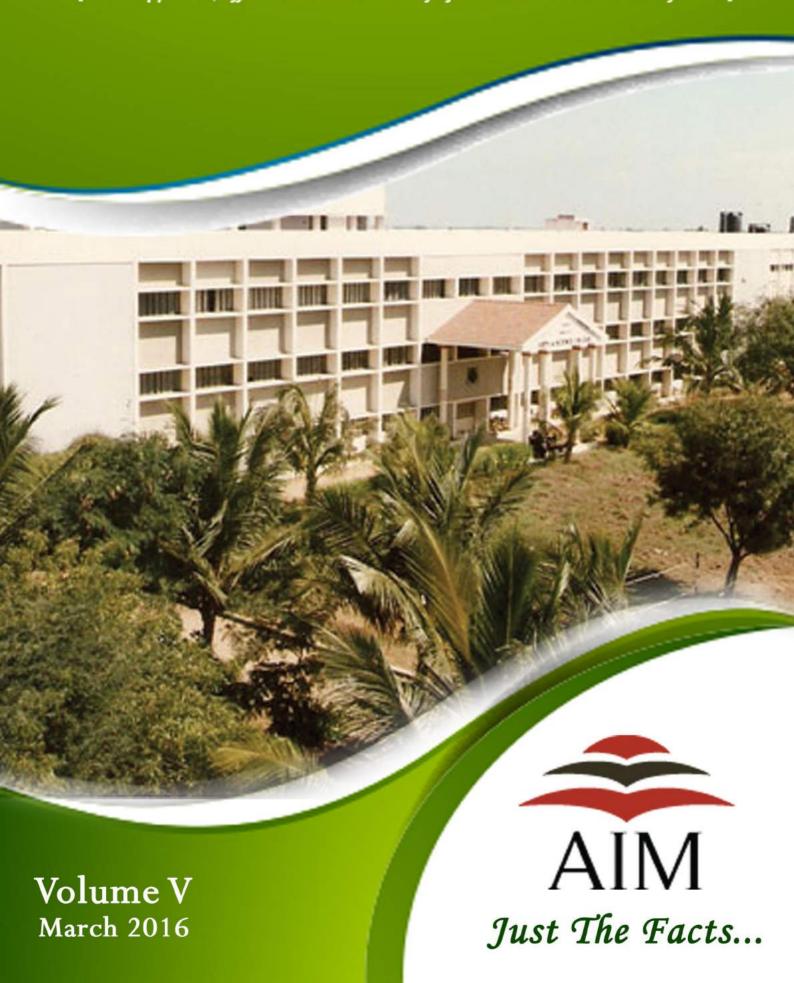
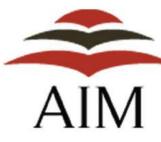
# **ASAN INSTITUTE OF MANAGEMENT**

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

[ AICTE approved, Affiliated to The University of Madras & Re - accredited by NAAC ]



Just The Facts...



First Year Anniversary



# SRI. A. K. GOPALAN

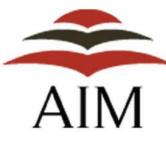
Chairman & Founder General Secretary
ASAN MEMORIAL ASSOCIATION, CHENNAI

A Visionary Ahead of His Times

A life well-lived
is a legacy of joy and pride and pleasure,
a loving, lasting memory our grateful hearts will treasure

- Shyamala Jayaprakash
General Secretary
ASAN Memorial Association, Chennai

Fondly Remembered by
ASAN Memorial Educational Institutions
ASAN Memorial Association, Chennai



#### From the Director

#### **Greetings from AIM !!!**

Welcome to the  $5^{th}$  issue of our newsletter 'Just the Facts'. With the blessings of the god almighty and unvarying support from the Management and Principal we had a very active and fruitful year 2015 - 16.



I place on record my sincere thanks and appreciations to all my faculty and students team for creating and maintaining the dynamic environment.

Happy reading....!

### Contents

- Special Lectures
- Workshops
- Magma Mega Management Meet
- Beyond Classroom
- Faculty Participation

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



# **Special Lectures**

- A valuable talk on "FOREX" was given by Mr.Ramani, Director, SATVA Logistics Group on 25th January 2016.
- Three days session on "Legal Systems in Business" was handled by Mr. Ranganathan, HR & Legal Consultant, Chennai on 1st, 2nd and 3rd February 2016.
- A session on "Need for Mobile Apps Development" was conducted by Mr.Saravanan, Project Manager, IFrames Technologies, Chennai, on 4<sup>th</sup> February 2016.
- An interactive session on "Exports and Imports" was handled by Mr.Ramani, Director, SATVA Logistics Group on 22<sup>nd</sup> February 2016.







# **Special Lectures**

- Mr. Chandrasekar, Director, KCIG delivered a informative lecture on "ERP Applications in Corporate Sector" on 9<sup>th</sup> March 2016.
- Mr. J. Raghunathan, Director, KCIG, Chennai conducted an enlightening session on "Digital Marketing" on 10<sup>th</sup> March 2016.
- A session on "HR practices in Indian Companies" was handled by Mr.Ramani, Director, SATVA Logistics Group on 14<sup>th</sup> March 2016.
- A inspiring session on "Reward Management" was conducted by Mr. S.Ram, Vice President (Rtd), Tech Mahindra, Chennai on 15<sup>th</sup> March 2016.







# Workshops

In association with

Business Standard magazine a Panel Discussion on

#### "CELEBRATING ENTREPRENEURSHIP"

was organized on 22<sup>nd</sup> January 2016.



