

*Just the Facts...*



**AIM**

# **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 ]



**Volume IV**

**Nov 2015**

# 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 ]*

*Velachery - Tambaram Road, Jaladampet, Chennai-600 100*

**T**ogether

**E**veryone

**A**chieves

**M**ore



# AIM



## From the Director

I am extremely happy to welcome you to the 4<sup>th</sup> issue of our news letter '*Just the facts*'. This newsletter documents the activities happened between June - October 2015. It stands as a proof for the vibrant environment at AIM. We always ensure that the activities at our institute are academically relevant, corporate - oriented and truly inspirational.

I place on record my sincere thanks to the management for their consistent support and guidance.

I appreciate and thank the faculty and students team for their untiring efforts to achieve excellence and wish them all the very best....

Happy reading....



**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*

*"With self-discipline most anything is possible"*  
-Theodore Roosevelt

*Just the Facts...*

## Invited Talks

**Mr. Prakash**, Senior Manager (Sales), Emerald Havens Realty Ltd., (TVS Group) addressed the students on "Career and Growth Opportunities" in the Marketing field on 9<sup>th</sup> July 2015.

**Mr. Ramani**, Director, SATTVA Logistics Group, have given a talk on "Impact of NPA on Banking System" on 21<sup>st</sup> July 2015.

**Mr. M.S.Srinivasan**, Research Advisor, IIT, Chennai, delivered a lecture on "Venture Capital" & "Costing for Competitive Advantage" on 6<sup>th</sup> & 11<sup>th</sup> Aug 2015.

**Mr. S.Ram**, Vice President(Rtd), Tech Mahindra, addressed the students on "CRM Practices in Modern Marketing" on 13<sup>th</sup> August 2015.

**Mr. Chandrasekar**, Director, KCIG, conducted a session on "Asset Liability Management" on 14<sup>th</sup> August 2015.



## Invited Talks

**Mr. Raghunathan**, Director, KCIG, have given a speech on "Information Technology for Managers" on 20<sup>th</sup> August 2015.

**Mr. Chandrasekar**, Director, KCIG, delivered a lecture on the topic "Why ERP?" on 8<sup>th</sup> September 2015.

**Mr. Ramani**, Director, SATTVA Logistics Group, conducted a session "How to Read a Balance Sheet?" on 1<sup>st</sup> October 2015.

**Mr. Ranganathan**, HR & Legal Consultant, addressed the students on topic "Industrial & Labour Relations" on 6<sup>th</sup> & 7<sup>th</sup> October 2015.

**Mr. George.V.Joseph**, Chartered Accountant, Financial Advisor, AMEI, have given a speech on "General Insurance" on 8<sup>th</sup> October 2015.

**Mr. Ramani**, Director, SATTVA Logistics Group, delivered a lecture on "Business Plan" on 15<sup>st</sup> October 2015.



*"Give light, and the darkness will disappear of itself"*  
- Desiderius Erasmus

*Just the Facts...*

## Workshops

## "HR (O)UR DAY"

### INAUGURAL

by

**Mr. G. Vignarajan,**  
Senior People Officer, Big Bazaar,  
Future Retail Ltd., Chennai.



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### ROLE OF HR IN TALENT RETENTION

by

**Ms. Anita Savel,**  
Senior Manager – HR,  
Sutherland Global Services, Chennai

### A TALK SHOW ON "ARE WOMEN BREAKING THE GLASS CEILING?"

hosted by

**Dr. A. Raja,**  
Department of Business Administration,  
Patrician College of Arts and Science,  
Chennai



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*"If you focus on results, you will never change"*  
-Jack Dixon

## Workshops

# "MICRO ANALYSIS OF FINANCIAL STATEMENTS"

by

Mr. Chandrasekhar,  
Corporate Trainer,  
Founder & CEO  
Empower HR Solutions Pvt. Ltd., Bangalore

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*"You cannot handle large opportunities if small problems bothers you"*  
-Mahalria Re

*Just the Facts...*

## Induction Program

### "INAUGURATION" KEY NOTE ADDRESS

by  
**Mr. Ramasubramaniam Srinivasan,**  
Associate Director,  
KPMG, India,



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### "PERSONALITY MANAGEMENT"

by  
**Mr. Mahesh Iyer**  
Consultant & Trainer

### "CORPORATE ENGLISH COMMUNICATION"

by  
**Mr. M.S. Srinivasan,**  
Research Advisor, IIT, Chennai



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**DAY 01**



*Just the Facts...*

*“Someone is sitting in the shade today because someone planted a tree a long time ago”  
-Warren Buffett*

## Induction Program

### “CHALLENGES IN THE CORPORATE WORLD AND INTER PERSONAL SKILLS & ETHICS”

by

**Ms.Priya Premkumar ,**  
HR, Polaris Group



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### “UNDERSTANDING, PLANNING & ACTION, APPROACH TO PROBLEM SOLVING”

by

**Ms.C.Madhumathi**  
Head of HR - Hand in Hand India



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### “PUBLIC SPEAKING, WRITING AND PRESENTATION SKILLS”

by

**Mr. Raghunathan,**  
Director, KCIG



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## DAY 02

*"You have to be willing to be misunderstood if you're going to innovate"*  
-Jeff Bezos

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## Induction Program

### "COMPANIES THAT MADE A DIFFERENCE"

by  
Mr. Rangunathan,  
Director, KCIG



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### "CORPORATE EXPECTATIONS FROM MBA'S"

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

### VALEDICTORY SESSION

by  
Mr. J R S Reddy,  
Vice President,  
Sutherland Global Services



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Budding Professionals @AIM  
2015-17 Batch

# DAY 03

*Just the Facts...*

*"What we need is more people who specialize in the impossible"*  
- Theodore Roethke

## Value Added Program

**A Short term course on "Capital Market"**  
was conducted by  
**Mr. Ramesh Shankar, SEBI Authorized Resource person**  
between 20<sup>th</sup> July to 24<sup>th</sup> July 2015.



