



A. J. INSTITUTE OF MANAGEMENT

A unit of Laxmi Memorial Educational Trust ®

NAAC Accredited Institute

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ACADEMIC YEAR

2022-23



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1. BETTER ENVIRONMENT BETTER TOMORROW

Date of event	10-10-2022
Theme	Life skills
No. of participants	
Resource Person	Ms Swathi & Mrs Anitha M , Bikers, Bangalore

Brief Report:

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 MBA students. The seminar passionately advocated for environmental stewardship and its direct impact on shaping a sustainable future. Through engaging narratives and practical examples, the speakers underscored the urgency of individual and collective action towards conservation and eco-conscious choices. The seminar left an indelible impression, motivating students to become proactive advocates for a greener, more sustainable tomorrow.





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2. START-UP PROCEDURE & ENTREPRENEURSHIP

Date of event	28-12-2022
Theme	Life skills
No. of participants	176
Resource Person	Mr Sundar S Mala , MSME, Mangalore

Brief Report:

On December 28th 2022 , A J Institute of Management in association with IGACE Entrepreneurship, organized a Expert lecture programme on the topic Start-up procedures for Entrepreneurship and State Government Schemes for Entrepreneurs. The resource person was Mr. Sundar S Mala, Assistant Director, MSME. Govt. of India, Mangalore), who enlighten the students by showering their Knowledge on startup and the vital role of state government schemes. In the lecture the area of focus was start-up. The procedure of a startup was discussed in detail. In addition to this, various state government schemes associated were summed up. In addition to this, PMEGP and Pradhan Manthri Mudra Yojana (PMMY) were the schemes highlighted





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3. OPPORTUNITIES FOR ENTREPRENEURSHIP & START-UPS

Date of event	05-01-2023
Theme	Life skills
No. of participants	175
Resource Person	CA S S Nayak , Mangalore

Brief Report:

"Opportunities for Entrepreneurship and startups", the Expert lecture programme was organized by our Institute on 5th 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 Prof. H G Nagaraj Nayak. C A. S.S. Nayak spoke about the entrepreneurship and starts ups & he also explained various procedures and loans for establishing startups. Traditionally, the entrepreneurship of such communities is facilitated principally by the successful use of informal 'entrepreneurial ecosystems' and independent business networks He also explained various skills that are required to become a successful entrepreneur. Passion, commitment and perseverance are the most important qualities required for an entrepreneur. Director, Dr. T Jayaprakash Rao sir, presented a heartfelt memento to CA S.S. Nayak Ms. Amurtha Rajeev acted as master of ceremony and introduced the resource person to the gathering Ms. Ambika Holla proposed the vote of thanks.





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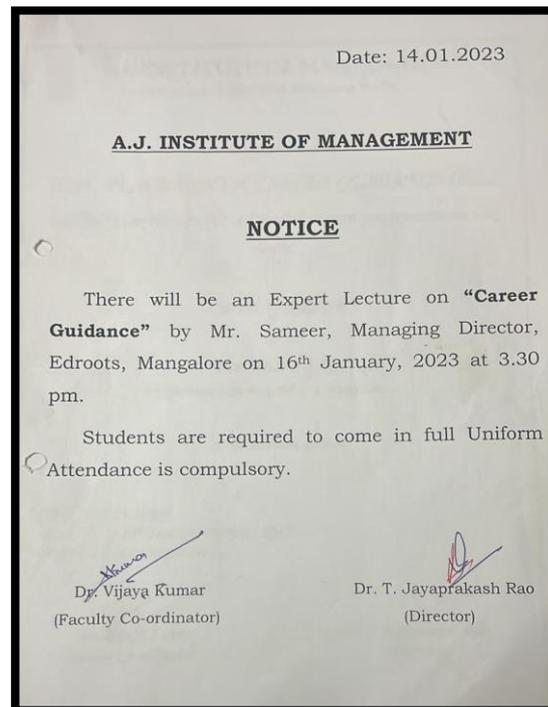
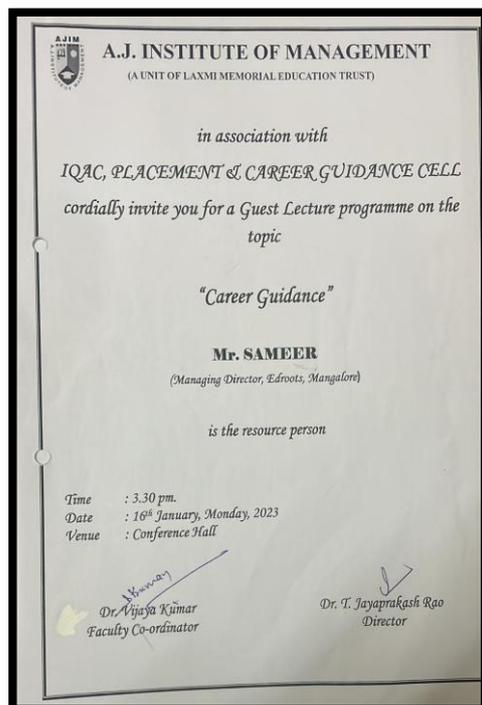
1. CAREER GUIDANCE

