



A J INSTITUTE OF MANAGEMENT

A unit of Laxmi Memorial Education Trust®

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



Criterion 5 – Student Support and Progression (140)

Key Indicator – 5.1 Student Support (50)

5.1.2 Following capacity development and skills enhancement activities are organised for improving students' capability

- 1. Soft skills*
- 2. Language and communication skills*
- 3. Life skills (Yoga, physical fitness, health and hygiene, self-employment and entrepreneurial skills)*
- 4. Awareness of trends in technology*

A J INSTITUTE OF MANAGEMENT

A unit of Laxmi Memorial Education Trust®

Kottara Chowki,

Opp. Mahindra Showroom, Ashok Nagar Post, Mangalore – 575006

Ph: 0824-2455340, Mob: 08904842277

Email: office@ajimmangalore.ac.in Website: www.ajimmangalore.ac.in



5.1.2 Following capacity development and skills enhancement activities are organised for improving students' capability

1. Soft skills
2. Language and communication skills
3. Life skills (Yoga, physical fitness, health and hygiene, self-employment and entrepreneurial skills)
4. Awareness of trends in technology

Options: A. All of the above

Sl No	Contents	Year	Programme Name	Link
1.	Awareness of trends in technology	2022-23	Business Analytics & Visualization in Excel	View
2.			Moment marketing	View
3.		2021-22	Digital Marketing and SEO	View
4.		2020-21	Cyber Safety and Equality	View
5.			Supply Chain and Customer Service for e-commerce business	View
6.			2019-20	Kaizen
7.		Commodity Derivatives	View	
8.		Power of LinkedIn	View	
9.		Mutual Fund	View	
10.		2018-19	Blue Ocean Strategy	View



A J INSTITUTE OF MANAGEMENT

A unit of Laxmi Memorial Education Trust[®]

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

ACADEMIC YEAR
2022-23



1. BUSINESS ANALYTICS & VISUALIZATION IN EXCEL

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

Brief Report:

Mr. Roger, Director of Business Intelligence Lab in Mangalore, conducted a seminar on August 25, 2023, titled "Business Analytics & Visualization in Excel" for MBA students. He 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.





A J INSTITUTE OF MANAGEMENT

A unit of Laxmi Memorial Education Trust[®]

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





A J INSTITUTE OF MANAGEMENT

A unit of Laxmi Memorial Education Trust®

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

**A J INSTITUTE OF MANAGEMENT
&
BUSINESS INTELLIGENCE LAB**

Organising Expert Lecture Programme for the
First Year MBA Students

On the Theme

“BUSINESS ANALYTICS

&

VISUALISATION IN EXCEL”

Date: 25TH August 2023 **Time:** 02:30 p.m.

Venue: Conference Hall

You are cordially invited

**Prof. Chethan Kumar
(Course Coordinator)**



Director

**PRINCIPAL / DIRECTOR
A.J. INSTITUTE OF MANAGEMENT (AJIM)
KOTTARA CHOWKI
MANGALORE - 575 006**



2.MOMENT MARKETING

Date of event	19-07-2023
No. of participants	102
Resource Person	Mr. Tarun, Director of Headvway

Brief Report:

Mr. Tarun, Director of Headvway, conducted a seminar titled "Moment Marketing" for MBA students on July 19, 2023. 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





A J INSTITUTE OF MANAGEMENT

A unit of Laxmi Memorial Education Trust®

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



Date: 17/07/2023

A.J. INSTITUTE OF MANAGEMENT

NOTICE

There will be an Expert Lecture on " MOMENT MARKETING " by Mr. Tarun, Director of Headvway, on 19-07-2023 at 2.30 pm in the Conference Hall.

Attendance is compulsory.

Director


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



A J INSTITUTE OF MANAGEMENT

A unit of Laxmi Memorial Education Trust[®]

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

ACADEMIC YEAR
2021-22



1. DIGITAL MARKETING AND SEO

Date of event	08-07-2022
No. of participants	152
Resource Person	Ms Amrutha Rao Global e-soft System, Mangalore

Brief Report:

Ms. Amrutha Rao from Global e-soft System, Mangalore, conducted a seminar on "Digital Marketing and SEO" on July 8, 2022, for MBA students. She explained how businesses showcase their offerings on digital platforms. Ms. Amrutha highlighted the critical role of Search Engine Optimization (SEO) in ensuring a strong online presence and shared insights on crafting effective digital marketing campaigns, encompassing social media tactics and content creation strategies. This seminar empowered the students with hands-on knowledge, preparing them for the dynamic realm of modern marketing strategies essential for today's business environment.





