

Just the Facts...



AIM

ASAN INSTITUTE OF MANAGEMENT

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

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

VOLUME - III

APR - 2015





In fond memory of

A VISIONARY LEADER

OUR BELOVED CHAIRMAN AND FOUNDER SECRETARY

Shri. A.K. Gopalan

1921 - 2014



"Never give an order that can't be obeyed"

- General Douglas MacArthur

From the Editor's Desk:



Welcome to the April 2015 issue of our news letter 'just the facts...'

As we all know, a news letter mirrors an institution - its vision, mission and highlights the activities of the institute perfectly. With the blessings of the God almighty and the constant support from the management the academic year 2014 - 15 was an eventful another year.

I thank the faculty & students' team for their earnest efforts to keep the progress of the institute at the study pace. Best wishes to all my dear students who are going to rule the corporate world.

- 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

“If you really want the key to success, start by doing the opposite of what everyone else is doing”

- Brad Szollose

GUEST LECTURES

S. No	Date	Topics	Resource Person
1	28 th Jan 2015	Oracle Applications	Mr. Prakash Mohan, Senior Administrator, WIPRO Ltd
2	29 th Jan 2015	Labour Laws	Mr. Ranganathan, HR and Legal Consultant
3	10 th Feb 2015	Opportunities in the Finance Sector of NSE Certification	Mr. Jayaprakash, FINVISOR, Knowledge Management Services
4	12 th Feb 2015	FOREX	Mr. Ramani, Director, SATTVA Logistics Group
5	20 th Feb 2015	In Pursuit of Excellence	Mr. Kumaran Surendran, Associate Vice President, Cognizant
6	12 th Mar 2015	Intellectual Property Rights	Mr. Ramani, Director, SATTVA Logistics Group
7	17 th Mar 2015	Leadership Strategy & Management skills Development	Dr. Enrique Reig, Director General, Reig & Associates, Mexico



"Don't watch the clock, do what it does, keep going."

- Quintillian

WORKSHOPS

5S Concepts

A One Day Workshop

13th February 2015

by

Mr. K. Babu,
Manager Production(Rtd),
Rane Engine Valves Ltd,
Chennai.



MONEY MATTERS

A One Day Workshop

27th February 2015

**"Personal Finance and
Investment- the Saving
Game"**

by

Mr. C. Ravishankar,
Executive VP- Finance,
Sundaram Motors, Chennai.

"MONEY MATTERS"

by

Mr. R.Suresh,
Group CFO,
Life Cell International,
Chennai.



Just the Facts...

“Success in management requires learning as fast as the world is changing”

-Warren Bennis

WORKSHOPS

HR TOMORROW

A One Day Workshop

11th February 2015

Inauguration

by

Mr. M.S. Srinivasan,
Director, KCIIG, Chennai.



“Social Responsibility”

by

Ms. L. Sreedevi,
Social activist



Panel Discussion

A One Day Workshop
11th February 2015

by

Ms. C. Madhumathi,
Group Head- HR,
Hand In Hand- India

&

Mr. Dasarathy Krishnaswamy,
DGM-HR, Sundaram Motors,
Chennai.



"Vision is the art of seeing the invisible"

- Jonathan Swift

WORKSHOPS

SPSS

A One Day Workshop

11th February 2015

by

Dr. S. Ramanan

Prof & Head, Dept of Statistics
Presidency college, Chennai



VALUE ADDED PROGRAMS

Soft Skill

20 Hours Programme

12th - 22nd March 2015

by

Ms. Malika Nanda,
Head - ABS.



Just the Facts...

*"Management is doing things right;
leadership is doing the right things"*

- Peter Drucker

MANAGEMENT FEST

MAGMA - 2015

- The Pride of AIM

The annual mega management fest MAGMA - 2015 was conducted on 7th and 8th January 2015. 470 students from 24 colleges participated in the fest. RKM Vivekananda college bagged the overall championship.