Date of event	16-01-2023
Theme	Career Counselling
No. of participants	165
Resource Person	Mr. Sameer, Managing Director at Edroots, Mangalore

Brief Report:

Under IQAC an Expert Lecture was organized on the theme "Career Guidance " for the IId year MBA students on 16th January 2023 in the Conference Hall, AJIM. Mr. Sameer was the resource person. He is Managing Director at Edroots, Mangalore. The programme was compered by Ms. Dian, Executive, Edroots and the vote of thanks was proposed by Ms. Diana.

The main aim of the lecture was to motivate students to pursue higher education in abroad. He highlighted that Edroots International study abroad consultancy in Mangalore assists students to aspire to study in overseas universities. He stressed on the point that they provide study abroad aspirants with updated information on the programs, universities or colleges, application process, country, etc from the beginning to the end. With an expertise of over 14 years of expertise in the overseas education consultation industry, they have successfully been enrolled over 10500 students in numerous higher education institutions across the world. They have accomplished this with the best services provided by the expert counsellors and other staff working in our various offices. He also asked student to visit their branch located at Alfa Towers, 2nd Floor, Balmatta Rd, opposite Mandovi Motors, Hampankatta, Mangaluru, for any queries.



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Date: 16/01/2023

A J Institute of Management
II Year Students List 2021-22 (Batch – C)
Expert Lecture on Carrier Guidance

Sl. No.	Reg. No.	Name	Remarks
1.	P05AJ21M0121	Raksha Shetty	P
2.	P05AJ21M0122	Ramya	P
3.	P05AJ21M0123	Rao Karthik Harikrishna	P
4.	P05AJ21M0124	Rathan B R	P
5.	P05AJ21M0125	Resna A R	P
6.	P05AJ21M0126	Robin P.	P
7.	P05AJ21M0127	Rohit David Vinod Fernandes	P
8.	P05AJ21M0128	Roysen Shermen Richie Quadros	P
9.	P05AJ21M0129	Ruwaida Sheikh	P
10.	P05AJ21M0130	Sahishna P.	P
11.	P05AJ21M0131	Sandra C	P
12.	P05AJ21M0132	Sandra Joseph	P
13.	P05AJ21M0133	Sayanthi P	P
14.	P05AJ21M0134	Sayooj M	P
15.	P05AJ21M0135	Selvi	P
16.	P05AJ21M0136	Shahana C U	P
17.	P05AJ21M0137	Shahal Hameed	P
18.	P05AJ21M0138	Sharan S	P
19.	P05AJ21M0139	Sharath V Suvarna	P
20.	P05AJ21M0140	Shilpa M	AB
21.	P05AJ21M0141	Shilpamol S S	P
22.	P05AJ21M0142	Shobhith B S	P
23.	P05AJ21M0143	Shradha	P
24.	P05AJ21M0144	Shravya P Shetty	P
25.	P05AJ21M0145	Shreejevan Kolchar	P
26.	P05AJ21M0146	Shreesha S	P
27.	P05AJ21M0147	Shreyas	P
28.	P05AJ21M0148	Shrinidhi	P
29.	P05AJ21M0149	Shruthi	P