A J INSTITUTE OF MANAGEMENT

A unit of Laxmi Memorial Education Trust®

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





A J INSTITUTE OF MANAGEMENT

A unit of Laxmi Memorial Education Trust®

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

Date: 04.07.2022

A.J. INSTITUTE OF MANAGEMENT

NOTICE

There will be an Expert Lecture on " **Digital Marketing and SEO**" by **Ms. AMRUTHA RAO**, SEO Specialist, Global Esoftsys, Mangalore on 8th July, 2022 at 2.30 pm. for the 1st year MBA students in the Conference Hall.

Attendance is compulsory.


Director



A J INSTITUTE OF MANAGEMENT

A unit of Laxmi Memorial Education Trust[®]

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

**ACADEMIC YEAR
2020-21**



1. CYBER SAFETY AND EQUALITY

Date of event	25-06-2021
No. of participants	346
Resource Person	Trainer, ITC Vivel

Brief Report:

Ms. Karuna Nandi, a Supreme Court Lawyer, conducted a seminar on 25th June, 2021, where 346 MBA students present online. The seminar centred on two critical themes: cyber safety and equality. Ms. Karuna elucidated the significance of maintaining online safety protocols and the imperative of upholding equality regardless of backgrounds. She offered practical advice on safeguarding personal information online, advocating for strong passwords and cautious online behaviour. Furthermore, Ms. Karuna underscored the essence of respecting individual rights and fostering an environment of kindness and fairness. This seminar resonated deeply with the students, equipping them with essential knowledge to navigate the digital landscape securely while championing equality across all spheres of life.

Date: 24.06.2021

A.J. INSTITUTE OF MANAGEMENT

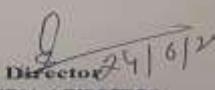
NOTICE

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/join/zoom/register/WVN_MTgldbekQM24m9QIYs3m-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.


 Director 24/6/21
 PRINCIPAL / DIRECTOR
 A.J. INSTITUTE OF MANAGEMENT (AJIM)
 BOTTARA CHOWDS
 MANGALORE - 575 006

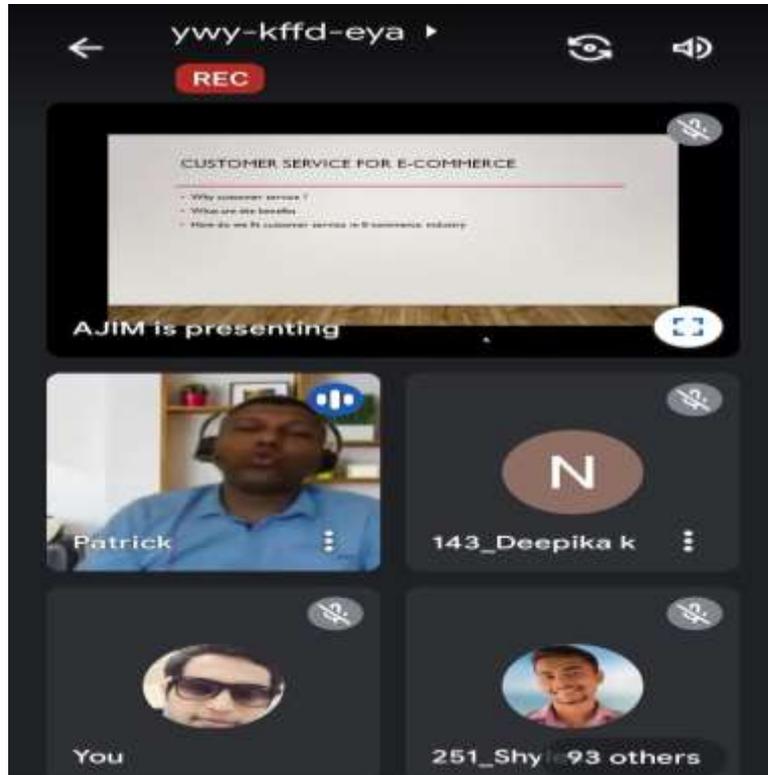


2. SUPPLY CHAIN AND CUSTOMER SERVICE FOR E-COMMERCE BUSINESS

Date of event	13-07-2021
No. of participants	220
Resource Person	Mr Patrick Dsouza, Mangalore

Brief Report:

Mr Patrick Dsouza, Mangalore has conducted a seminar On July 13, 2021, for 220 MBA students online titled “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.

