

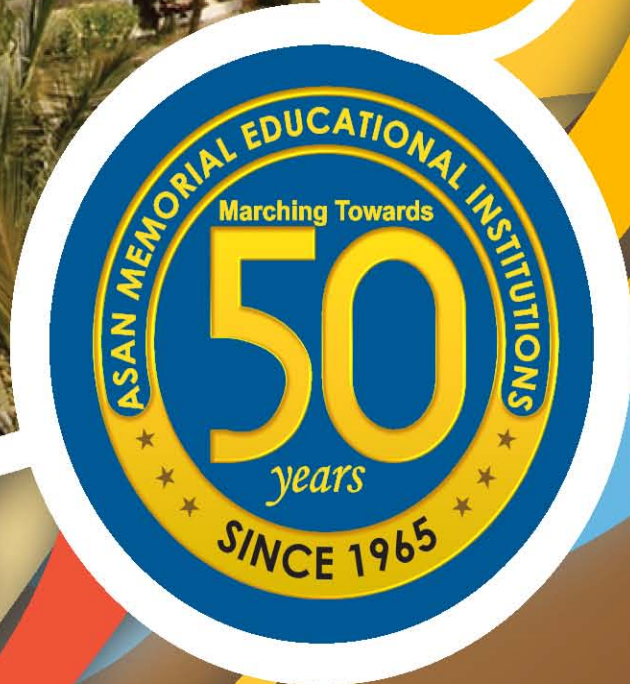
AIM

ASAN INSTITUTE OF MANAGEMENT

(A Unit of Asan Memorial College of Arts & Science)

APPROVED BY AICTE, AFFILIATED TO THE UNIVERSITY OF MADRAS & Re - ACCREDITED BY NAAC)

Just the Facts...



VOLUME - II

NOV - 2014

From the Editor's Desk:



It is a matter of pride and pleasure to share the information about the activities organized at our AIM through the news letter "Just the Facts" November 2014 issue.

Our Institute focus on providing quality education to the aspiring leaders and IT professionals and facilitates them to face the corporate world through its innovative and industry oriented programmes.

I wholeheartedly express my sincere gratitude to our management for their support and encouragement in all our activities.

I would like to thank the faculty for their tireless efforts to keep the progress of the institute at the steady pace. Best wishes to all my dear students who always brings lively atmosphere at the Institute.

- Dr. T. S. Santhi, Director, AIM

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**"We are what we repeatedly do.
Excellence, then, is not an act but a habit."**

- Aristotle

GUEST LECTURES



An awareness talk on "**Career Opportunities available in BFSI Industry**" was organized for II MBA students on 21/08/2014. **Mr. R. Rajan**, Manager-Training, CAMS was the resource person.

Mr. Sundar Raman, Chief Executive - Strategy, B - Fit- An Institute for Banking, Finance and Insurance Training, Chennai addressed the students on "**Career Opportunities in Banking Sector**" on 25/08/2014. He also motivated the students to prepare for the same.



An invited talk on "**Emotional Quotient & Emotional Intelligence**" was given by **Mr. Sunil Anandhanarayanan**, Partner, SKR & Company, Chennai on 23 / 9 / 2014. The session was quite interesting for the students.

A special speech on "**Role of Trade Union & Industrial Relations**" was given by **Mr. K. Ranganathan M.A, B.L**, Chief Executive, Shri Balaji Associates, Chennai on 25 / 9 / 2014. The case studies discussed in the session enables the young minds to understand the usage and impact of the Act.



GUEST LECTURES



An informative session on **"Accounting For Managers"** was handled by **Mr. J. Raghunathan FCA.**, Chartered Accountant & Director, KCIG, Chennai on 27 / 9 / 2014. Application of accounting concepts by the managers in the real life situations was illustrated by the speaker in an interesting manner.

A mind blowing session on "Strategic Management" was conducted by **Mr. M. S. Srinivasan**, Vice President (Rtd.), VA Tech Wabag, Chennai on 09 / 10 / 2014. With the role play and management games enabled the students to think and make strategic decisions.



A special speech on "HR Practices in Indian Companies" was delivered by **Mr. Ramani**, Director-Finance(Rtd.), TN Petro Products, Chennai on 11 / 10 / 2014 . The session makes the participants to understand the role, responsibilities of HR in the Indian corporate scenario.



