

ASAN INSTITUTE OF MANAGEMENT

A Unit of Asan Memorial College of Arts & Science
(AICTE Approved, Affiliated to University of Madras)
Velachery- Tambaram Road, Jaladampet, Chennai-600100



★ CONTENTS

Guest Lectures

Workshops

Beyond Class Room

Faculty Participation

Students Participation

Volume XI

March 2019

Just the facts

Guest Lectures



Mr. K. Babu, Production Manager (Rtd), Rane Engineering Valves Limited, Chennai has conducted a lecture on **"5S Concepts and Managerial Excellence"** on 12th December 2018.



An illuminating lecture on **"Customer Relationship Management in Marketing"** was conducted by **Mr. G. Raja**, Managing Director, Imhotef Pharmaceuticals Pvt.,Ltd., Chennai on 4th January 2019.



An interactive session on **"Strategic Role of HR in Organizational Excellence"** by **Mr. Pandey Alagu Raja**, HR - Head, Jouve India Pvt., Ltd., Chennai on 9th January 2019.



Guest Lecture



Mrs. Chitra Anantharaman, Deputy Director, Southern India Regional Council, The Institute of Company Secretaries of India, Chennai has conducted a "**Career Awareness Programme**" on 23rd January 2019.



A revelatory speech **on Emerging Technologies** was delivered by **Mr. Radhakrishna Pillai**, Information Technology & Management Consultant, USA on 25th January 2019.



Mr. K. B. Venu Gopal, Founder & CEO, Smart Talent Consulting Service Pvt. Ltd, Chennai has delivered an enlightening lecture on "**7 Things I Knew When I Was 20**" on 30th January 2019.



Guest Lectures



An invited talk on **"Investment Avenues & Portfolio"** was given by **Mrs. G. Archana**, Freelance Corporate Trainer on 4th February 2019.



An intensive **"Pre - Placement Training"** was conducted by **Mrs. S. Haripriya**, Freelance Management Consultant on 5th February 2019.



An explanatory lecture on **"Magical Medicine - The Elixir Of Life"** by **Asan Jai Manicka**, (Master in Varma and Acupuncture) was organised on 20th February 2019.



Workshop



Finance

Money Myth a one day workshop was organised on 25th February 2019. The session was handled by **Ms. Prakashnie** & **Ms. G. Archana** (Corporate Trainer) which was an eye opening session for the students.

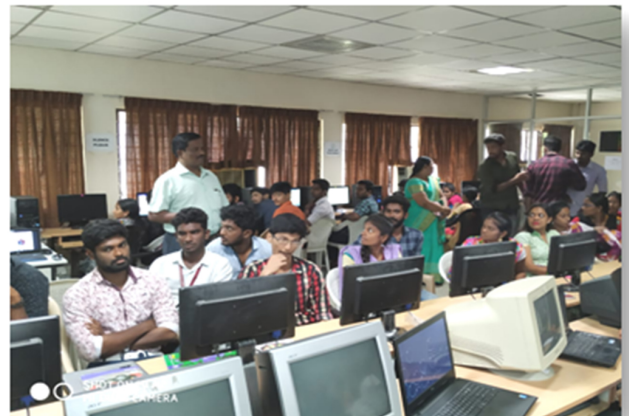
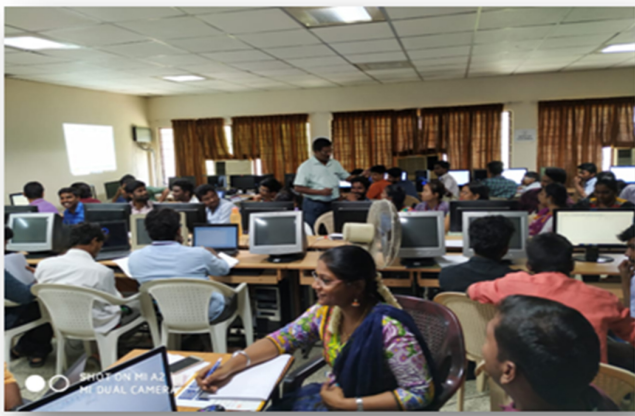


Workshop



SPSS

A one day workshop on "SPSS- Statistical Package For Social Sciences" was organised on 22nd February 2019. Mr. Kasilingam, Associate Professor, Pondicherry University shared his knowledge and enlightened the students.



BEYOND CLASS ROOM



Industrial Visit

*An Industrial visit was organised for MBA students to **Diamond Group and Emerald Engineering Pvt Ltd, Puthupakkam, Chennai** on 26th February 2019. which gave a constructive and practical exposure for the students.*



BEYOND CLASS ROOM



ANNUAL DAY

25th Annual Day was held on 16th March 2019.
Dr. K. Pandian, Msc, Ph.D, Controller of Examination,
University of Madras, Chennai graced the occasion .

Congratulations to...

S.No	Prizes	Name	Class
1	Proficiency	Nithyasri. A	I MBA
2		Gayathri. S. Raj	II MBA
3	100% Attendance	Bhuvaneshwar. A	II MBA
4	Parakkat Balakrishnan Endowment Award	Gayathri .S. Raj	II MBA
5	P.V. Mathew Endowment Award	Sugasini. M	Passed Out Student 2018 Batch



Faculty Participation



VVV

- **Dr. D. Jaichitra**, Assistant Professor, Department of Management studies served as the **Judge for Star Summit 2k19** at Saveetha School of Law, on 24th January 2019.
- A Special Lecture on “**Purchase Decision Process**” was delivered by **Dr. D. Jaichitra**, Assistant Professor at Saveetha School of Law, Chennai on 13th February 2019.
- **Mrs. P. Parameswari & Dr. D. Jaichitra** Assistant Professor, has participated in “**Dr. P. T. Srinivasan Endowment Lecture on Management of Elections in India**” at University of Madras on 13th February 2019.
- **Dr. D. Jaichitra**, Assistant Professor, presented a paper in the International Conference on “**Digitalization of Banking Operations : Outreach, Challenges and Impact on Economy**” at Alpha Arts & Science College on 1st March 2019.



Student's Participation



The students of this Institution exuberantly participated in the Management Meets organised by other colleges and Institutes to exhibit their talents.

- **S. Gayathri**, II MBA presented a Research Paper on “**A Study on Gender Equality and Women Empowerment in the Work Place**” in the 4th National Conference held at Measi Institute of Management on 12th December 2018.
- **S. Madhusudhan** and **M. Rithesh**, II MBA and **K. Komal**, I MBA Won III Prize in **Product Launch – A National Level Student Convention** at Tagore Engineering College on 27th & 28th February 2019.
- **R. Devi**, I MBA Participated in the event **Best Manager – A National Level Student Convention** at Tagore Engineering College on 27th & 28th February 2019.
- **S.Shanker**, **Komal Varshini** and **Divya.K**, I MBA participated in **Shipwreck and Treasure Hunt** organised by Hindustan College on 22nd February 2019.



ASAN



**ASAN MEMORIAL
DENTAL COLLEGE AND HOSPITAL**



**ASAN MEMORIAL SENIOR
SECONDARY SCHOOL**



**ASAN MEMORIAL COLLEGE OF
ENGINEERING AND TECHNOLOGY**



**ASAN MEMORIAL
MATRICULATION
HIGHER SECONDARY SCHOOL**



ASAN MEMORIAL COLLEGE OF



AKG PUBLIC SCHOOL



ASAN INSTITUTE OF MANAGEMENT



THE CAROUSEL PLAY SCHOOL