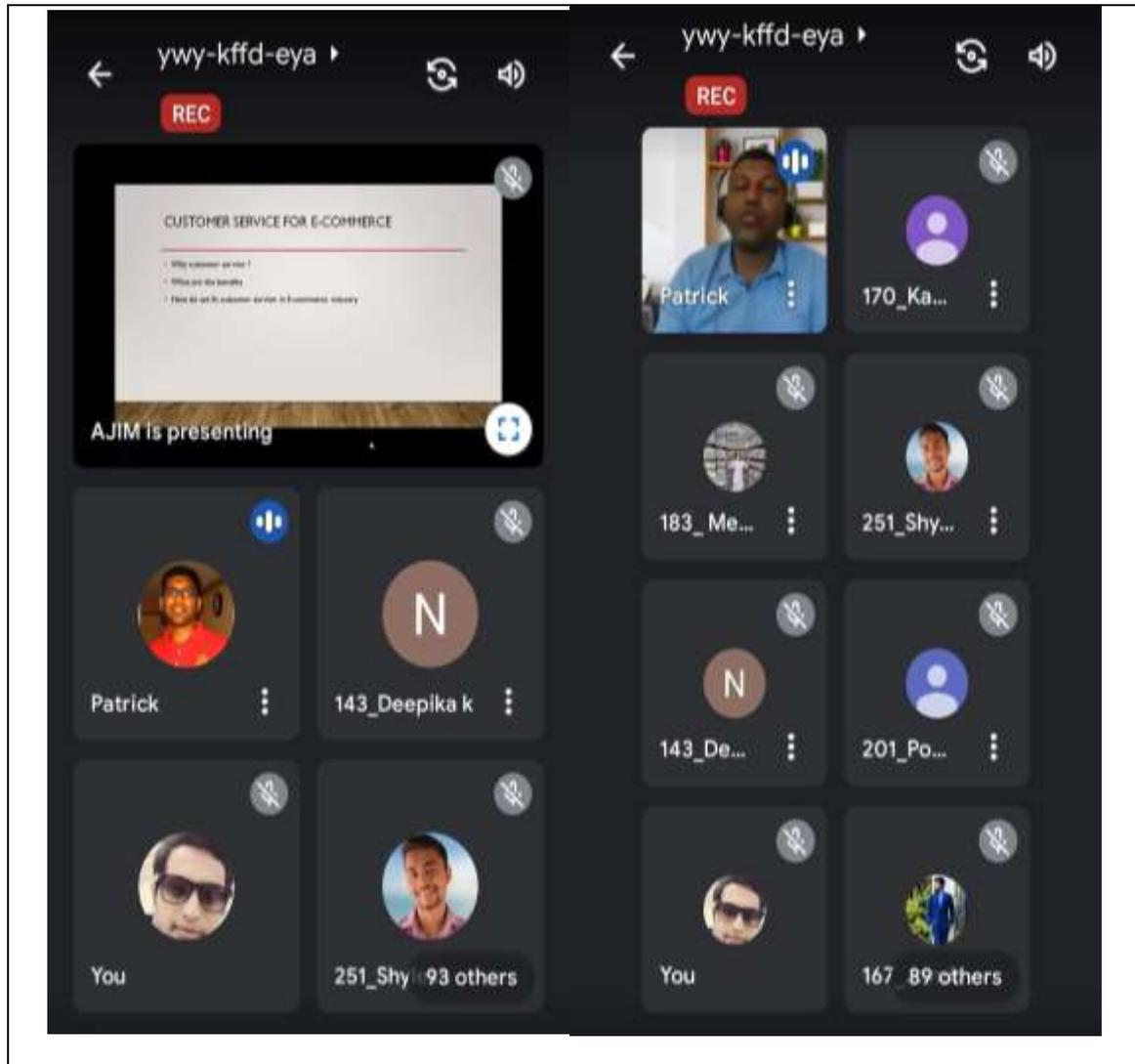




A J INSTITUTE OF MANAGEMENT

A unit of Laxmi Memorial Education Trust[®]

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





A J INSTITUTE OF MANAGEMENT

A unit of Laxmi Memorial Education Trust®

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

Date: 08.07.2021

A.J. INSTITUTE OF MANAGEMENT

NOTICE

All the MBA students are hereby informed that, there will be a Webinar session on the topic "**Supply Chain and Customer Service for E-commerce Businesses**" by **PATRICK D'SOUZA, Project Manager, Amazon Luxembourg**, on ^{Europe} **13th July, 2021** (Tuesday) at 3.00 p.m to 4.15 p.m. Web link details will be shared shortly. All the I & II MBA students are required to attend the webinar without fail.