30.	P05AJ21M0150	Shruthi A Shetty	P
31.	P05AJ21M0151	Shwetha K	P
32.	P05AJ21M0152	Sidharth V V	P
33.	P05AJ21M0153	Sisachana	P
34.	P05AJ21M0154	Sneha M.	P
35.	P05AJ21M0155	Sneha Ratnakaran	P
36.	P05AJ21M0156	Sneha U	P
37.	P05AJ21M0157	Soni Susan Santhosh	P
38.	P05AJ21M0158	Sona S	P
39.	P05AJ21M0159	Soorya R	P
40.	P05AJ21M0160	Sourav Vijayan	P
41.	P05AJ21M0161	Sreehari K	P
42.	P05AJ21M0162	Sreelakshmi S	P
43.	P05AJ21M0163	Sruthika S.	P
44.	P05AJ21M0164	Stephy George	P
45.	P05AJ21M0165	Sudesh Kumar	P
46.	P05AJ21M0166	Sudhamshu K.M.	P
47.	P05AJ21M0167	Sujith H	P
48.	P05AJ21M0168	Sulaksha B L	P
49.	P05AJ21M0169	Sumantha Y.M.	P
50.	P05AJ21M0170	Sumukha K	P
51.	P05AJ21M0171	Suvanya	AB
52.	P05AJ21M0172	Theertha A	P
53.	P05AJ21M0173	Thushara U B	P
54.	P05AJ21M0174	Vaishak K	P
55.	P05AJ21M0175	Vidhya T	P
56.	P05AJ21M0176	Vignesh R Kamath	P
57.	P05AJ21M0177	Vignesh V Poojary	P
58.	P05AJ21M0178	Vinita D Souza	P
59.	P05AJ21M0179	Vishnu P D	P
60.	P05AJ21M0180	Vishnusi V P	P





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4. MUTUAL FUND

Date of event	20-03-2023
Theme	Life skills
No. of participants	170
Resource Person	Mr Ramachandra Bhat , Trainer , Jai Vatnani and Co.

Brief Report:

A Expert lecture was conducted by Mr. Ramachandra Bhat K, Trainer-Jai Vatnani & Co on the theme "Mutual Fund" on 20 Mar 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. 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. Sandra I year MBA introduced and welcomed the guest to the gathering





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1. A LEADERS GUIDE TO DECISION MAKING

Date of event	31-03-2023
Theme	Life skills
No. of participants	172
Resource Person	Mr Avelo Roy, MD, Kolkata Ventures, Director ECC Engineering Pvt Ltd Kolkata

Brief Report:

Key notes from Mr. Avelo Roy-Sir started the session with the concept of understanding significance of mind in the process of decision making and emphasized that mind is so powerful that it can become one's best friend or an enemy. Mr. Avelo also said that, the practice of meditation helps to control the mind and one can have clarity to make the right decision. Mr. Roy had came up with certain suggestions to enhance decision making abilities and this includes breaking down the problems and analyzing it one by one, focus on now principle and stay away from negativity and negative gossip. There were around 172 students who are actively participated and all the Faculty members were present for the motivational talk.





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5. VOTING AS A CONSTITUTIONAL RESPONSIBILITY ISSUES & CONCERN

Date of event	30-03-2023
Theme	Life skills
No. of participants	173
Resource Person	Mr Eugene D'Kunha, Lawyer, Mangalore

Brief Report:

Under IQAC and Human Rights club organized an Expert Lecture on "Voting as a Constitutional Responsibility: Issues and concerns" for First MBA students on 30* march 2023 in the conference hall at 3.00 PM. The master of ceremony and vote of thanks of the program was done by Ms. Aparna, from I MBA A Batch. The main aim of the workshop was to create awareness among the students about the importance of voting rights. To ensure that people understand their right as voters and exercise that right with full knowledge and responsibility. To educate the voter about the importance of vote in democratic country like India by voting for a suitable and right candidate. He has highlighted the problem faced during the election process like Corruption, mixing of politics and religion, criminal contesting in election and selling of votes for money etc. He clarified that right to vote is a constitutional right not a fundamental right. He also spoke about legal rights. The session was lasted for 60 minute and ended with the question and the answer. The total 173 students taken part in this session





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1. FIND YOUR VOICE: OPEN HOUSE

Date of event	12-04-2023
Theme	Language and Communication Skills
No. of participants	355
Resource Person	Karavali Toastmasters Club Mangalore

Brief Report:

The meeting began at 3.15pm by introducing the resource persons by the master of ceremony Ms. Deepthi Shetty of 1st year MBA and they were felicitated by the Director of the institute Dr.T. Jayaprakash Rao. The meeting was started by the toastmaster Peter Pinto who set the goals by telling the rule and everything what is expected from the meeting and then the meeting was handed over to the President toastmaster Dr. Meera Rao who opened the meeting Next the toastmaster of the day Mr. Ranjith Shetty explained about what toastmaster is and then the role players of the day introduced themselves and their responsibilities effectively. Next Toastmaster Shilpa Mulki who was the speaker of the day shared her views on the given topic and meanwhile table topic sessions were conducted in that six of the members from the audience were asked to speak on the given topic and for the same they were evaluated by the role players of the day . Finally, the toastmaster Ranjith Shetty spoke about joining the club. Audience were asked to give the feedback on the demo meeting and the faculty coordinator of this meeting Prof Prashanth Shetty told about the importance the club in his life and also encouraged the audience to invest in themselves to improve their skills.





