



# AIM



*Just the facts...*

## 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)



*"Dream is not that which you see while sleeping  
it is something that does not let you sleep."*

- A.P.J. Abdul Kalam

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## VOLUME - I

Feb - 2014



*“A Journey of thousand miles  
Begins with a single step”*

- Confucius

## GUEST LECTURES

**Mr. Kamaljith, Project Manager, CTS** addressed the students on the need for **Personality Enhancement** on 3<sup>rd</sup> July 2013.

### *Personality Enhancement*



### *Industrial Disputes*



A pioneering session on **“Industrial Disputes”** was handled by **Mr. Sowrirajan, (Advocate)** Chennai on 15<sup>th</sup> July 2013.

### *Role of Financial Intermediaries*

**Mr. Venkateswaran, Director, ACU Wealth** enlightened the students on **“Role of Financial Intermediaries”** on 29<sup>th</sup> July 2013.



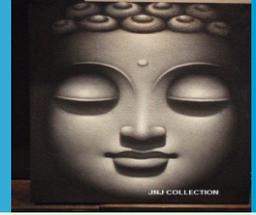
### *Ethics for Business Managers*



**Prof. Sarangan, Chairperson, Smart Business School** addressed the students on **“Ethics for Business Managers”** on 6<sup>th</sup> August 2013.

*“The Mind is everything,  
what we think we became”*

- Buddha



## **GUEST LECTURES**

An interesting Seminar on **“New Trends in Security”** was hosted by **Mr. Kumaran Surendran**, Director of Engineering, SYMANTEC.

### *New Trends in Security*



### *Emerging Trends in the IT Industry and Career Opportunities*



An invited talk on **“Emerging Trends in the IT Industry and Career Opportunities”** was addressed by **Mr. S. Arun Raj**, Senior Manager, Cognizant Technologies held on 31<sup>st</sup> August 2013.

### *Selling Skills*

**Mr. Sathish**, Project Manager threw light on **“Essential Selling Skills”** on 9<sup>th</sup> September 2013.



### *Cloud Computing*



**Mr. Sagayaraj** from Talhunt Next Gen Education Pvt.Ltd. addressed the students on **“Cloud Computing”** on 27<sup>th</sup> September 2013.

*Just the Facts...*



*"If you can dream it, You can do it"*

- Walt Disney

## GUEST LECTURES

An awareness session on **"Japanese '5S' Concepts"** was conducted by **Mr. K. Babu, Retd Manager, REVL, Chennai** on 12<sup>th</sup> December 2013.

5S



PACE



**'Prepare, Act, Create, Excel' (PACE)**- an exclusive 20 hours program was organised for the final year students to facilitate them to face the corporate world (16<sup>th</sup> Dec to 8<sup>th</sup> Jan 2014).

*Labour Law*

**Mr. Sowrirajan, (Advocate) Chennai** highlighted on **"Labour Law"** - the Act, Provisions and Mechanism for handling the issues.



**AIM**

*Education through Innovation in*

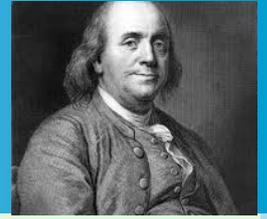
**TEACHING, LEARNING and LEADERSHIP**



*Just the Facts...*

*"It is HARD for an Empty bag to STAND UP!"*

- Benjamin Franklin



## WORKSHOPS ON SPECILISATION

### *HR TODAY*

A one day workshop on **"HR TODAY"** was conducted on 30<sup>th</sup> August 2013. **Mr. Shyam Sundar**, General Manger, HR, Brakes India Ltd, Chennai had inaugurated the workshop. **Mr. Chidambaram**, Secretary, Exnora International and **Mr. Subramaniam**, HR Consultant addressed the students on changes and challenges in the HR field.



### *MARKETING MASTERMIND*

An inspiring workshop **"Marketing Mastermind"** was conducted on 19<sup>th</sup> September 2013. **Mr. Ramani**, Advisor, Wind Energy, L&T Chennai had inaugurated the workshop. Experts in the Marketing field **Mr. Ramesh Nair**, General Manager, GM Pens International Pvt. Ltd and **Mr. Pradeep Gangadaran**, Brand Manager, TTK Health Care Ltd, shared their experience on various topics related with marketing.



### *FINANCE FOR NON-FINANCIERS*

An informative one day workshop was organized on 7<sup>th</sup> December 2013 on the topic **"Finance for Non-Financiers"** which was inaugurated by **Mr. B. Ravichandran**, Chief Manager, Faculty Incharge, IMAGE. Career opportunities in finance, significance of finance and its effective handling were some of the topics discussed by the professional experts like **Mr. VijayaRagavan**, Manager-Finance, IBM, and **Dr. Subramanian**, Chartered Account.



*Just the Facts...*



*“The only way to do great work is to LOVE what you do”*

- Steve Jobs

## WORKSHOPS

### **AWARENESS OF FINANCIAL MARKETS FOR YOUNG INVESTORS**

AIM, in association with SEBI organised a one day workshop on **“Awareness of financial markets for young investors”** on 14<sup>th</sup> December 2013. **Dr. Kasilingam** Asst. Prof, SEBI authorized Resource Person, Pondicherry University addressed the students.