Mr. Kamaljith, Trainer and Leadership Coach conducted **"Smart U"** on 13 / 9 / 2014. He motivated the students and make them to understand the meaning of life and adding value to it with our thoughts and actions.



VALUE ADDED PROGRAMS

MOU with KCIG

AIM Signed an **MOU** with KCIG, Chennai founded by a group of Industrial Experts with a vision to impart their practical knowledge to the student community. Under their business reality @ Class room programmes, a value added program on **social enterprises** was conducted for the II MBA Students. A series of Guest Lectures were organized by KCIG and its industry veteran team.



Social-Enterprise

The program was conducted for 36 hours which includes a one day field visit. Students were evaluated and given certificates.

Topics on "**Social Enterprise**" were handled by **Mr. J. Ragnathan & Mr. S. Chandrasekar**, Directors, KCIG, Chennai. To give the students hand-on experience, **Mr. Sandip Mukerjee**, Deputy CEO, Hand in Hand, **Ms. Deepti Bhatia**, Deputy Director, and **Ms. Anuradha Sankar**, Trainer, Vidya Sagar have addressed the students on "**Functioning of Social Enterprise**", and "**Career Opportunities for management graduates in the social enterprise field**" respectively.



VALUE ADDED PROGRAMS

Employability skills

It is the need of the hour for every student to improve their skills as per the corporate expectations.

AIM, always focus on preparing the young leaders and professionals for the corporates, organized a 20 hours programme on **employability skills**. Classes were conducted by well experienced academic and industrial experts.

Personality Enhancement

by

Ms. Lakshmi Subramaniam

Faculty, Dept of Management Studies,
IIT, Chennai
&
Trainer for IAS aspirants.



Presentation Skill, Time management, Etiquette

by

Ms. Kavitha Krishnakumar, M.A.,

Trainer, TKT and BEC
(Business English Course),
British Council.



Aptitude Training

by

Mr. Ambikacharan BE, MBA.,

Trainer for B Schools,
Institutes and Industries.



Resume Building

by

Ms. Pradeepa BE, MBA.,

Industrial Expert.



INDUCTION PROGRAM

Three Days Induction (Ignition) program was organized for the I MBA students (2014 - 16 Batch) from 20/ 08/ 2014. This program gave them an outline of the existing corporate scenario and the expectations of industry from the MBA graduates. At the end of the program the students realized the need and necessity of keeping them fit in the market. KCIG supported the program by bringing in the corporate experts to enlighten the students.



Key Note Address

by

Mr. Chinnasamy Ganesan
Partner - Auditor, KPMG, India.



Personality Enhancement and Corporate English Communication

by

Ms. Narmada Chandrasekar
Softskill Trainer & Mentor.



Career Challenges in the Corporate World

by

Mr. S. Ram
Vice President(Rtd.),
Tech Mahindra, Chennai.



Special Address on Inter Personal Skills and Ethics

by

Mr. J. R. S. Reddy
Vice President, SutherLand
Global Services, Chennai.



Public Speaking and Presentation Skills

by

Mr. V. Ramani
Director(Rtd.),
Tamilnadu Petro, Chennai.



Companies that made a Difference

by

**Mr. J. Raguathan &
Mr. S. Chandrasekar**
Directors, KCIG, Chennai.

INDUCTION PROGRAM

Valedictory Session

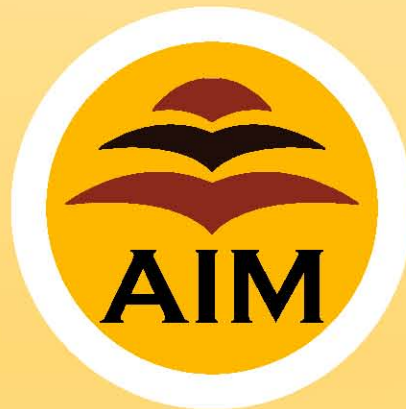
Corporate Expectations from MBA's

by

Mr. Navaneeth Raman CFO
Nucleus Satellite Communication Pvt. Ltd.,
Chennai.



Education through Innovation in Teaching Learning & Leadership



WORKSHOPS

It is the regular practice at AIM to conduct workshops on common and specialization subjects.

Marketing Manejo

**A One Day Workshop
19th September 2014**

Inaugural Address

by

Mr. V. K. Srinivasan,
Technical Director,
ORACLE, Chennai.

