



A. J. INSTITUTE OF MANAGEMENT

A unit of Laxmi Memorial Educational Trust ®

NAAC Accredited Institute

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ACADEMIC YEAR

2020-21



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6. BUSINESS PLAN

Date of event	15-10-2020
Theme	Life skills
No. of participants	130
Resource Person	Dr Narayan Karyarkatte

Brief Report:

An Expert lecture was conducted on the "Business Plan" through the Rural Entrepreneurship Development Cell (REDC) under the guidance of MGNCRE by Dr. Narayan Kayarkatte Coordinator Karnataka State on 15th Oct 2022, 10 Am to 12 noon through the online platform google meet. Encouraging entrepreneurship and boosting growth in rural economy is a National priority which has to be taken forward as a mission with commitment and involvement, in this regard business plan preparation session was undertaken. The program focused on the various activities for Entrepreneurship development, making mock Business Plans and enabling internships with FPO companies Among other things, the AICTE Entrepreneurship Cell Guidelines and encouragement process and also the guidelines of Dept. Of Science and Technology for entrepreneurship development and support in colleges were also discussed. Ms. Shahistha of I year MBA introduced and welcomed the guest to the gathering The session was co-ordinated by Mrs. Swapna Shetty and Mrs. Deeksha Rao, Assistant Professors, A J Institute of Management.

Date: 13.10.2020

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NOTICE

There will be an Expert Lecture on "Business Plan" organized by Mahatma Gandhi National Council of Rural Education on 15th Oct 2020, Thursday at 10.00 am. Dr. Narayan Kayarkatte (Academician and Management Consultant, Mangalore) will be the resource person. Webinar links and code will shared at the earliest.

Note: All 3 classes scheduled in the morning are conducted in the afternoon from 1.30 pm onwards on the same day.

Attendance is compulsory.


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1. MOTIVATION TO ACHIEVE YOUR DREAMS

Date of event	13-01-2021
Theme	Soft skills
No. of participants	132
Resource Person	Mr Amitabh Anand, (Assistant Professor in Academy of Digitalization at SKEMA Business School)

Brief Report:

Mr. Amitabh Anand, an Assistant Professor at SKEMA Business School, delivered an impactful seminar on "Motivation to Achieve Your Dreams" at AJ Institute of Management for MBA students. Through engaging anecdotes and practical insights, Mr. Anand underscored the pivotal role of self-motivation in attaining personal and professional goals. Attendees were inspired to approach their aspirations with unwavering determination and resilience, leaving them with a newfound sense of purpose. He highlighted the significance of self-motivation in achieving both personal and professional aspirations. Practical tips to set and pursue goals with determination. Mr. Anand's dynamic presentation style and expertise received high praise from all participants.





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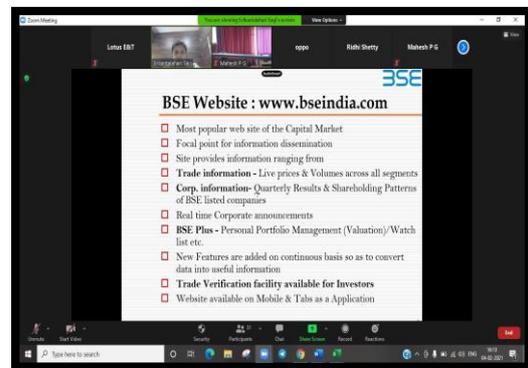
2. CAPITAL MARKET AWARENESS, MUTUAL FUND AND FINANCIAL PLANNING

Date of event	04-02-2021
Theme	Life skills
No. of participants	135
Resource Person	Mrs. Srikantalahari BSE-IPE

Brief Report:

An Expert lecture was conducted on the "Capital Market Awareness Program" by Bombay Stock Exchange through Lotus Knowlwealth Pvt. Ltd., on 04 Feb 2021. Mrs. Srikantalahari, trainer delivered the session

Introduction: The Bombay Stock Exchange (BSE) is one of the largest stock exchanges in Asia, with a history dating back to 1875. To protect the interests of its investors, the BSE has established the Investor Protection Fund (IPF). The purpose of this lecture is to provide a comprehensive overview of the IPF and its role in safeguarding the interests of investors





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1. CORPORATE CULTURE

Date of event	18-02-2021
Theme	Career Counselling
No. of participants	137
Resource Person	Ms. Patricia Dima, Programme Manager, IBM, USA

Brief Report:

Under IQAC an Expert Lecture was organised on the theme "Corporate Culture" for the Ist year MBA students on 18th February 2021 in the Conference Hall, AJIM. Ms. Patricia Dima was the resource person. She is Programme Manager at IBM in United States. The programme was compered by Ms. Sandra P V of Is MBA and the vote of thanks was proposed by Ms. Ridhi Shetty of Ist MBA The main aim of the lecture was to equip the students with the latest practices followed in the corporate world. She began the lecture by asking students their expectations from corporate, further she added on the expectations of corporate from the students. She highlighted the friction between the expectations and the strategies to be adopted to address the gap. She emphasized on the concept servant leadership. She stressed on the importance of communication and laid down that communication is much more than the usage of sophisticated language. Her lecture also delivered a great insight over the multi-tasking, diversity, work life balance etc. She made the students understand the significance of team building and demonstrated some of the interview facing skills.



