



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

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

**NAAC Accredited Institute**

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## **ACADEMIC YEAR**

### **2021-22**



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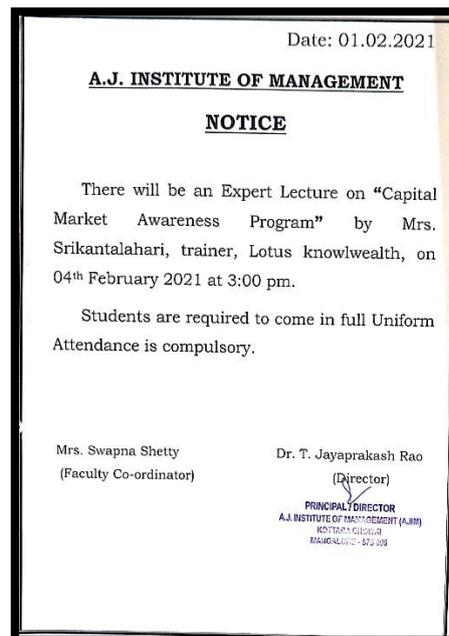
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## 1. BSE CAPITAL MARKET AWARENESS PROGRAM

<b>Date of event</b>	09-12-2021
<b>Theme</b>	Life skills
<b>No. of participants</b>	109
<b>Resource Person</b>	Mr Pankaj Matkar, Financial IT Space

### **Brief Report:**

An Expert lecture was conducted on the "Capital Market awareness program" by Bombay Stock Exchange through Lotus Knowlwealth Pvt. Ltd., on 09 Dec 2021. Mr. Pankaj Matkar, Electronic Engineer, Financial IT Space 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. The following points were discussed in depth by the speaker. Purpose of the IPF: The IPF was established with the primary objective of compensating investors in the event of a default by a member of the BSE. This is done to ensure that investors receive their dues in a timely and effective manner, even in the event of a default.





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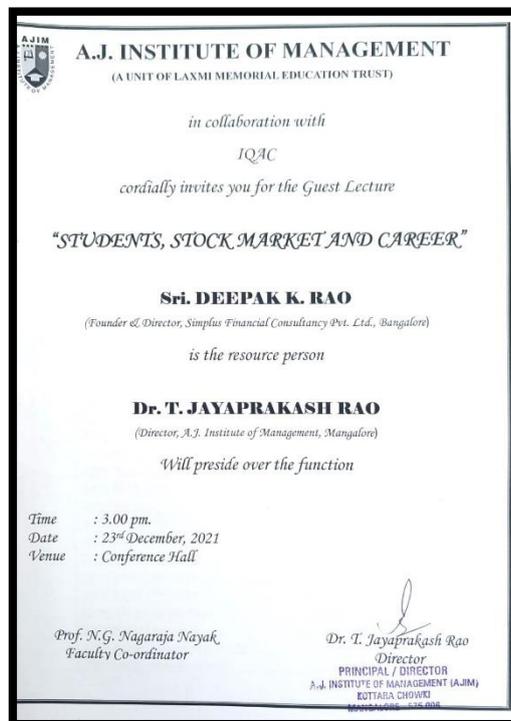
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## 2. STUDENT STOCK MARKET AND CAREER

<b>Date of event</b>	23-12-2021
<b>Theme</b>	Life skills
<b>No. of participants</b>	92
<b>Resource Person</b>	Mr Deepak Rao, Simplus Bangalore

### Brief Report:

Mr. Deepak Rao, from Simplus Bangalore, conducted a seminar on "Student Stock Market and Career" on December 23, 2021, which saw enthusiastic participation from 92 MBA students. The seminar navigated the intricate relationship between student involvement in the stock market and its impact on their career trajectories. Mr. Rao adeptly elucidated the potential benefits and risks, imparting valuable insights on prudent investment strategies. The session left the attendees equipped with a deeper understanding of financial markets, empowering them to make informed decisions for their future careers.