"Selling Skills"

by

Mr. Satish Ramanathan,
Regional Sales Manager,
Panasonic Smart Phone,
Chennai.



30 Days Challenge

**A One Day Workshop
27th August 2014**

A special workshop of **30 DAYS CHALLENGE** was conducted by **Mr. Neil Prem**, Trainer and Professional Coach, Cambridge, UK.

It is really a golden opportunity for the students of AIM and ABS and many of them made out their mind to change their life in 30 days by accepting a challenge.



BEYOND CLASS ROOM

Students' Participation

PARTICIPANTS	EVENT	ORGANIZED BY	PRIZES WON
Group of II MBA Students	AD - ZAP	Jeppiar Engineering College	2 nd Prize
Prasanth & Group I MBA	AD - ZAP	Vidya Sagar College, Chengalpat	3 rd Prize
Jinu Justin & Jayagirish I MBA	Com - Connection	Vidya Sagar College, Chengalpat	1 st Prize
Edwin & Team II MBA	AD - ZAP	Jeppiar Engineering College	3 rd Prize
Ms. Sameka II MBA	Best Manager	Jeppiar Engineering College	2 nd Prize
Prasanth & Team I MBA	AD - ZAP	DG Vaishnav College	2 nd Prize
Ms. Sameka II MBA	Best Manager	Jerusalem Engineering College	1 st Prize
Arun & Team II MBA	IPL Bidding	St. Joseph's Engg College	3 rd Prize
Baskar & Team I & II MCA	AD - ZAP	Ethiraj College for Women	3 rd Prize

Industrial Visits



A visit to the **Waste Management Project** maintained by Hand in Hand at Mahabalipuram and nearby village adopted by the NGO on 2/08/2014.



Industrial Visit to **Parle - G** on 17/09/2014.



CAMPUS CELEBRATIONS

Graduation Day

16th Graduation day was conducted on 19 / 07 / 2014. **Prof. R. THANDAVAN**, Vice-Chancellor, University of Madras awarded the degrees and delivered the convocation address.



Independence Day

Flag hoisting and Independence Day Address by **Dr. E. K. Purushothaman**, Joint Secretary, Asan Memorial Association.




Onam Festival

@ Asan Onam celebrations are always grand. This year is very special as **ASAN** celebrates its golden jubilee, it is grander than ever before.




FACULTY CORNER

 **Ms. M. Ambika & Ms. Mary Jasmine** has presented a paper entitled **"A Conceptual review of HR Accounting HR Audit in relation with HRM"** in the National Conference organized by Bharathidasan Government College for Women, Pondichery on 25th July 2014.

 **Ms. P. Parameshwari** presented a paper on **"Personality Traits Influencing Investment Decision"** in the International Conference organized by Commerce Department of Asan Memorial College on 27th & 28th August 2014.

 **Ms. P. Parameshwari** presented a paper on **"Research Innovation for Quality Improvement in Higher Education"** in the International Conference organized by Bharathiyar University, Coimbatore, on 10th & 11th October 2014.

 **Dr. T. S. Santhi**, Director, AIM attended a conference on **"New Paradigm in Higher Education- 2014"** on 31st October 2014. The conference was organized by FICCI, Tamil Nadu State Council.

UNIVERSITY RANK HOLDERS

 1. *Ms. Jincy* MBA - 3rd Rank

 2. *Ms. Posia Achom* MCA - 6th Rank

 3. *Ms. S. Iswarya* MCA - 16th Rank

 4. *Ms. Nganbam Romia* MCA - 17th Rank



EXTENDED HOURS

The enthusiastic students of our institute are molding themselves by regularly participating in **Group Discussions, Case Study Analysis, Quiz, Debate, Paper Presentations etc.**, on every Tuesday and Thursday between 2:00 pm to 3:30 pm. The faculty members involves themselves by facilitating and guiding them. As an impact, the students are interested in increasing the number of sessions of this kind in the future.



UPCOMING EVENTS



MAGMA - Mega Management Fest



SPSS Workshop



EDP Workshop



HR Symposium



Finance Workshop



Guest Lectures

Journey in the path of Excellence continues...

*"Do not give up,
the beginning is always the hardest"*

- Kemmy Nola

Our Recruiters :



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