**Mr. Mohan Narayanan**Co-founder & CEO of KUBOS

Ms. Suma Prashant Director- RTBI, IIT, Chennai.





Mr. Arun Prakash Entrepreneur



# Workshops

#### **FINANCE**

A Workshop on "COMMODITY MARKET" was conducted on 29th January 2016.



#### Dr. P. Pattabiraman

Vice Principal,
Apollo Institute of Hospital
Management & Allied Science,
Chennai.

Mr.S.Venkateswaran
Partner, Machonochie & Co.,
Chennai.





Mr. S. Anand Senior Manager, PSB Securities Ltd., Chennai.



# Workshops

#### **MARKETING**

A Workshop on "QUANTUM LEAP in the Marketing Era" was conducted on 20th February 2016.



Mr.P.Jayaram Manager-Training, TCS, Chennai.

Mr.G.Ganesh Ram Senior Manager- Retail, Reliance Industries Ltd., Chennai.





An interesting event

"Ad- Promo"

was organized for the participants.



### MAGMA - The Pride of AIM

MAGMA, the Annual Mega Inter Collegiate Management Meet was conducted on 5<sup>th</sup> March 2016. Around 375 participants from 30 Institutions across the state had participated in the meet.



Inaugurated by

Mr.S. Ramasubramaniam

Associate Director, KPMG,

Chennai.

Guest of Honour

Mr. Karthick Bhatt
Chartered Accountant.





#### 'COGNIZANCE'

Annual magazine of AIM was released in Digital Format

Dr. E. K. Purushothaman, Chairman, CMC.



### **MAGMA – The Pride of AIM**

Various events to bring out the technical and managerial skills of both UG and PG students were conducted in the meet.

### **PG Events**

Paper Presentation, Best CEO and Best Management Team







**UG** Events

Business Quiz, Tech & Non-Tech, Smart Marketing, Auction and Guess It







"Innovation distinguishes between a leader and a follower." – Steve Jobs



### MAGMA - The Pride of AIM

#### VALEDICTORY SESSION



Chief Guest

Mr. B. Shankar,

Quality Director, Polaris, Chennai.

Guest of Honour

Mr. Ashwin Saravanan,

"Maya" - Film Fame Director.





#### **MAGMA CUP**

Inter Collegiate tennis ball cricket tournament was conducted in association with Asan Business School. Jerusalem College of Engineering emerged as Winners.

# Just The Facts...



# Beyond Classroom

#### **Soft Skill Development Program**

A 30 hour intensive programme on language and communication is being conducted for the I MBA students.

### **Student Participation**

- Eighteen students participated in 8th Youth National Conference held at SRM University.
- Two students participated in "Market Mania", conducted by MEASI INSTITUTE OF MANAGEMENT, Chennai.
- Six students participated and presented the paper on the topic "MAKE IN INDIA" conducted by DB Jain College, Chennai on Feb 17<sup>th</sup> 2016.
- Twelve students from I MBA have participated in various events in the management meet conducted by Eswari Engineering College on 11<sup>th</sup> March 2016. Mr.Rohan and Team won 2<sup>nd</sup> Prize in Business Quiz, Ms.Hema Dubey and Team got 3<sup>rd</sup> Prize in Rush in a minute.



# Just The Facts...



### **Sports Day**

The 22<sup>nd</sup> Annual Sports Meet of the college was conducted on 3<sup>rd</sup> March 2016. Mr. Jestes Antony, Former Indian football player was the Chief Guest.







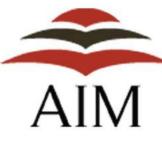
## **Annual Day**

The 22<sup>nd</sup> Annual Day of the college was celebrated on 16<sup>th</sup> March 2016. Prof. David Jawahar, Registrar, University of Madras was the Chief Guest.









### **Faculty Participation**

- Mr.S. Jawahar, HOD, MCA Department published a paper in international Journal of Engineering and Research on the topic "A Study on Role of Intelligent Agent in Education".
- Mr.S. Jawahar, HOD, MCA Department published a paper in Indian Journal of Science and Technology on topic "Quantification of Learner Characteristics for Collaborative Agent based E-Learning Automation".
- Mr.S. Jawahar, HOD, MCA Department presented a paper titled "Mobile Agent in Enhancing the Computational Efficiency of E-Learning Environment" in the international conference organized by the University of Madras.
- Mr.S.Jawahar, HOD, MCA Department published a paper in ARPN Journal of Engineering and Applied Sciences on topic "Performance optimization of adaptive mobile agents for e-learning".



### **Asanite Speaks**



I would say, mine is a victorious journey of 2 years with lasting long fellowship at AIM. Apart from academics, value added programs, communication and soft skill programs, extended hour activities, workshops, etc., gave me a lot of industry exposure and helped me to grow. I thank AIM wholeheartedly for providing a fantastic platform to learn and develop.

Mr.R.Sreenath

My ENTRY into AIM was with some exploratory goals and now my EXIT is into a successful path with the great wisdom of management. I feel ecstatic to identify myself as Asanite.....

Ms.M.Snegalatha



AIM is a haven for the complete transformation of young minds! The activities at AIM are academically relevant, industry oriented and inspiring. I feel proud to be a part of AIM family!

Mr.K.M.Saheen Ahamed

AIM is a pre-eminent centre to learn management. Every moment I spent here had enhanced my managerial skills and contributed a lot for my career growth. The conducive learning environment at AIM helped me to bring out my hidden talents and potentials and played a major role in my career growth.



Mr. Jinu Justin

# Recruiters 2016 - 17





























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