Director



A J INSTITUTE OF MANAGEMENT

A unit of Laxmi Memorial Education Trust[®]

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

ACADEMIC YEAR
2019-20



1. KAIZEN

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

Brief Report:

At A.J. Institute of Management on August 30th, an expert lecture on "Kaizen" was conducted by Sri A.K. Ayya, Former Senior Manager at Asian Paints. The event was graced by students and faculty and inaugurated by Director Dr. T. Jayaprakash Rao . Sri A.K. Ayya initiated the discourse by introducing "Kaizen," a Japanese philosophy advocating continuous improvement in practices and personal efficiency. He stressed fostering a conducive environment for suggestions and inclusive participation across organizational hierarchies.

In wrapping up, Sri A.K. Ayya underscored Kaizen's advantages, including waste reduction and adherence to lean management principles, leaving the audience inspired to implement continuous improvement strategies in both professional and personal domains.





A J INSTITUTE OF MANAGEMENT

A unit of Laxmi Memorial Education Trust[®]

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





Date: 27.08.2019

A.J. INSTITUTE OF MANAGEMENT

NOTICE

There will be an Expert Lecture on **“Kaizen”** by **Sri. A.K. AYYA**, Former Senior Manager, Asian Paints on Friday, 30th August, 2019 at 2.30 pm (Friday) in A.J. Conference Hall. All the students are required to wear full uniform on that day.

(Dr. T. Jayaprakash Rao)

Director

2. COMMODITY DERIVATIVES

Date of event	13-03-2020
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.





A J INSTITUTE OF MANAGEMENT

A unit of Laxmi Memorial Education Trust[®]

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





Date: 10.03.2020

A.J. INSTITUTE OF MANAGEMENT

NOTICE

There will be a Regional Seminar on "**Commodity Derivatives**" by Mr. Shrikanth, FCMA, CGMA, Multi Commodity Exchange, Mumbai on 13th March, 2020 at 11.00 am to 12.30 pm. for the 2nd year MBA students in the Confernece Hall.

Attendance is compulsory. Students are requested to come in uniform.


Director

PRINCIPAL / DIRECTOR
A.J. INSTITUTE OF MANAGEMENT (AJIM)
KOTTARA CHOWKI
MANGALORE - 575 025

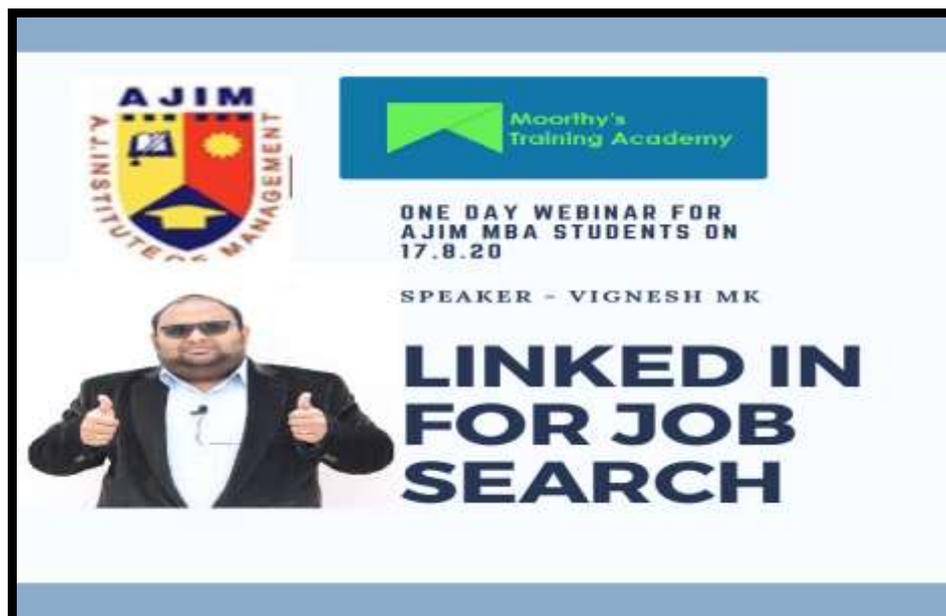


3. POWER OF LINKEDIN

Date of event	17-08-2020
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 17th August 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.





