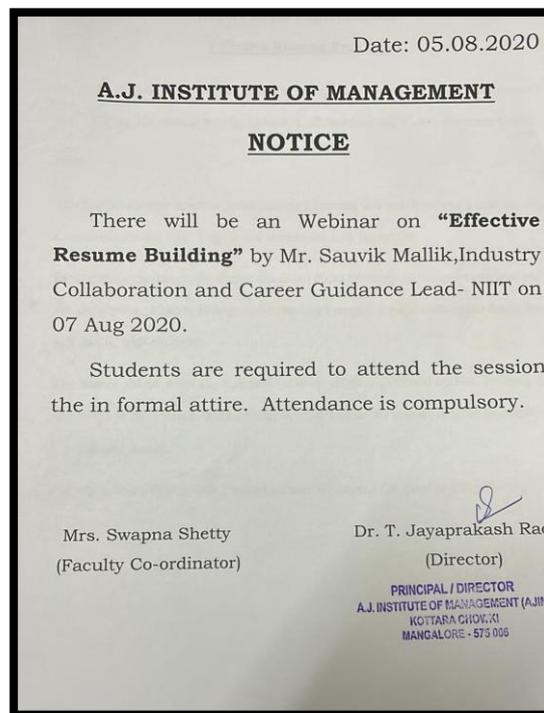
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5. EFFECTIVE RESUME BUILDING

Date of event	07-08-2020
Theme	Career Counselling
No. of participants	100
Resource Person	Mr. Sauvik Mallik, Industry Collaboration and Career Guidance Lead- NIIT

Brief Report:

An expert lecture on Effective resume building was conducted at the Institute on 07 Aug 2020, by Mr. Sauvik Mallik, Industry Collaboration and Career Guidance Lead- NIIT. An effective resume needs to present all the important information about a candidate in a concise and clear way. Format and content are both important. During his presentation, the trainer discussed about tailoring the resume to the role and job description. Making resume to be short and simple, 1 page to be ideal. Some dos and don'ts, with example. The trainer shared some the standard resumes which is preferred by HR. Framing of objectives to the resume. If the resume is of an fresher the important to be highlighted is also being shared. Ms. Vishmitha of I year MBA Introduce and Welcomed the guest to the gathering



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3. POWER OF LINKEDIN

Date of event	17-08-2020
Theme	Awareness of trends in technology
No. of participants	289
Resource Person	Mr Vignesh M K, Murthy Training Academy

Brief Report:

An expert lecture on Power of LinkedIn was conducted at the Institute on 17 Aug 2020, by Mr. Vignesh, Freelancer through online mode. The trainer gave a brief introduction of LinkedIn as a professional networking platform that has revolutionized the job search process. With over 700 million users worldwide, LinkedIn has become the go-to platform for job seekers and recruiters alike. He enlisted the advantages of LinkedIn in Job Search such as 1. Networking: LinkedIn provides an unparalleled opportunity to connect with professionals in your industry, making it easier to get job leads and information about potential employers. 2. Company Research: LinkedIn allows you to research companies, their employees, and their culture, giving you a better understanding of the organization before you apply. 3. Job Listings: LinkedIn has a comprehensive job listing section, where you can search and apply for jobs directly on the platform. 4. Building Your Personal Brand: LinkedIn gives you the opportunity to build your personal brand by showcasing your skills, accomplishments, and interests to potential employers.



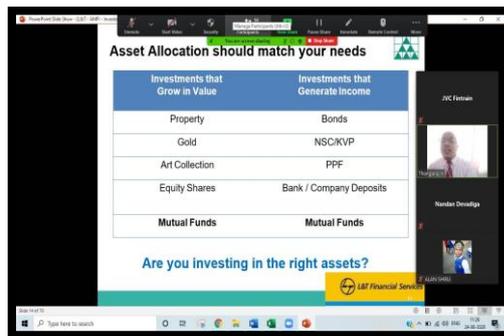
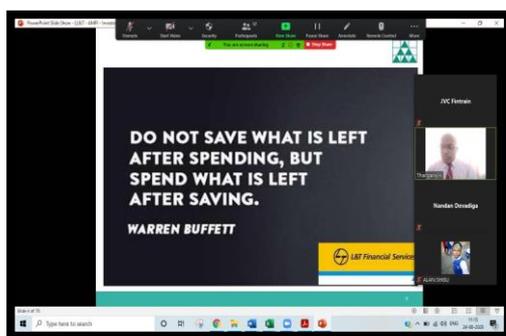
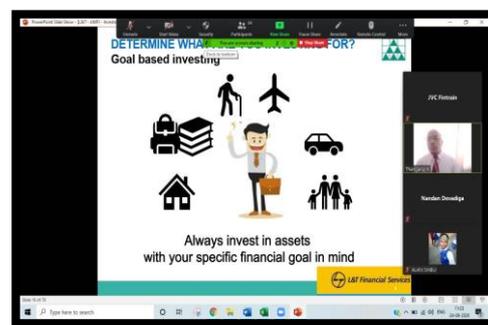
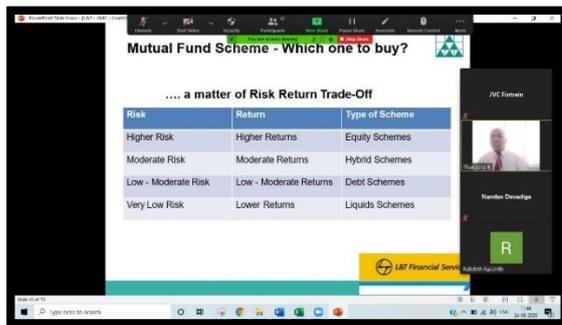

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4. MUTUAL FUND

Date of event	24-08-2020
Theme	Awareness of trends in technology
No. of participants	289
Resource Person	Dr Virendra V Tatake, Trainer Jai Vatnani & Co.

Brief Report:

A Expert lecture was conducted by Dr, Virendra V Tatake, Trainer-Jai Vatnani & Co on the theme "Online Training Session on Mutual Fund Awareness " on 24 Aug 2020. It was an online session. 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. Further, he discussed on the various risk and return associated with each investment avenues. A thorough deliberations happened on the mutual fund schemes. All the schemes and its benefits were discussed in detail. Methods of opening the mutual fund account were also told. Further, the speaker informed about the rights and duties of an investor. Ms. Shipali of 1 year MBA introduced and welcomed the guest to the gathering.




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