

Institutional Distinctiveness

A.J. Institute of Management has not left a single stone unturned in developing the Institute as a Center of Excellence in Management Education by continuously benchmarking itself against the best. It is our mission to impart value based management education, designed to prepare young men and women for leadership positions. The Institute also believed that ‘teaching-learning’ is no longer restricted to the classroom, hence, moved beyond the boundaries and structured course content. As per our Vision, business education is the process of imparting knowledge that is essential, skills that are relevant and values that are foundational. Further, fact remains that business education has to provide two kinds of knowledge that is ‘how to think’ (knowledge component) and ‘how to live’ (skill component). The distinct thought of the Institute is that, success of a student at our Institute not only to be decided by the marks or CGPA he or she is scoring, but also to what extent he or she is transformed over the four semesters by imbibing the skills and values. Hence, as per the distinctiveness of our Vision-Mission, priority and thrust is given for the skill building activity to make the students proficient, perfect and professional

With the novel idea of enhancing of knowledge and skills as well as for imparting values among the students, the Institute looked beyond its boundaries and strived hard to achieve the better of the best in management education, as it is reflected in our Vision. With this intension, the Institute organized a large number of activities through different Clubs and Associations. These varied activities provided hands on experience to the students and taught them how to plan, organize, coordinate, supervise, control, articulate, communicate, work in a team, motivate (self and others), develop sense of responsibility, reasoning and so on. Accordingly, the Institute planned and implemented activities through a structured action plan. They are properly coordinated and supervised through Clubs and Associations.

The following Table exhibits various activities of skill building, over and above the regular classroom teaching.

Sl. No.	Dimensions of Skill Based Activities	Number of Activities 2017-2018
1	Number of clubs and associations	36

2	Number of student nominations to clubs and associations	140
3	Dual / Industry Certified Programs / Soft Skills	14
	Number of Courses (GST, SAP)	2
	Number of Students	GST = 45 Students SAP = 18 Students
4	Expert Lectures (GST, Demonetization, Investment Planning, Scenario Planning, Project Management etc.)	13
5	One Day Workshops (Themes such as Career Building, Leadership, Team Building, Communication etc.)	9
6	Two Days or more than Two Days workshops(To enhance employable skills)	---
7	Aptitude Test Series (To enhance analytical ability)	30
8	Other Events (Comprising Induction Programs, Student Council, Sports Day, Annual Day Celebrations, Interactive Sessions, orientation Programs etc.)	4
9	Festivals and Celebrations (Such as Teacher's Day, Onam, Dasara, Deepavali, Christmas, Cultural week etc)	7
10	Extension activities (Comprising Orphan visits, Blood Donation, Swachh Bharat etc)	1
11	Demos (Comprising Student Counselling and demo such as demo on usage of SPSS package, online journal portals, digital banking, internship, project work etc.)	7
12	Field Survey (Self-funded survey on social centric issues through students)	4
13	Book review sessions/ Contemporary Topic Presentation	--
14	Number of Deputation to fests and Conferences	28
	Number of Students Deputed	275
	Number of Prizes won	61
15	Eco friendly activities	
16	Value Based activities	

17	Intra-fest	1
18	Industrial Visits / Tour	1
19	Number of Short films (Short films Produced by students on social centric issues/ eco friendly topics)	17
20	Number of Inspirational Videos (Inspirational Videos Viewed by students followed by in- depth discussions)	6