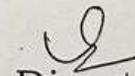
Date: 10.08.2020

A.J. INSTITUTE OF MANAGEMENT

NOTICE

There will be a Online Training Session on **"Power of LinkedIn"** by **Mr. Vignesh M K, Founder of Moorthy's Training Academy, Bangalore** on 17th, August, 2020 at 11.00 am to 01.00 pm for IInd Year Students and 2.00 pm to 04.00 pm for I Year Students. Students are requested to download google meet.

Attendance is compulsory.


Director

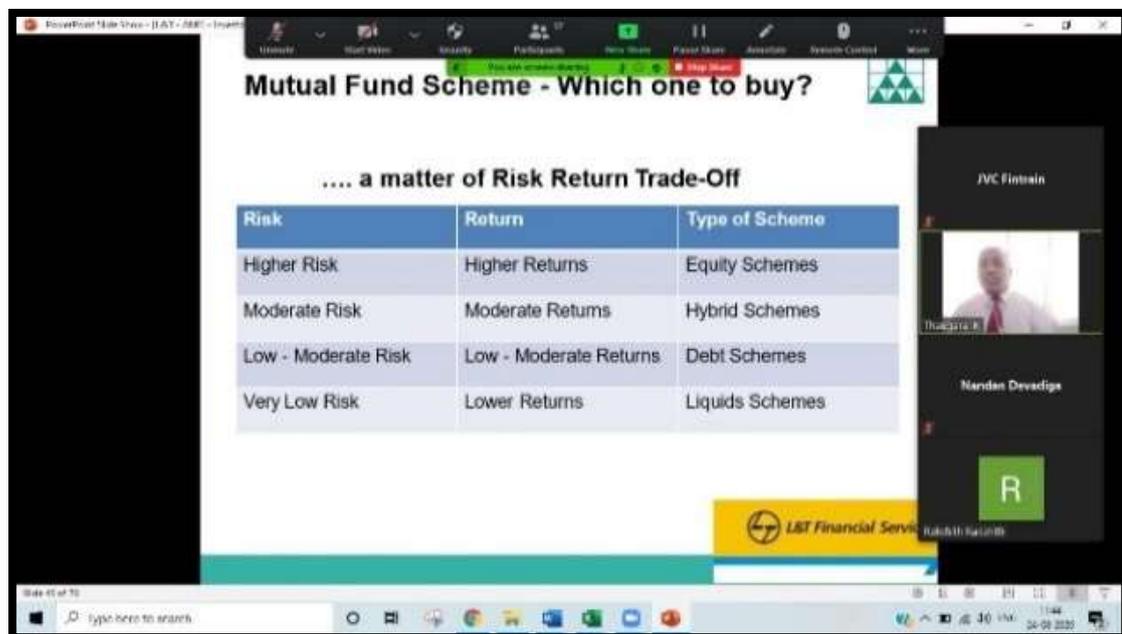
PRINCIPAL / DIRECTOR
A.J. INSTITUTE OF MANAGEMENT (AJIM)
KOTTARA CHOWKI
MANGALORE - 575 005

