



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.

Emphasis on Skill Enhancement and Career Development

The institutional uniqueness of A J Institute of Management stems from our constant dedication to developing the managers of tomorrow through innovative skill development programs.

The institute's skill enhancement initiatives include programs, events, and tactics to increase students' skills and capabilities in various areas. The Institute carries out these initiatives to address the evolving demands of the job market, technological advancements, and the changing needs of society. Skill enhancement initiatives aim to equip students with the necessary knowledge, abilities, and competencies to succeed in their careers and contribute effectively to the communities. Skill Enhancement programmes include:

- **Capacity Enhancement Workshop:**
Capacity Enhancement Workshop for students is a specialized training program designed to equip students with the skills, knowledge, and competencies necessary to succeed in their academic studies and future careers in business and management.
- **Life Skill Enhancement Programs:**
Life Skill Enhancement Programs for students are designed to aid students to develop a range of essential life skills that are valuable both in their personal lives and throughout their careers. These programs go beyond the traditional academic curriculum and focus on fostering skills that can contribute to personal growth, leadership, and success in various aspects of their life.
- **Aptitude Test:**
Conducting an aptitude test for students of Business Administration is a common practice, especially during the of placement processes. To enhance the academic and professional prospects of students, the placement coordinator of the institute practicing the aptitude tests in every semester. These practices prepare the students with valuable skills that are applicable throughout their course and future careers in business and management
- **Seminars and Expert Lectures:**
Seminars and expert lectures provide students with insights, knowledge, and perspectives from industry experts and thought leaders. These sessions offer opportunities for students to learn from experienced professionals, explore contemporary business topics, and enhance their understanding of real-world business challenges.
- **Management Fests:**
Management fests are annual events organized by the post graduate departments / colleges that provide a platform for management students to showcase their skills, compete with peers from other institutions, and gain practical exposure to various aspects of business and management.
- **Add-On-Certificate Programs:**

Add-on programs of the institute are extra courses or certifications that students can pursue alongside their primary academic programs. These programs complement and enhance a student's existing knowledge and skills. Add-on programs can be valuable for personal development, career advancement, and building expertise in specific areas. Following are the Add-On Programs offered by the Institute.

Certificate Programme in Banking, Finance and Insurance (CPBFI) in Collaboration with Bajaj Finance Limited:

- To provide a 96-hour Certificate Programme in Banking, Finance, and Insurance (CPBFI), A J Institute of Management signed an MOU with Bajaj Finance Limited.
- The program's primary objective is to increase the learner's aptitude with the assurance that it would aid in developing a better personality that would surely set them apart from others, particularly regarding employment chances.
- The Certificate Programme in Banking, Finance, and Insurance was designed with a strict evaluation criterion that includes a minimum of 75% attendance and a minimum 50% score in the online assessment, without which a student will not qualify for the certificate.
- **Internship Program:**
An internship program for Business Administration students is a valuable experiential learning opportunity that bridges the gap between academic theory and practical business experience. These programs provide students with hands-on work experience in their chosen field.
- **Club Activity:**
Club activities for students provide opportunities for skill development and gaining practical knowledge in various business areas. Odd semester has two hours of club activity for students in a week. Hours will be allotted to all the faculty members and activities will be conducted on the theme, selected by the concerned faculty

Outcome of the Distinctive Practice:

- **Academic Achievements:** As a result of this Institutional Distinctiveness, the Institute has witnessed a total result of 99.42%, which consists of 97 students securing first class with distinction, 69 students with first class, and seven students securing second class in the academic year 2021-2022. During the year, Ms. Prathiksha Bhat secured 2nd rank in MBA and currently serves at the London Stock Exchange, Bangalore.
- **Knowledge Application:** Students gained real-world experience and exposure to the challenges and opportunities in their chosen field, helping them to apply classroom knowledge to actual business situations.
- **Skill Development:** Internships provided opportunities to develop and refine essential skills such as problem-solving, decision-making, project management, communication, and leadership.
- **Resume Enhancement:** A successful internship added credibility to a student's resume, making them more competitive in the job market after graduation.
- **Industry Insights:** Interns gained insights on industry-specific trends, best practices, and the overall business landscape.