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3. AWARENESS ON FIRE AND SAFETY EMERGENCIES

Date of event	18-03-2021
Theme	Life skills
No. of participants	135
Resource Person	Mr Satyaraj, First Neuro Hospital

Brief Report:

The seminar on "Awareness on Fire and Safety Emergencies" held on 18-03-2021 by Mr. Satyaraj from First Neuro Hospital was a comprehensive learning experience for 135 students of AJIM. The inclusion of a demo session enriched the event, allowing participants to witness practical applications of safety protocols. Mr. Satyaraj's expertise, coupled with the hands-on demonstration, made the seminar highly impactful, ensuring that students gained both theoretical knowledge and practical skills in handling fire and safety emergencies.





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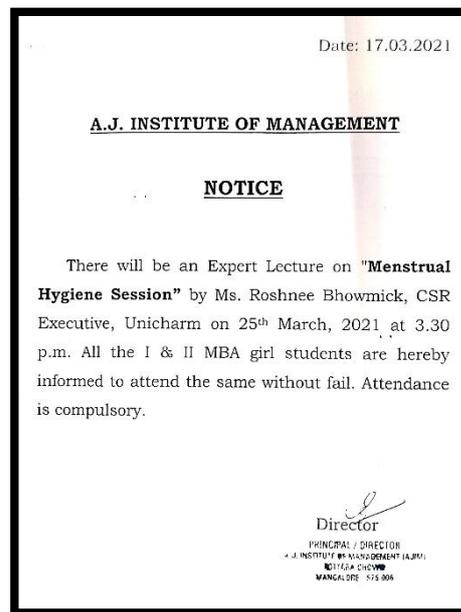
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4. MENSTRUAL HYGIENE

Date of event	25-03-2021
Theme	Life skills
No. of participants	95
Resource Person	Ms Roshnee Bhowmick, CSR Executive, Unicharm India

Brief Report:

An Expert lecture was conducted on the "Menstrual Hygiene" by Ms. Roshnee Bhowmick (CSR Executive, Unicharm India) on 25 Mar 2021 through online mode. During the lecture girls were motivated to adopt hygiene during menstruation and they were made aware of the ill effects of poor menstrual and personal hygiene. Ms. Deepika of 1 year hosted the event and Mrs. Swapna Shetty, Assistant Professor, A J Institute of Management was the co-ordinator of the event.





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5. WOMEN HEALTH AND WELL BEING

Date of event	29-03-2021
Theme	Life skills
No. of participants	88
Resource Person	Dr Shruthi Bhat, Yenepoya Hospital , Mangalore

Brief Report:

An Expert lecture was conducted on the "Women Health & Well Being" by Dr. Shruthi Bhat MD, Assistant Professor, Yenepoya Hospital Deralakatte, Mangaluru on 29 Mar 2021. During the session the doctor addressed girls / women (students and faculty) regarding the issues faced by women, physical as well as mental health. Menstrual issues, nutrition and various matters were discussed. The doctor also encouraged the students to ask questions about their health. Further, one to one session was arranged for the students who needed consultation. Swapna Shetty, Assistant Professor, A J Institute of Management was the coordinator of the event.





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6. COVID SCENARIO: PRECAUTIONS, PREVENTIONS AND ITS TREATMENT

Date of event	28-05-2021
Theme	Life skills
No. of participants	348
Resource Person	Dr P P Devan, AJIMS

Brief Report:

An Online Expert lecture was conducted on the "Covid Scenario: Precautions Prevention and its Treatment" by Dr. P P Devan, Professor, Department of head neck surgery, A J Hospital and Research Centre, Mangalore on 28 May 2021. During the session the doctor addressed the audience regarding the measures precautions, preventions and treatment of Covid. The speaker suggested the methods to prevent the infection of corona virus. S frequent sips of hot water, warm milk with quarter teaspoon of turmeric powder on. He also discussed on the initial treatment to be done with the virus attached medicines were also recommended by him. Mrs. Swapna Shetty Assistant Professors A J Institute of Management co-ordinator of the event.