4. MUTUAL FUND

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

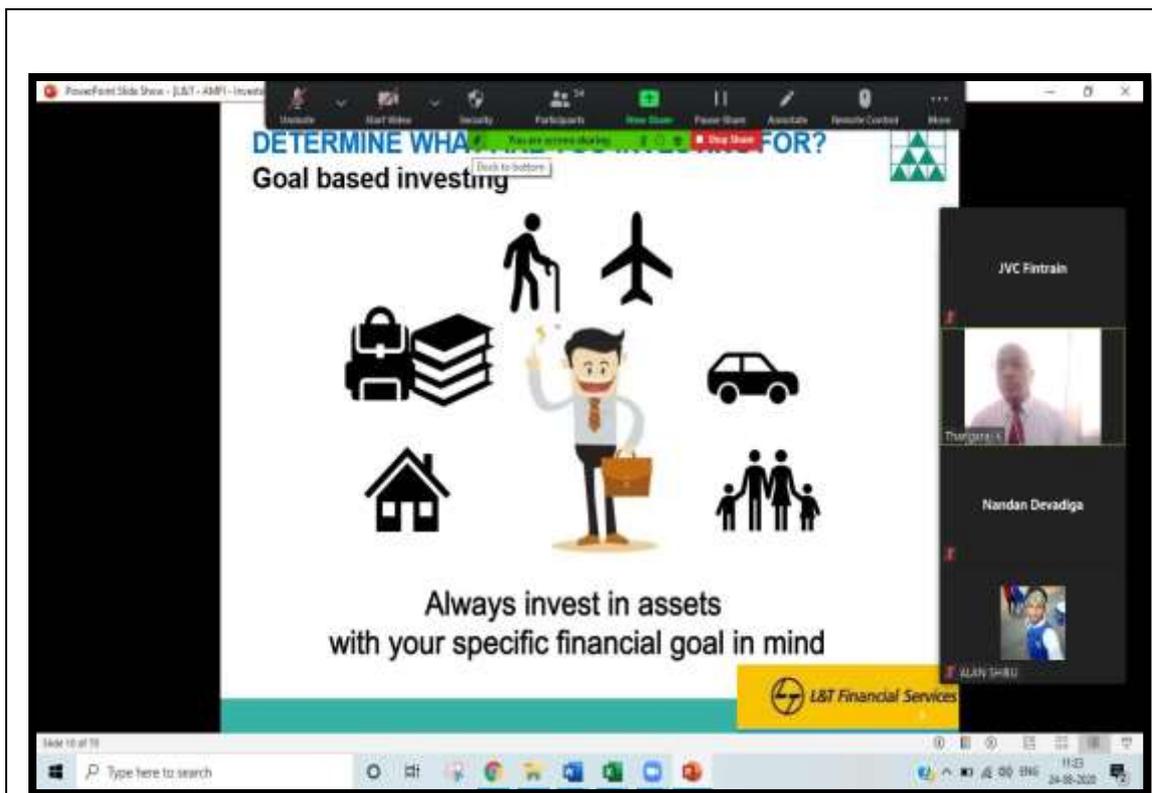
Brief Report:

An 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 on 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.



The screenshot shows a PowerPoint slide titled "Mutual Fund Scheme - Which one to buy?" with a subtitle "... a matter of Risk Return Trade-Off". The slide contains a table with three columns: Risk, Return, and Type of Scheme. The table lists four categories of schemes based on their risk and return profiles. The L&T Financial Services logo is visible at the bottom of the slide. The presentation is being viewed in a Zoom meeting interface, with a video feed of a participant and a chat window visible on the right side.

Risk	Return	Type of Scheme
Higher Risk	Higher Returns	Equity Schemes
Moderate Risk	Moderate Returns	Hybrid Schemes
Low - Moderate Risk	Low - Moderate Returns	Debt Schemes
Very Low Risk	Lower Returns	Liquids Schemes



DETERMINE WHAT YOU WANT TO ACHIEVE FOR?