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6. WATER MANAGEMENT FOR A SUSTAINABLE FUTURE

Date of event	08-06-2023
Theme	Life skills
No. of participants	148
Resource Person	Mr Yathish Baikampady , Director, Environmental, Committee of Indian Red Cross Society, Karnataka

Brief Report:

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. The speaker enlightened the students on the persistent water problem faced in and around Mangalore. He discussed the cases related to the purity of drinking water supplied by the city corporation. He further stressed the impact of industries on water bodies. Some examples were quoted on the same. The speaker urged the students of AJIM to start an anti-gutka campaign to create awareness about the ill effects of consuming gutka. He further addressed the questions raised by the students. The programme concluded at 3.30 p.m. The master of ceremonies was handled by Ms. Anjali Todki, a second-year MBA student, and the faculty coordinator of the expert lecture programme was Dr. Swapna Shetty J.





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7. YOGA FOR RESILIENCE

Date of event	21-06-2023
Theme	Life skills
No. of participants	260
Resource Person	Dr K Krishna Sharma , Professor and Chairman , Yogic Science Department , Mangalore University

Brief Report:

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 21st 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, its impact on holistic health, and the integration of yoga into daily life. Sir provided valuable information and motivation for participants to embrace yoga as a lifestyle choice.





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8. MIND AND MEDITATION

Date of event	27-06-2023
Theme	Life skills
No. of participants	156
Resource Person	Ms Amitha Sudhir Urwa, The Art of Living , District Coordinator for Government Programme DK, Karnataka

Brief Report:

The expert lecture was conducted on mind and mediation by Ms.Amitha Sudhir Urva The art of Living district coordinator for Government programs of Dakshina Kannada District. “Har ghar Dhyan” by 75th Independence Day “ Azadi ka Amrut Mahotsav “ reaching meditation to every house. Inner connection is required for real happiness. She focused on work stress, study related stress etc. she also insisted to do a 5 minutes of breath in and breath out activity during stress situations like exams





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1. MOMENT MARKETING

Date of event	19-07-2023
Theme	Awareness of trends in technology
No. of participants	
Resource Person	Mr. Tarun, Director of Headvay

Brief Report:

On July 19, 2023, Mr. Tarun, Director of Headvay, conducted an insightful seminar on "Moment Marketing" for MBA students. 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. Through practical examples and case studies, he demonstrated how businesses can leverage these moments to create impactful campaigns. The seminar left the students with a fresh perspective on marketing in the digital age, encouraging them to stay agile and responsive in their approaches.



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9. INTELLECTUAL PROPERTY RIGHTS

Date of event	02-08-2023
Theme	Life skills
No. of participants	161
Resource Person	Dr Chandralekha V , Associate Professor, SDM Law College Mangalore

Brief Report:

The seminar program was organized by AJ Institute of Management on 02-08-23 with the theme Intellectual Property Rights. The resource person for the program was Dr Chandralekha V. She is an Assistant Professor at SDM College of Law and Dr. T Jayaprakash Rao Director of the Institute preside over the session. The program began at 2:30pm with the introduction of the resource person by Ashritha of I MBA and later Chandralekha Ma'am took over the session. At the beginning of the session, numerous examples were given to introduce the subject in order to aid students in understanding what intellectual property means and how quickly organizations must adapt to changes in order to compete in the market.