**Soft Skill Development Programme on**  
**"EMPLOYABILITY SKILLS ENHANCEMENT"**  
by KCIG team



*"Play to win not to defeat"*  
-Mahalria Re

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## Beyond Classroom

### "TEACHER'S DAY CELEBRATION"

on 4<sup>th</sup> September 2015



### "UPA YOGA SESSION"

on 14<sup>th</sup> August 2015 by ISHA Yoga Centre, Adyar.



*Just the Facts...*

*"There is nothing stronger in the world than gentleness"*  
- Han Suyin

## Beyond Classroom

### "Business Standard"

conducted a Quiz Programme on 16<sup>th</sup> September 2015.



## Industrial Exposure Training

"Industrial Exposure Training at  
**"BIG BAZAAR"**  
for the budding professionals in the  
month of August & October 2015



*"Put your heart, mind, and soul into even your smallest acts. This is the secret of success"*

*-Swami Sivananda*

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## Industrial Visit

A Visit to  
**"SRINIVASA FASHIONS, MAHINDRA CITY, CHENNAI"**  
on 26<sup>th</sup> September 2015



A Visit to  
**"SECURITIES AND EXCHANGE BOARD OF INDIA,  
SOUTHERN REGIONAL OFFICE,  
ANNA SALAI, CHENNAI."**  
on 15<sup>th</sup> October 2015.



## Extended Hours

AIM focus on the overall development of the students. The institute devotes 2 hours every day after the class hours and students are provided with an opportunity to learn and enhance their soft skills and managerial skills. Activities based on their specialization improve their knowledge in their areas of specialization.

### ASANIAN MARKETRICKS DEBATE



### FINANZAS TECHNICAL QUIZ

### HR (O)UR DAY MOCK INTERVIEW



It is actually "learning with FUN....."

*"Risk come from not knowing what you're doing"*  
-Warren Baffett

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## Student's Participation

**13 students** from MCA Department participated in two day National level Technical Symposium - **ANVAYA '15** at Ethiraj college for Women on 10<sup>th</sup> & 11<sup>th</sup> September 2015.

**Vinod. V and Devika .R** from III MCA won 1st place in **DB Shark event** organized by Ethiraj College.

**Basker** from III MCA won 11nd place in **Google I event** organized by Ethiraj College.

**8 Students** from MCA department participated in various Technical Events : **Paper Presentation, Debugging and Quiz** organized by Vel's University on 15<sup>th</sup> September 2015.





## Faculty Participation

**Mrs.P.Parameshwari**, Asst. Professor published a research paper in PARIPEX - International Journal of Research - Volume: 4 [issue 5] May 2015 on the topic "Personality Traits and Risk Profile Influencing Attitude of Investors".

**Dr.T.S.Santhi**, Director, AIM was invited as the Chief Guest to inaugurate the intercollegiate meet "CURA 2015" organized by Saveetha School of Law.

## Graduation Day

17<sup>th</sup> Graduation Day was celebrated on 1<sup>st</sup> August 2015.

**CA.V.Murali**,  
Chairman Board of Studies,  
Institute of Chartered Accountant of India  
awarded the degrees and delivered the convocation address.



*"We only wanted to do one thing, and do that really well"*

*-Jan Koum*

*Just the Facts...*

## Asanites Speaks



*I am glad to be a part of AIM and I am quite confident especially after the 3 days induction program that my stay at this institute for these two years will be pleasant, memorable and successful.*

*I would like to appreciate the institute for their care in organizing useful and important events which makes us to understand what is needed and expected from us in the corporate world.*



*AIM is one among the few places where actual conversion of students into professionals takes place. And this institute is something beyond my expectations, especially in the academic point of view, learning atmosphere and faculty members.*

*AIM facilitates us to gain practical knowledge on functioning of the corporate world. Curriculum and value addition courses offered at AIM contributes a lot for the overall development of every student enrolled here.*



*Just the Facts...*

*"Educating the mind without educating the heart is no education at all."  
- Aristotle*

# ASAN

EDUCATIONAL INSTITUTIONS



**ASAN MEMORIAL  
DENTAL COLLEGE AND HOSPITAL**



**ASAN MEMORIAL  
SENIOR SECONDARY SCHOOL**



**ASAN MEMORIAL COLLEGE OF  
ENGINEERING AND TECHNOLOGY**



**ASAN MEMORIAL MATRICULATION  
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**KUMARAN ASAN MEMORIAL  
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*"Always deliver more than expected"*  
-Larry Page

## Our Recruiters:



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