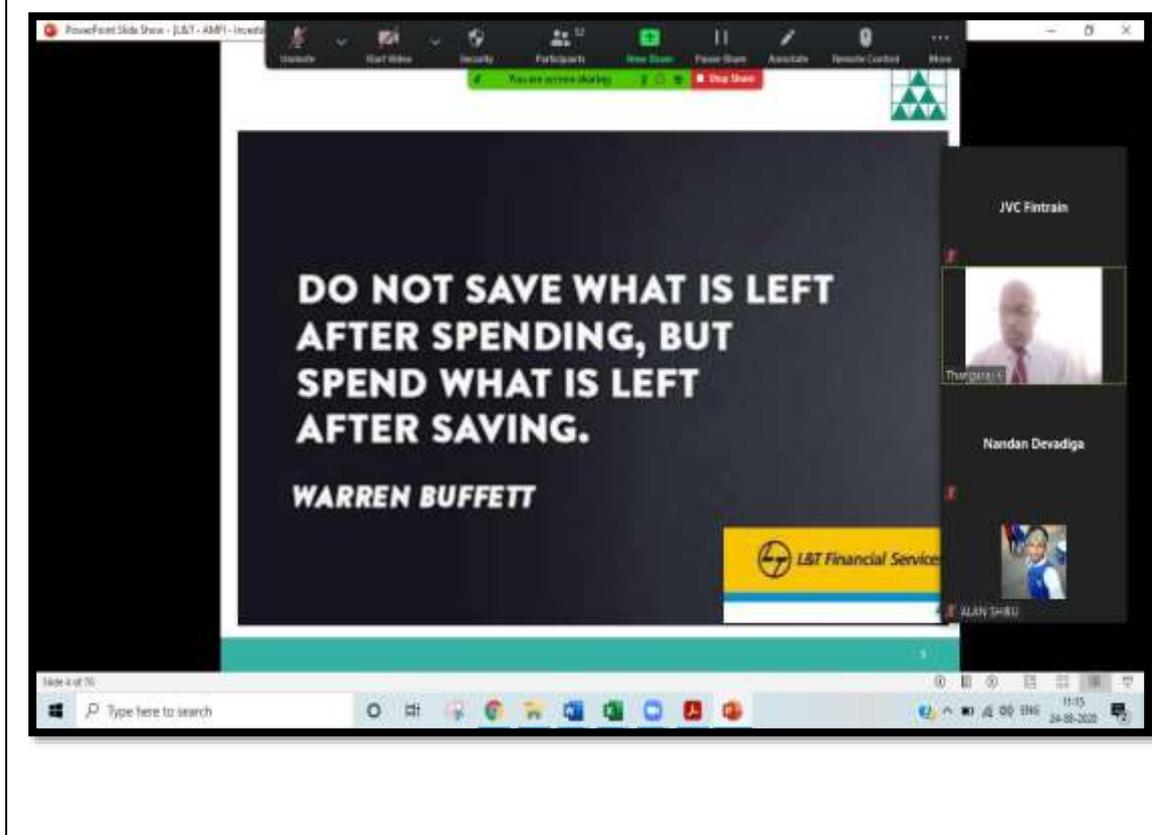
Goal based investing

Always invest in assets with your specific financial goal in mind

LBT Financial Services

Zoom Meeting: JVC Fintrain

Participants: Nandan Devadiga, ALAN SHIU



DO NOT SAVE WHAT IS LEFT AFTER SPENDING, BUT SPEND WHAT IS LEFT AFTER SAVING.

WARREN BUFFETT

LBT Financial Services

Zoom Meeting: JVC Fintrain

Participants: Nandan Devadiga, ALAN SHIU



A J INSTITUTE OF MANAGEMENT

A unit of Laxmi Memorial Education Trust[®]

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

Date: 10.08.2020

A.J. INSTITUTE OF MANAGEMENT

NOTICE

There will be a Online Training Session on **"MUTUAL FUND AWARENESS"** by **M/s Jai Vatnani & Co. (Training Division)** on 24th, August, 2020 at 11.00 am to 01.00 pm for the registered I & II year Students. Medium of training session will be zoom.


Director

PRINCIPAL / DIRECTOR
A.J. INSTITUTE OF MANAGEMENT (AJIM)
KOTIAPPA ROAD
MANGALORE - 575 006



A J INSTITUTE OF MANAGEMENT

A unit of Laxmi Memorial Education Trust[®]

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

ACADEMIC YEAR

2018-19



1. BLUE OCEAN STRATEGY

Date of event	15-03-2019
No. of participants	115
Resource Person	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. Sudhir 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. Sudhir Raj's clear and captivating presentation.





A J INSTITUTE OF MANAGEMENT

A unit of Laxmi Memorial Education Trust®

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





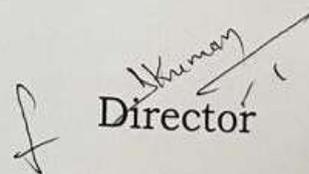
Date: 13.03.2019

A.J. INSTITUTE OF MANAGEMENT

NOTICE

There will be an Expert Lecture on "**Blue Ocean Strategy a Learning Perspective**" by **Dr. Sudhir Raj K.**, Professor (General Management Area), Justice K.S. Hegde Institute of Management, Nitte on 15th March, 2019 (Friday) at 10.30 am to 12.30 pm for the 2nd year MBA students in the Confernece Hall.

Attendance is compulsory.


Director