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1. CYBER SAFETY AND EQUALITY

Date of event	25-06-2021
Theme	Awareness of trends in technology
No. of participants	346
Resource Person	Trainer, ITC Vivel

Brief Report:

On June 25, 2021, 346 MBA students gathered online for a seminar led by Ms. Karuna Nandi, a Supreme Court Lawyer. The seminar focused on two important topics: cyber safety and equality. Ms. Nandi explained how to stay safe while using the internet, and why it's crucial to treat everyone fairly, no matter their background. She shared practical tips for online safety, like using strong passwords and being cautious with personal information. Ms. Nandi also emphasized the importance of respecting everyone's rights and treating everyone with kindness and fairness. The seminar left a lasting impression on the students, empowering them with knowledge to navigate the digital world safely and promote equality in all aspects of life.

Date: 24.06.2021

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NOTICE

An online webinar is organized for the students of Master of Business Administration (First Year and Final Year) on 25/06/2021 at 2.30pm (Duration: 90minutes) through zoom platform by ITC Vivel.

Format of the webinar

The session comprises a Trainer from Vivel addressing the students. Then, Supreme Court Lawyer Ms. Karuna Nundy will be talking about the following focus areas through an interactive presentation –

1. Defining the need to know one's rights and an introduction detailing Fundamental rights and the concept of gender equality.
2. Equality – At Work and at Home which details the legal rights and framework for sexual harassment, POCSO, Domestic Violence.
3. Cyber-safety which includes cyberstalking, bullying and how the law deals with it.
4. The module, in addition, will help define the Rights one should know regarding the Police and the definition of Consent as provided by law.

All students are hereby informed to register today through the link (https://zoom.us/webinar/register/WN_MTgldbekQM24m9OIYs3m-w). An e-certificate will be issued to all the student participants. Therefore, registration is mandatory. Students will get a zoom link to their e-mail address, after the registration process is completed. Students' kindly note that the link provided to join the session will be active at 2.30pm on 25/06/2021.

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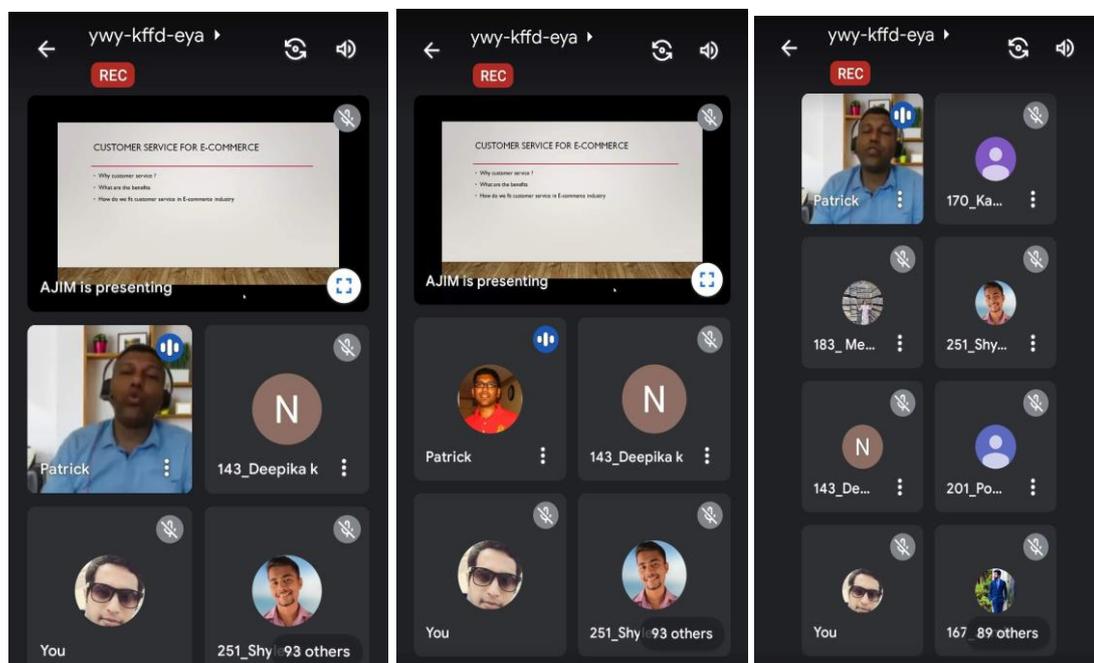
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2. SUPPLY CHAIN AND CUSTOMER SERVICE FOR E-COMMERCE BUSINESS

Date of event	13-07-2021
Theme	Awareness of trends in technology
No. of participants	220
Resource Person	Mr Patrick Dsouza, Mangalore

Brief Report:

On July 13, 2021, 220 MBA students gathered online for a seminar on "Supply Chain and Customer Service for E-Commerce Business." The session focused on how goods move from manufacturers to customers when shopping online. The speaker explained how important it is to make sure everything runs smoothly, from storing products to delivering them on time. They also discussed how good customer service keeps shoppers happy. The seminar gave the students valuable insights into the behind-the-scenes of e-commerce, showing them how crucial it is to keep the supply chain and customer service top-notch for a successful online business.



