



# ASAN INSTITUTE OF MANAGEMENT

(A Unit of Asan Memorial College of Arts and Science)  
(AICTE approved, Affiliated to the University of Madras & Re-accredited by NAAC)  
Velachery Tambaram - Road, Jaladampet, Chennai - 100



## Just The Facts

Volume VI-Nov 2016

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

# ASAN

EDUCATIONAL INSTITUTIONS



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**ASAN MEMORIAL  
SENIOR SECONDARY SCHOOL**



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**ASAN  
INSTITUTE OF MANAGEMENT**



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## From the Director

It gives me immense pleasure to bring out the VI issue of our half-yearly news letter '*Just the Facts*' -Nov 2016. It is our goal to help the budding professionals to learn and excel. We not only strive the students to become excellent professionals but also help them mould themselves into better human beings.

We are sure that the excellent academic environment and the opportunity to participate in co-curricular activities will help the students in a corporate-based environment.

I place on record my sincere thanks to the management for their consistent support, guidance and encouragement in the well being of the institute and the students.

I whole heartedly appreciate and thank the faculty and the students for their tireless efforts to achieve excellence.

Wishing you the very best



**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



*"I don't believe in taking light decisions ,I take decision and then make them right"*  
-Ratan Naval Tata

## SPECIAL LECTURES

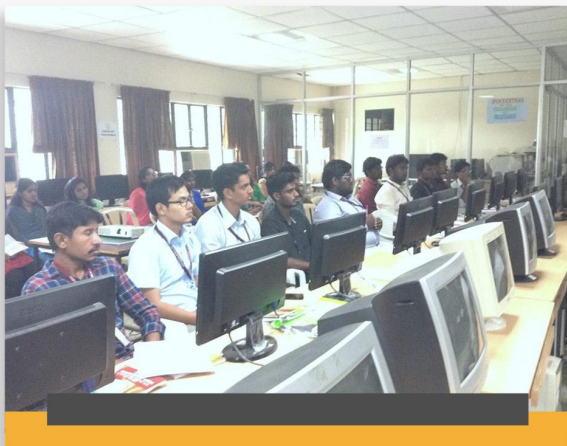
- ❖ A special talk on **"Collective Bargaining & Trade Union"** by **Mr. Ranganathan**, HR & Legal Consultant on 3<sup>rd</sup> & 4<sup>th</sup> October 2016.
- ❖ An interesting session on **"Financial Education"** by a team from Standard Chartered Bank on 30<sup>th</sup> September 2016.
- ❖ An invited talk on **"Winning is not everything"** by **Mr. Ramani**, Director, **SATTVA** Logistics Group on 26<sup>th</sup> August 2016.
- ❖ An innovative session on **"Analysis of Balance Sheet"** by **Mr.Velmurugan**, SHAN ASSOCIATES (Chartered Accountant), Chennai on 28<sup>th</sup> July 2016.
- ❖ Very interesting and innovative session on **"To be or not to be in Social Marketing"** by **Mr.R.Gunasekaran**, Chief Trainer BSNL(Retd), Chennai on 21<sup>st</sup> July 2016.
- ❖ A special talk on **"Secret Intelligence of the Inspired Leader"** was given by **Dr.T.C.Thomas**, Prof., Department of Management Studies, Rajalakshmi Engineering College on 2<sup>nd</sup> July 2016.



*“Education is the mother of leadership”  
- Wendell Willkie*

## WORKSHOP ON SPSS

A one day "Workshop on SPSS" was conducted by **Dr. R. RAVANAN**, M.Sc., M.Phil., Ph.D., Head, Department of Statistics, Presidency College, Chennai, General Secretary, Tamilnadu Statistical Association(TNSA), Tamilnadu Treasurer, Indian Society for Probability and Statistics(ISPS), India on 22<sup>nd</sup> June 2016 for 11 MBA Students.



*"Don't find fault, Find a remedy"*  
*-Henry Ford*

## COMMUNICATION

A one day Workshop on "Enhancement of Employability skills" was conducted by Mr.R.Gunasekaran, Chief Trainer BSNL (Retd), Chennai & Dr.P.Muthu Kumar, Training & Placement, AIM on 17<sup>th</sup> August 2016 for UG students of AMCAS.





*"The future belongs to those who see possibilities before they become obvious"*  
-John Sculley

## WORKSHOPS

### FINANCE

A one day Workshop on **"Innovative Instruments in Banking & Insurance"** was conducted by **Dr.K.Sampath Kumar**, Professor, SSN School of Management & **Mr.Melvin Agnelo Samuel**, Chief Trainer, SBI Insurance, Chennai on 20<sup>th</sup> August 2016.



*“Whatever the mind of a man can conceive and believe it can achieve”  
-Napoleon Hill*



## INDUCTION PROGRAMME

Three days Induction Program was conducted for the 2016- 18 Batch students on 1<sup>st</sup>, 2<sup>nd</sup> & 3<sup>rd</sup> September 2016. It was inaugurated by Ms.TAARINEE KUMARESH, Senior Training Consultant. Experts from Industry have addressed the students on Corporate Expectations from the Management Graduates and the need for enabling them to suit the needs.