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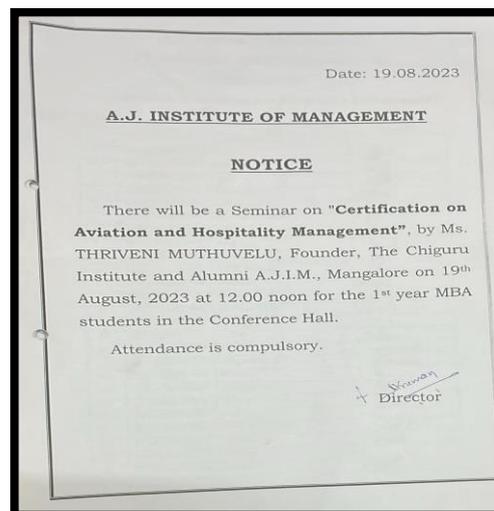
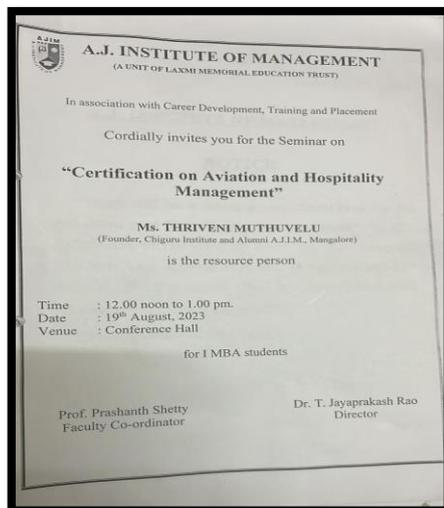
4. CERTIFICATION ON AVIATION AND HOSPITALITY MANAGEMENT

Date of event	19-08-2023
Theme	Guidance for Competitive Exam
No. of participants	160
Resource Person	Ms. Thriveni Muthuvelu

Brief Report:

A seminar on "Certification on Aviation and Hospitality Management" was organized by A. J. Institute of Management in association with the Career Development, Training, and Placement. Alumni Cell under the guidance of Mr. Prashanth Shetty. The event focused to provide insights into the aviation industry and the advantages of pursuing courses in aviation and hospitality management. The seminar targeted the first-year MBA students, total of 160 in number.

The speaker for the event was Ms. Thriveni Muthuvelu, who has an expertise in the aviation industry. She began the seminar by throwing light on the basics aviation industry, it's features and the numerous opportunities it provides. Ms. Thriveni Muthuvelu discussed the advantages of pursuing a course in aviation and hospitality management, highlighting the career in this sector. Ms. Muthuvelu also discussed about the placements and job opportunities within the aviation industry. Her insights provided the students with a clear understanding of the potential career paths upon the completion of the course. Furthermore, Ms. Muthuvelu introduced her organization. The "Chiguru Foundation," which offers Diploma and Certification courses in aviation and hospitality management. These courses, certified under BSS University, offer the courses spanning 60 to 100 hours. The event concluded with a vote of thanks delivered by Aishree, of first-year MBA, for sharing her knowledge, experiences and expertise.



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A J Institute of Management
1 Year Students List 2022-23 (Batch – A)
Seminar on
"Certification on Aviation and Hospitality Management"

Date: 19.08.2023

Sl. No.	Reg. No.	Name	Signature
1.	P05AJ22M015001	Aashritha Satheesh	
2.	P05AJ22M015202	Abhina P	
3.	P05AJ22M015138	Agildadevasi	
4.	P05AJ22M015046	Agna	
5.	P05AJ22M015078	Aishree Shetty	
6.	P05AJ22M015079	Aishwarya H A	
7.	P05AJ22M015077	Ajay Narayanan M	
8.	P05AJ22M015080	Ajith Shetty	
9.	P05AJ22M015081	Akash H	
10.	P05AJ22M015057	Akash K K	
11.	P05AJ22M015050	Akhila Varghese	
12.	P05AJ22M015139	Akshatha	
13.	P05AJ22M015082	Akshatha E	
14.	P05AJ22M015083	Akshatha Shetty	
15.	P05AJ22M015141	Akshay	
16.	P05AJ22M015140	Akshay	
17.	P05AJ22M015054	Akshay Gopalan T	
18.	P05AJ22M015071	Akshay Kumar M	
19.	P05AJ22M015142	Akshaya	
20.	P05AJ22M015048	Akshaya Bhaskaran	
21.	P05AJ22M015084	Akshith Kumar B L	
22.	P05AJ22M015144	Akshitha	
23.	P05AJ22M015016	Ameesha Pradeep A	
24.	P05AJ22M015055	Amrutha P K	
25.	P05AJ22M015145	Anesha	
26.	P05AJ22M015146	Anish T	