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## 1. CORPORATE EXPECTATION VS STUDENTS PREPAREDNESS

<b>Date of event</b>	17-02-2022
<b>Theme</b>	Career Counselling
<b>No. of participants</b>	120
<b>Resource Person</b>	Dr. Vignesh S Gaonkar, Product Manager, Cognizant Technology Solutions

### Brief Report:

Under IQAC an Expert Lecture was organised on the theme "Corporate Expectations v/s Students Preparedness" for the Id year MBA students on 17th February 2022 in the Conference Hall, AJIM. Dr. Vignesh S Gaonkar was the resource person. He is the Product Manager, Cognizant Technology Solutions. The programme was compered by Ms. Sachitha Kumari and the vote of thanks was proposed by Ms Sahana Prabhu

The main aim of the lecture was to equip the students with the latest practices followed in the corporate world. He began the lecture by asking students their expectations from corporate, further he added on the expectations of corporate from the students. He highlighted the friction between the expectations and the strategies to be adopted to address the gap. He emphasised on the concept of thinking out of the box by saying that it was the need of the hour. He stressed on the importance of communication and laid down that communication is much more than the usage of sophisticated language. His lecture also delivered a great insights over the stress management, the adverse effect of stress, work life balance etc. He made the students understand the significance of team building and demonstrated some of the interview facing skills. He also threw some light on some key points on how to draft the resume further also highlighted the email etiquettes to be followed.

He also demonstrated a realistic case for enhancing the decision making, problem solving and analytical skills of the students. He shared his experience of winning the race. He elaborated on the various factors that led him to climb the greater heights in his professional career. Some of those factors were understanding the reality, observing the top performers, having self confidence, analysing the difference and finally channelizing the effort and performance.

Finally, he spoke about the job prospects associated with MBA and concluded the session through his motivational and inspiring words. It was followed by Question and Answer session. All students actively participated in the Expert Lecture and gave a positive feedback on the programme.



  
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## 1. COMMUNICATION AND MANAGERIAL SKILLS

<b>Date of event</b>	25-02-2022
<b>Theme</b>	Language and Communication Skills
<b>No. of participants</b>	170
<b>Resource Person</b>	Mr John Rohan, Global e-soft System

### Brief Report:

In association with IQAC an Expert lecture was organized on the theme - "Communication and Managerial Skills "for I st MBA students on 25" February 2022 in the conference hall, AJIM. Mr. John Rohan was the resource person. He is the client service manager at global E-Softsys Mangalore. The programme was compered by Ambika Holla Ist year MBA. Vote of thanks was proposed by Ms Amrutha Ist MBA The main theme of lecture was, to build the confidence level among the students and actively involved in every events and suggested to reduce negative thoughts and increasing positive thoughts in the minds of students. He begun the programme with communication skills and how also suggested to develop fluency in English language. Later he organised some activities to the students which was motivated and students also actively participated, later he shared experiences about how knowledge on language impact on interviews it is most important key to crack any exams conducted by reputed companies. He also demonstrated a realistic case of enhancing the decision making problem solving and analytical skills of students. He encouraged each and every student very well. He made the students to understand the significance of team building and leadership skills. He emphasized on the concept of thinking out of the box, creativity is necessary for every aspects and grab the opportunities whenever arises in our life. He also told learning is the key way to improve knowledge. Finally ended the session was followed by questions and Answers. All students are actively participated in that program and gave positive feedback.





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## 3. HUMAN RIGHTS AND GENDER EQUITY

<b>Date of event</b>	02-03-2022
<b>Theme</b>	Life skills
<b>No. of participants</b>	178
<b>Resource Person</b>	Mr Udayananda, Advocate, Mangalore

### Brief Report:

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. He stressed that in the Indian context human rights should be given more importance because people in India are discriminated in many ways .





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## 4. BENEFITS OF STATUTORY COMPLIANCE FOR EMPLOYEES

<b>Date of event</b>	11-03-2022
<b>Theme</b>	Life skills
<b>No. of participants</b>	93
<b>Resource Person</b>	Mr Sushanth Alva, Director, Avashyak Corporate Services Bangalore

### Brief Report:

Under IQAC & Elixir an Expert Lecture was organized on the theme "Employee Benefits and its Compliance - an overview" for the 2nd year students on 11th March, 2022 in the Conference Hall, AJM. Mr. Sushanth Alva, Director, Avashyak Corporate Services, Bangalore. The programme master of ceremony was done by Ms. Swathi, II MBA and vote of thanks was proposed by Ms. Nivetha, II MBA. He began the programme with the importance of statutory compliance and explained in detail about Employee Provident Fund Act, Employee State Insurance Act, Gratuity Act Minimum Wages Act, Shops and Establishment Act and Bonus Act. He also enhanced that statutory compliance in HR helps a company to manage a demanding regulatory environment and avoid non-compliance risks. All the labour and taxation laws of India come under statutory compliance. Every company in India has to mandatorily obey these laws which change on a National and State level. He concludes that each and every individual should know the importance of statutory compliance before joining an organization. Finally ended the session followed by question and answers. All students actively participated in the programme and gave positive feedback.