The team of experts are:

- ❖ Ms. Taarinee Kumaresh, Senior Training Consultant.
- ❖ Mr. Raghunathan, Director, KCIG.
- ❖ Mr. Ramani, Director, SATTVA Logistics Group.
- ❖ Mr. S.Ram Vice President(Rtd),Tech Mahindra, Chennai.
- ❖ Mr. Kamaljith, Trainer & Leadership Coach.
- ❖ Dr. MuthuKumar, Training cum Placement Officer, AIM.

Valedictory address was given by Mr. KAMALJITH, Trainer & Leadership.





*“Strive not to be a success but rather to be of value”  
- Albert Einstein*

## **BEYOND CLASSROOM**

### **PRE- PLACEMENT TRAINING**

❖ An intensive Pre-Placement Training programme was organized by V Lead Academy, Chennai from the month of July 2016.

### **VALUE ADDED PROGRAMME**

❖ A 25 hours programme on “Derivative Market” was organized for the II MBA students from the month of July 2016. The resource person for the programme was Mr.RAMESH SHANKAR, (SEBI Authorised) Eagle Work Skill Academy.

❖ A two day programme on "HR-The Practical Aspects" was conducted by Mr. DANIEL DAWSON, Proprietor, DD HR Solutions and Mr. P. RAJA VENKATESH, Trainer, Velammal Group of Engineering Colleges, Chennai on 6<sup>th</sup> & 7<sup>th</sup> October, 2016.



"Nothing will work unless you do"  
-Maya Angelou

# BEYOND CLASSROOM

## ONACHANDHA - A DAY BAZAAR

To develop the entrepreneurial skills of the Young Students Asan Institute of Management (AIM) in association with ENACTUS of AMCAS organized "ONACHANDHA" (A DAY BAZAAR) on 7<sup>th</sup> September 2016 at college campus as a part of Onam celebrations.



### PRESS COVERAGE





*“Leadership is not a position or an title, it is action and example”  
-John Maxwell*

## CELEBRATIONS

### FRESHERS DAY

Fresher's Day was celebrated on 1<sup>st</sup> August 2016 and the programme was inaugurated by Mr. REJI CHRISTOPER, Principal Consultant, Chennai Management Advisory, Legal and HR.



### GRADUATION DAY

GRADUATION DAY was held on 6<sup>th</sup> August 2016, the convocation address was delivered by Col.Dr.G. THIRUVASAGAM, Vice Chancellor, AMET University and awarded the degrees.





*“Innovation distinguishes between a leader and a follower”  
-Steve Jobs*

## INDEPENDENCE DAY



## TEACHER'S DAY



## ONAM CELEBRATION



*“The art of communication is the language of leadership”  
-James Humes*

## STUDENT'S PARTICIPATION

- ❖ A group of students from MBA have attended a “SUNERGEIO 2016- HR CONCLAVE” on “New Age HR: Practices & Challenges in Achieving Global Excellence” organized by MCC, Chennai on 24<sup>th</sup> September 2016.
- ❖ Department of MCA and YRC Joined hands in spreading computer literacy to the society by conducting three days programme (25<sup>th</sup> – 27<sup>th</sup> July 2016) for the Higher Secondary students of Government School, Pallikaranai, Chennai - 100.



*“If opportunity doesn’t knock build a door.”*  
- Milton Berle

## FACULTY CORNER

- ❖ **Dr.P.Muthukumar, Professor - Training & Placement** delivered a lecture as guest speaker on **“Equip yourself career planning and succession planning”** organized by Mahakavi Bharathiyar College of Engineering and Technology on 21<sup>st</sup> October 2016.
- ❖ **Dr.P.Muthukumar, Professor - Training & Placement** was invited as Chief Guest in opening ceremony of Training Programme on **“Leadership Skills”** organized by Dr.G.U.Pope College of Engineering, Thoothukudi on 15<sup>th</sup> October 2016.
- ❖ **Dr.P.Muthukumar, Professor - Training & Placement** was invited as Chief Guest in **“SYNERGY”** organized by HR-CLUB, Department of Management Studies, Sri Vidya College Of Engineering & Technology on 12<sup>th</sup> September 2016.
- ❖ **Mr.Jawahar, HOD of MCA department** is awarded with Ph.D. in Computer Applications on 28<sup>th</sup> September 2016.



## ASANITES SPEAKS



*Mr. K. P. Shanid*

*I would say AIM is the best place to find oneself, as it happened to me. It was only because of AIM I understood and realized myself and my capabilities which now has given me a confidence in selecting what I want in life.*

*Studying in AIM was the best decision ever. It was really a life changing moment each and every day. And it enabled me to visualize my growth as a human.*



*Ms. M. Sugasini*



*Mr. Deepak Krishnakumar*

*Teaching in AIM was not always depending upon Books and concepts, instead we were given with the wonderful opportunity of learning through the expert's experience and knowledge which made us attain many things both academically and practically in life.*

*AIM helped me in transforming myself as personality where it taught me how to manage myself and gave me the courage and motivation in managing my surroundings as well.*



*Mr. Ajay Joseph*

*“The essence of strategy is choosing what not to do”  
-Michael Porter*

## Our Recruiters :



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