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5. DRUG ABUSE AND HUMAN TRAFFICKING

Date of event	16-07-2021
Theme	Life skills
No. of participants	180
Resource Person	Mr V Jayaram, Mangalore

Brief Report:

On July 16, 2021, a webinar was held with the theme "Drug Abuse and Human Trafficking" under the broader context of "Life Skills." The event drew the participation of 180 attendees and featured Mr. V Jayaram from Mangalore as the resource person. Mr. Jayaram's insights and expertise shed light on the critical issues of drug abuse and human trafficking. The webinar fostered awareness and understanding of these societal challenges, emphasizing the importance of life skills in addressing and preventing these issues. It provided a platform for interactive discussion and encouraged participants to engage actively in their communities to combat drug abuse and human trafficking, equipping them with the knowledge and skills necessary to make a positive impact.





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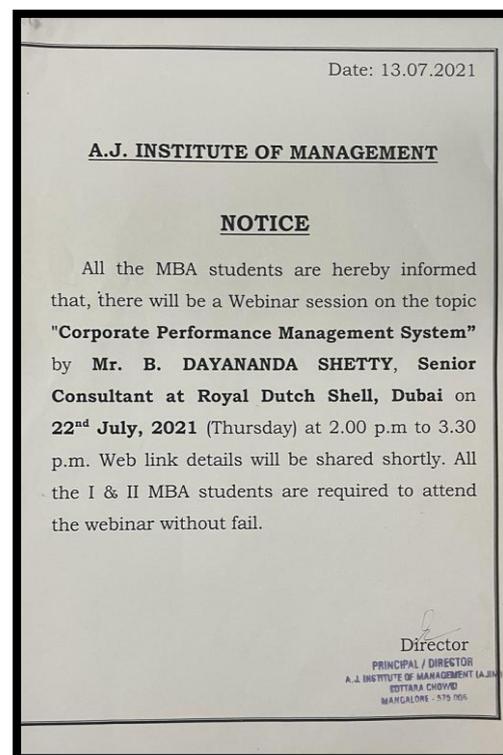
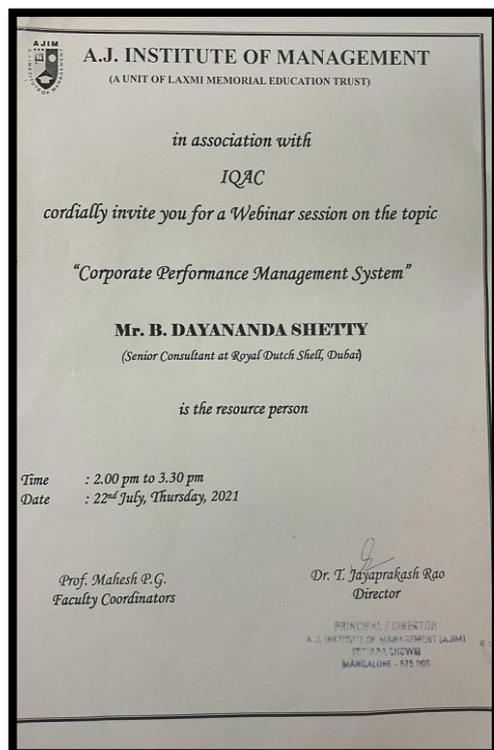
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2. CORPORATE PERFORMANCE MANAGEMENT SYSTEM

Date of event	22-07-2021
Theme	Career Counselling
No. of participants	158
Resource Person	Mr B Dayananda Shetty, Senior Consultant at Royal Dutch Shell, Dubai

Brief Report:

On July 22, 2021, Mr. B Dayananda Shetty, a Senior Consultant at Royal Dutch Shell based in Dubai, delivered an insightful webinar on "Corporate Performance Management System" to an audience of 158 MBA students through an online platform. Mr. Shetty's expertise in the corporate world shone through as he unravelled the intricacies of performance management within organizations. He provided valuable insights on how companies measure and improve their performance to achieve strategic goals. The virtual format did not hinder engagement, with students actively participating and posing pertinent questions. Mr. Shetty's practical knowledge and real-world examples left a lasting impression, equipping the students with valuable perspectives on optimizing corporate performance in today's competitive landscape.




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