27.	P05AJ22M015026	Anjana U K	
28.	P05AJ22M015085	Ankitha C B	
29.	P05AJ22M015147	Ankitha K	
30.	P05AJ22M015148	Annapoorna	
31.	P05AJ22M015019	Ansi Prakash	
32.	P05AJ22M015025	Anupriya T	
33.	P05AJ22M015086	Anusha	
34.	P05AJ22M015018	Anusree K	
35.	P05AJ22M015044	Anusree K	
36.	P05AJ22M015047	Apanya	
37.	P05AJ22M015074	Aparna K	
38.	P05AJ22M015149	Apeksha A Shet	
39.	P05AJ22M015032	Archana P R	
40.	P05AJ22M015039	Arhana P	
41.	P05AJ22M015051	Arya Aravind	
42.	P05AJ22M015087	Ashalatha N	
43.	P05AJ22M015150	Ashritha S A	
44.	P05AJ22M015045	Aswathi B	
45.	P05AJ22M015075	Aswin K S	
46.	P05AJ22M015152	Aavyaktha J	
47.	P05AJ22M015035	Ayisha Sherin T K	
48.	P05AJ22M015151	Basil Paulose	
49.	P05AJ22M015088	Bavish K A	
50.	P05AJ22M015033	Bhagya Kumhumon	
51.	P05AJ22M015156	Bharath M	
52.	P05AJ22M015089	Bhoomika B C	
53.	P05AJ22M015154	Chaitthali	
54.	P05AJ22M015155	Chandana H M	
55.	P05AJ22M015061	Chandana V K	
56.	P05AJ22M015094	Chandini M V	
57.	P05AJ22M015157	Deepika	
58.	P05AJ22M015090	Deepthi D Shetty	
59.	P05AJ22M015066	Devika Divakaran T	
60.	P05AJ22M015158	Deviprasad K	

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10. MIRACULOUS POWER OF THE SUBCONSCIOUS MIND-MENTALISM SHOW

Date of event	17-08-2023
Theme	Life skills
No. of participants	163
Resource Person	Sri Kudroli Ganesh, Magician , Kudroli, Mangalore

Brief Report:

The Workshop program 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. He has the rich experience of more than 30 years in the field of magic. The program begins at 2.30pm with the introduction of the resource person by Sandra of I year MBA. The session began with the introduction of mentalism, there was a small mentalism exercise with 6 students. It was a great start and then sir explained about mentalism, that mentalism refers to those branches of study that concentrates on perception and the thought processes. Mentalism is a performing art that creates the illusion of mind-reading, telepathy, precognition and other psychic phenomena.





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18. DEVELOPING A BUSINESS PLAN AND FINANCING ENTREPRENEURSHIP

Date of the event	13-10-2023
Theme	Developing a Business Plan and Financing Entrepreneurship
No. of participants	24
Resource Person	Sri Sundara S.M, Assistant Joint Director, MSME, Mangalore

Brief Report

The Entrepreneurial Skill Development workshop on the Theme "Developing a Business Plan and Financing Entrepreneurship" was held in the multi-purpose hall. Dr T Jayaprakash Rao, Director inaugurated the event with his insightful opening remarks, setting the stage for a day filled with knowledge and guidance for aspiring entrepreneurs. The workshop featured Mr. Sri Sundara S. M., an eminent resource person, who shared valuable insights into various aspects of entrepreneurship. His session was a highlight of the event, covering topics such as entrepreneurial behaviour, the entrepreneurial mindset, essential skills required for success, and how to initiate the process of creating a business plan. Resource person emphasized the significance of adopting the right mindset for entrepreneurship. He discussed the importance of resilience, adaptability, and a strong desire to create value as crucial attributes of successful entrepreneurs. Participants gained a deep understanding of how to structure and develop a business plan. The workshop covered the essential components of a business plan, including market analysis, competition assessment, and financial projections. One of the key topics covered was the capital required to start and sustain a business. Attendees learned about the different sources of funding, from personal savings to loans and investments, and how to assess their specific capital needs. In addition, sir also highlighted the valuable insights into various government schemes and subsidies available to support startups and small businesses. This knowledge was crucial in understanding the financial assistance options available to budding entrepreneurs.





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Date: 08.08.2023

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NOTICE

There will be a Workshop on “**Miraculous Power of the Subconscious Mind – Mentalism Show**” by **Sri. KUDROLI GANESH**, Magician, Kudroli, Mangalore on 17th August, 2023 at 2.30 pm.

Students are required to come in full Uniform Attendance is compulsory.