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## 5. MENTAL HEALTH AMONG STUDENTS- ISSUES AND CONCERNS

<b>Date of event</b>	23-03-2022
<b>Theme</b>	Life skills
<b>No. of participants</b>	168
<b>Resource Person</b>	Ms Vishaka Vishwanath M, Nexstar Extrusions, Mangalore

### Brief Report:

Ms. Vishaka Vishwanath, from Nexstar Extrusions, Mangalore, delivered a compelling seminar on "Mental Health Among Students: Issues and Concerns" on March 23, 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. Ms. Vishwanath highlighted the impact of academic pressures, social expectations, and the importance of work-life balance. She also discussed effective coping mechanisms, stress management techniques, and the significance of seeking professional help when needed. The session resonated strongly with the audience, prompting a lively Q&A session where students actively engaged with the speaker, seeking practical strategies to enhance their mental health. Overall, the seminar proved instrumental in raising awareness and fostering a more empathetic and understanding approach towards mental health in the academic environment





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## 2. PROFESSIONALISM AND COMMUNICATION SKILLS

<b>Date of event</b>	05-04-2022
<b>Theme</b>	Language and Communication Skills
<b>No. of participants</b>	184
<b>Resource Person</b>	Dr P P Devan, AJIMS

### Brief Report:

The programme started by welcoming the gathering and the session was taken over by the resource person Dr P P Devan by quoting “Professionalism is not the job you do its how you do the job” and he also mentioned that professionalism involves consistencies achieving high standards both visibly and behind the scene . in the working world our professionalism encompasses the way you carry yourself, your attitude and the way yyou communicate with others. At the end of the program there was an interactive Q & A session.





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## 1. CORPORATE OUTLOOK WITH SPECIAL REFERENCE TO IT INDUSTRY

<b>Date of event</b>	23-04-2022
<b>Theme</b>	Soft skills
<b>No. of participants</b>	158
<b>Resource Person</b>	Mr Vignesh S Gaonkar, Product Manager Cognizant Technology Solution

### Brief Report:

The expert lecture was organised by Elixir Club in association with IQAC and Management Forum Dr Vignesh S Gaonkar, Product Manager Cognizant Technology Solution explained the importance of IT Industry and also the concept related to IT. He told the role of managers in IT Industry as Accounts Manager, HR Manager, Data Analyst and Research Associate. All the students were also motivated to take on different courses with MBA and learn beyond which can give extra benefit to an individual





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## 1. DIGITAL MARKETING AND SEO

<b>Date of event</b>	08-07-2022
<b>Theme</b>	Awareness of trends in technology
<b>No. of participants</b>	152
<b>Resource Person</b>	Ms Amrutha Rao Global e-soft System, Mangalore

### **Brief Report:**

On July 8, 2022, Ms. Amrutha Rao from Global e-soft System, Mangalore, conducted an insightful seminar on "Digital Marketing and SEO" for MBA students. She provided a comprehensive overview of how businesses promote their products and services online. Ms. Rao explained the importance of Search Engine Optimization (SEO) in making sure a website appears in search results. She also discussed strategies for effective digital marketing, including social media and content creation. The seminar equipped the students with practical knowledge to navigate the dynamic world of online marketing, enhancing their skills for the modern business landscape.



