



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

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

**NAAC Accredited Institute**

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

## **7.3 – Institutional Distinctiveness**

### **7.3.1 – Provide the details of the performance of the institution in one area distinctive to its vision, priority and thrust in not more than 500 words.**

A.J. Institute of Management has not left a single stone unturned in developing the Institute as a Centre 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.