Prof. Arathi K. & Prof. Mahesh P.G.
Faculty Coordinator


Dr. T. Jayaprakash Rao
Director
PRINCIPAL DIRECTOR
A.J. INSTITUTE OF MANAGEMENT (AJIM)
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2. BUSINESS ANALYTICS & VISUALIZATION IN EXCEL

Date of event	25-08-2023
Theme	Awareness of trends in technology
No. of participants	165
Resource Person	Mr Roger , Diretor, Business Intelligence Lab Mangalore

Brief Report:

On August 25, 2023, Mr. Roger, Director of Business Intelligence Lab in Mangalore, conducted an illuminating seminar on "Business Analytics & Visualization in Excel" for MBA students. He skillfully elucidated the significance of using data to make informed business decisions. Mr. Roger provided hands-on training on utilizing Excel for effective data analysis and visualization, showcasing its practical applications. His expertise in simplifying complex analytics methods empowered the students with a valuable skill set, equipping them to navigate the data-driven landscape of modern business with confidence and proficiency



[Signature]
PRINCIPAL / DIRECTOR
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KOTTARA CHOWKI
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12. EDUCATING ENTREPRENEURS- NAVIGATING CAPITAL MARKETS FOR SUCCESS

Date of event	26-09-2023
Theme	Life skills
No. of participants	60
Resource Person	Ms Deeksha Rao, Trainer , Lotusknowlwealth (Batch A)

Brief Report:

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. The event was conducted in collaboration with the Institutional Quality Assurance Cell (IQAC) and the Finance Club, showcasing a keen dedication to providing holistic education and practical insights to budding entrepreneurs. The seminar was led by the esteemed resource person, Ms. Deeksha Rao, a renowned trainer from Lotus Knowwealth. Ms. Deeksha Rao brought a wealth of experience and knowledge to the seminar, captivating the audience with her expertise in capital markets. Her presentation was not only informative but also highly interactive, keeping the students engaged throughout the session. She emphasized the importance of understanding the intricacies of capital markets for aspiring entrepreneurs, highlighting the role it plays in securing funding and ensuring the financial sustainability of business ventures. The seminar delved into various facets of capital markets, including initial public offerings (IPOs), venture capital, private equity, and angel investing. Ms. Deeksha Rao provided real-life case studies and examples, enabling students to grasp the practical implications of raising capital for their entrepreneurial endeavors. She also discussed the significance of risk and reward and the need for a robust financial strategy when venturing into business. The students actively participated in the Q&A session, seeking clarification on specific topics and gaining valuable insights from Ms. Deeksha Rao's responses. Her ability to simplify complex concepts made the subject matter accessible to students with varying levels of financial literacy



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In association with
IQAC & Finance Club

Cordially invites you for the Programme on

"Educating Entrepreneurs: Navigating the Capital Markets for Success"

Ms. DEEKSHA RAO
(Trainer, Lotus Knowlwealth)
the resource person's
for 1st Year MBA (Batch - A)

Time : 11.30 am to 12.30 pm
Date : 26th September, 2023
Venue : Class Room

Dr. T. Jayaprakash Rao
Director

Date: 25.09.2023

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NOTICE

There will be a Seminar on **"Educating Entrepreneurs: Navigating the Capital Markets for Success"** by Ms. Deeksha Rao, Trainer, Lotus Knowlwealth on 26th September, 2023 at 11.30 am to 12.30 pm in Class Room.

Director



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13. FUNDING YOUR VISION: CAPITAL MARKET STRATEGIES FOR ENTREPRENEURS

Date of event	27-09-2023
Theme	Life skills
No. of participants	60
Resource Person	Mr Chethan Kumar, Trainer, Lotusknowlwealth (Batch B)

Brief Report:

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 of Batch A. The event was conducted in collaboration with the Institutional Quality Assurance Cell (IQAC) and the Finance Club, showcasing a keen dedication to providing holistic education and practical insights to budding entrepreneurs. The seminar was led by the esteemed resource person, Prof. Chetan Kumar Trainer, Lotus know wealth.