  
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## 6. CAPITAL MARKET AWARENESS - FOSTERING ENTREPRENEURIAL SKILLS

<b>Date of event</b>	10-08-2022
<b>Theme</b>	Life skills
<b>No. of participants</b>	165
<b>Resource Person</b>	Prof Swapna Shetty, AJIM

### Brief Report:

On August 10, 2022, Professor Swapna Shetty J from AJIM delivered an enlightening seminar on "Capital Market Awareness - Fostering Entrepreneurial Skills," attended by MBA students. The seminar adeptly navigated the realms of capital markets, emphasizing their pivotal role in nurturing entrepreneurial endeavors. Professor Shetty's comprehensive insights delved into investment strategies, risk assessment, and avenues for raising capital, providing invaluable knowledge for aspiring entrepreneurs. The seminar left an indelible mark, equipping the students with essential skills and knowledge to navigate the dynamic landscape of capital markets for their entrepreneurial pursuits.





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## 2. STUDY ABROAD OPPORTUNITIES AND IELTS

<b>Date of event</b>	25-08-2022
<b>Theme</b>	Career Counselling
<b>No. of participants</b>	120
<b>Resource Person</b>	Mr. Shijo Mon Yesudhas, Manager - Business Development, IDP Education

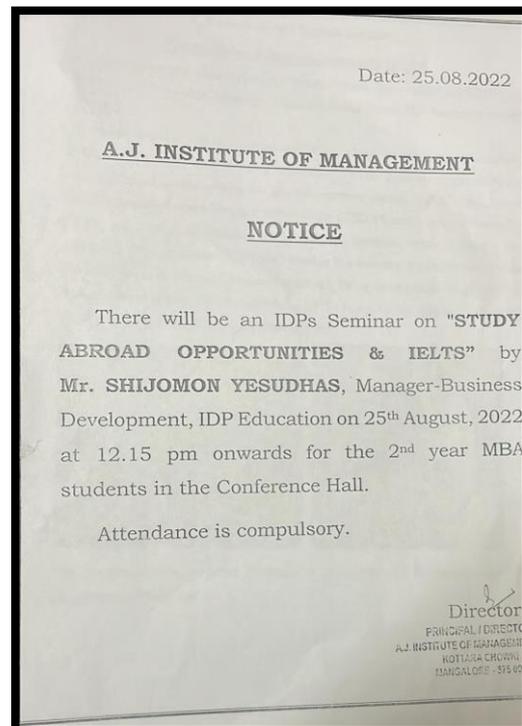
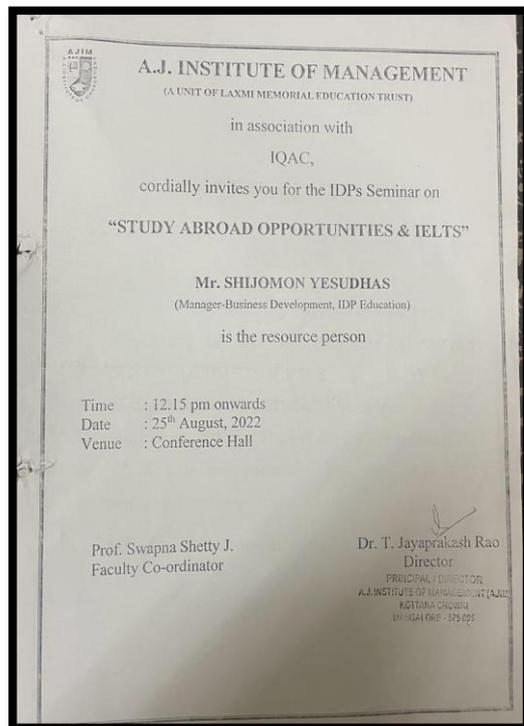
### Brief Report:

An Expert lecture was conducted on the "Study Abroad Opportunities and IELTS" by Mr. Shijo Mon Yesudhas, Manager - Business Development, IDP Education on 25<sup>th</sup> Aug 2022.

The lecture was intended to make students aware about the academic opportunities available abroad and, also focus to provide them with the guidance on preparing for those opportunities.

The speaker covered the important aspects of IELTS viz., types, eligibility, validity, exam fees, detailed structure of IELTS exam, tips to prepare for IELTS, requirement of IELTS score in different countries, requisite for PR etc.

Addressing the session, Mr. Shijo Mon Yesudhas has discussed the career growth plan and strategies to be followed for studying abroad. The speaker further enlightened the students about the procedure for qualifying IELTS exam. He also guided the students about scholarship opportunities available abroad.



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