Inauguration

by

S.Venkatraman, Ph.D.,
Vice President (Education and
Training), The India Cements Ltd,
Chennai.



Release of

Placement Brochure 14 - 15

&

'Cognizance'

the annual magazine of AIM



"It takes less time to do a thing right than to explain why you did it wrong."

- Henry Wadsworth Longfellow

Day 1 - For PG Students



Valedictory Address

by

Ms. Rajshree Natarajan
Chief Operating Officer,
Cognizant Foundation, Chennai.

Day 2 - For UG Students



Mr Ravishankar ,
Executive Vice - President ,
Sundaram Motors, Chennai



Press coverage of MAGMA - 15



Overall Champions



"The future belongs to those who see possibilities before they become obvious."

- John Scully

FINANCE CLUB - AIM

Finance Club of AIM organized

"AIM Parliament" - Budget Analysis 2015

on 13th March 2015



In the presence

of

**Mr. Vijaya Raghavan,
Manager – Finance,
IBM, Chennai**



BEYOND CLASS ROOM

STUDENTS PARTICIPATION

- ★ Ms. Hima of II MBA have participated in a one day National Level Seminar on "Mergers and Acquisitions" organized by M.O.P. Vaishnav College for Women on 07 - Feb - 15.
- ★ Ms. Jaslin & Ms. Suganya of I MBA have presented a paper on "Supply Chain Management" organized by Dept. of Management Studies, University of Madras on 18 - Feb - 15.

INDUSTRIAL VISITS

"Woory Automobiles"
Maraimalainagar
30th Jan 2015



"Medimix"
Thirumazhisai
7th Feb 2015



FACULTY PARTICIPATION

- ★ Mrs. P. Parameswari, Asst. Professor was invited as judge for "Splash 2015" an Inter and Intra Departmental Competitions organized by Justice Basheer Ahmad College, Chennai on 3rd December 2014 .
- ★ Dr. T.S.Sanathi, Director, AIM was invited as Chief Guest for the Valedictory Session of "Splash 2015" on 4th December 2014 .
- ★ Mrs. K.R. Mary Jasmine ,Asst. Professor, participated in a one day National Level Seminar on "Mergers and Acquisitions" on 7th Feb 2015 organized by M.O.P. Vaishnav College for Women, Chennai.
- ★ Mr. T. Dakshinamurthy ,Asst. Professor, participated in a one day workshop on "Supply Chain Management Dynamics Current and Future Trend" on 11th Feb 2015 organized by Dept. of Management Studies, University of Madras.
- ★ Mrs. M.AMBIKA, Asst. Professor, MBA Department presented a paper on "A conceptual review of role of IQAC in Quality Enrichment in Higher Education" in the National Conference On Quality Enrichment conducted by Commerce Department of AMCAS on 21st Feb 2015.
- ★ Mrs. P. Parameswari, Asst. Professor, MBA Department presented a paper "Personality Traits and Risk Profile Influencing Investment Decision" in the International Conference conducted by MEASI INSTITUTE OF MANAGEMENT on 27th Feb 2015.

Annual Day



**Education through Innovation in
Teaching Learning & Leadership**

"What's measured improves"

– Peter F Drukes

CAMPUS NEWS

Sports Day



Pongal Celebrations



Pongal Bazar





AIM



ASAN INSTITUTE OF MANAGEMENT



*Get Ready to
Amplify Leadership
Skills in You*





ASAN

EDUCATIONAL INSTITUTIONS



**ASAN MEMORIAL
DENTAL COLLEGE AND HOSPITAL**



**ASAN MEMORIAL
SENIOR SECONDARY SCHOOL**



**ASAN MEMORIAL COLLEGE OF
ENGINEERING AND TECHNOLOGY**



**ASAN MEMORIAL MATRICULATION
HIGHER SECONDARY SCHOOL**



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*“If you spend too much time thinking about a thing,
you'll never get it done.”*

- Bruce Lee

Our Recruiters :



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