The resource person has given details information about avenues for various investment alternative and emerging issues and concerns in the BSE MARKET. This session has also briefed about call and put options and its outcome has been discussed. The session has many queries about how to grow invested amount with short span of time as well as how risk of loss in the investment can be reduced





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14. ENTREPRENEUR'S ROADMAP TO CAPITAL MARKETS EXCELLENCE

Date of event	28-09-2023
Theme	Life skills
No. of participants	60
Resource Person	Dr Swapna Shetty J , Trainer , Lotusknowlwealth (Batch C)

Brief Report:

The seminar on Capital Market Awareness was organized with the objective of promoting financial literacy and enhancing understanding of the capital market among the students. The speaker provided valuable insights into the significance of capital markets in driving economic growth and wealth creation. The session included basics of capital markets, including stock exchanges, bonds, and investment instruments, rights and duties of an investor and Do's and Don't's in investment. Participants gained an understanding of how capital markets function, various investment strategies and approaches, including long-term investing, diversification, and risk management. The speaker shared her experiences and insights on making informed investment decisions. Finally, Q&A and interactive discussion was held where by the participants had the opportunity to engage in interactive discussions and ask questions to clarify their doubts. The "Seminar on Entrepreneur's Roadmap to Capital Markets Excellence" proved to be a valuable educational event, successfully fulfilling its objectives of enhancing financial literacy and promoting awareness about capital markets.





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15. CULTIVATING CURIOSITY - EXPLORING RESEARCH INQUISITIVENESS AMONG MBA STUDENTS

Date of event	3-10-2023
Theme	Life skills
No. of participants	164
Resource Person	Dr Ankitha Shetty , Assistant Professor, Senior Scale , Department of Commerce, MAHE

Brief Report:

On October 3, 2022, Dr. Ankitha Shetty, an esteemed Assistant Professor at MAHE's Department of Commerce, delivered a stimulating seminar on "Cultivating Curiosity - Exploring Research Inquisitiveness Among MBA Students," which saw the active participation of 164 MBA students. Dr. Shetty adeptly emphasized the pivotal role of curiosity in the research process and its potential to drive innovation and problem-solving. Through engaging anecdotes and practical insights, she encouraged students to foster a spirit of inquiry, laying the foundation for meaningful contributions to academia and the business world. The seminar left a lasting impact, inspiring a new wave of inquisitive minds in the MBA cohort.





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16. REVIEW OF LITERATURE

Date of the Event:	05 October 2023
Theme	Life Skills
Resource Person	Ms. Melanie D'Souza
No. of participants	88

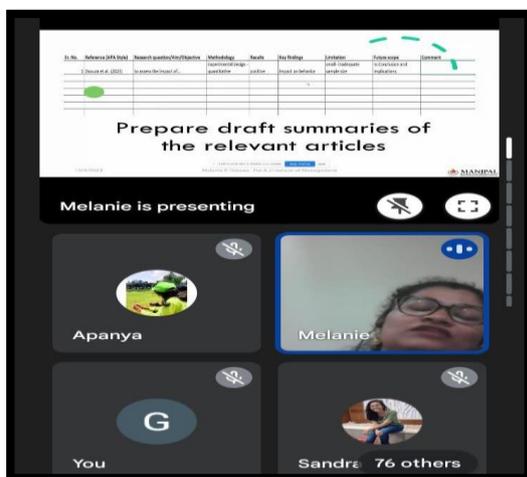
Brief Report

Under IQAC organised an Expert Lecture on theme “Review of the Literature” for the First MBA students on 5th October 2023 at 10.30 to 12.00 through online mode. The master of ceremony and vote of thanks for the program was done by Ms. K Lakshmi Kamath, from I MBA B Batch.

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.

Ms. Melanie D'Souza began by providing an insightful overview of the importance of literature reviews. She stressed the role of literature reviews in identifying gaps in existing research. She has explained the step-by-step process of conducting a literature review. She discussed strategies for identifying relevant sources, conducting efficient literature searches, and critically analysing research papers by quoting examples. Further, she also emphasized the usage of various tools usage for reference management and told us to maintain separate Excel sheets with the format.

The session lasted for 90 minutes and ended with the Question and the answer. Ms. Melanie D'Souza provided valuable insights and practical solutions to the queries raised by the audience.





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17. THE ART OF ENTREPRENEURIAL MINDSET: CULTIVATING TRAITS FOR SUCCESS

Date of event	6-10-2023
Theme	Life skills
No. of participants	89
Resource Person	Sri Reji Kumar P , MD, Excelro Centre for Education & Career Excellence , Kasaragod Kerala

Brief Report:

Sri 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. It was attended by 89 MBA students who actively participated in engaging activities. Mr. Kumar talked about how having an entrepreneurial mindset means thinking in creative and determined ways. He shared important qualities like problem-solving and being adaptable which are crucial for success in business. The seminar was interactive and the activities made the learning experience even more enjoyable, leaving the students inspired to embrace an entrepreneurial spirit in their future ventures.