### **ENTREPRENDRE**

To encourage and develop the entrepreneurial skills of younger generation, a one day workshop **“ENTREPRENDRE”** was organised on 19<sup>th</sup> December 2013. **Ms. G. Srividhya**, Chair Person & MD-RSPL Group Pvt. Ltd. inaugurated the workshop & shared her experience as an entrepreneur. Eminent Resource Person **Ms. Meera Krishnan**, Principal Consultant, Ichiban Consultants Pvt. Ltd & **Mr. K. Sivaramaprasad**, Asst. Director MET-MSME Development Institute Govt. of India were there to discuss on entrepreneurial qualities and schemes & subsidies available for the entrepreneurs.



### **SPSS**

A workshop on Application of Statistical Tools for Data Analysis using **SPSS** Package was conducted on 4<sup>th</sup> January 2014 for the final year students in order to facilitate them in successfully completing their project work.



*Just the Facts...*

*“Don't Stop when you are tired, STOP  
When you Finished”*

- Monroe



## MAGMA

MAGMA, the **Annual Mega Inter collegiate Management Meet** was conducted on 25<sup>th</sup> September 2013, around 365 participants from 32 Institutions had participated in the meet. **Mr. Rajesh Panchanathan**, Managing Director, Accenture, Chennai inaugurated the meet.



**Shri. George Cherian**, Managing Director, Raj Global Holdings Ltd., Chennai and **Ms. Vani Sengupta**, HR Director, Radisson Blu, Chennai were the Guests of Honor. Various business entertainment competitions like Adzap, Business Quiz, Stock War, Best Manager, IPL Bidding, Business Plan and Paper Presentation were conducted. **Sai Ram Institute of Management** won the Overall Championship.

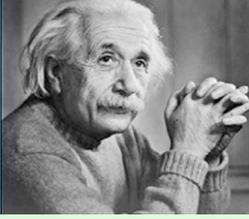
Placement Brochure and '**Cognizance**' the magazine exclusively for the Asan Institute of Management was also released during this occasion. **Dr. E. K. Purushothaman**, Joint Secretary, A.M.E.I had released the Magazine and the first copy was received by Mr. George Cherian, Managing Director, Raj Global Holdings Ltd., Chennai. The placement brochure was released by **Dr. S. Ramanathan**, Principal, AMCAS and was received by Ms. Vani Sengupta, HR Director, Radisson Blu, Chennai.



**Shri. Srinivasa Raghavan**, Senior Manager, TVS Training & Services, Chennai, delivered the valedictory address. Airtel Super Fame **Ms. Sowmiya Mahadevan** was the celebrity guest.



*Just the Facts...*



*“Life is like riding a bicycle. To keep your balance, you must keep moving.”*

- Albert Einstein

## **STUDENTS PARTICIPATION**

☀ MBA students attended an induction program from 4<sup>th</sup> to 8<sup>th</sup> August 2013. An Ice breaking session was handled by **Mrs. Sripriya**, Corporate Trainer & **Mr. Regi Christopher**, CEO, HR Mart addressed the students.

☀ A group of MBA students participated in the **Management Meet** organized by Jerusalem College, Chennai and got 1<sup>st</sup> prize in Star Marketers, 2<sup>nd</sup> prize in IPL Bidding and secured 3<sup>rd</sup> place in Overall.

☀ MCA students attended a seminar on **“Motivation to Gen-Next”** by **Dr. Gunasekaran**, Former Registrar, Periyar University organized by MCA Department of Asan Memorial College on 5<sup>th</sup> February 2013.

☀ Students of MBA had attended An awareness talk on certification programme which was conducted by **Ms. Ashmita Boopathi**, MBA Consultant on 8<sup>th</sup> August 2013 at Asan Business School.

☀ A group of MBA students have participated in the **competitions** organized by the PG department of Commerce of Madras University on 4<sup>th</sup> October 2013.

☀ MCA students attended a seminar on **“Career in IT”** organized by Howell IT Solution on 10<sup>th</sup> October 2013.

☀ MBA students participated in **Students Bazaar** organized by ABS on 11<sup>th</sup> November 2013 and exhibited their talents.

☀ A group of Students from MBA participated in a Conference **“Generated Diversity at WorkPlace”** on 10<sup>th</sup> December 2013 at Madras School of Social works.

☀ **Kavin Prabhu** of I MBA has been selected in the A-zone handball team organized by University of Madras.

☀ **Melbin** of I MBA has been selected in the A-zone football team organized by University of Madras.



*“Do not pray for an easy life, pray for the Strength to endure a difficult one”*

- Bruce Lee



## GRADUATION DAY

Graduation day was celebrated on 19<sup>th</sup> October 2013. **Shri. B. S. Raghavan**, I.A.S. (Retd.) Formerly, Policy Advisor to UN (FAO) and Chief Secretary, Govt. of Tripura graced the convocation as chief guest.



## *UNIVERSITY RANK HOLDERS*

### MCA Dept:

- ★ **Posia Achom** - 6<sup>th</sup> Rank
- ★ **S. Iswarya** - 16<sup>th</sup> Rank
- ★ **Nganbam Romia** - 17<sup>th</sup> Rank



## FESTIVAL CELEBRATIONS

### **ONAM**

*Onam was celebrated in the college premises. There were several events and competition held for the students like thiruvadara, singing, pookkalam, etc. A grand feast was arranged after the program with different variety of Kerala dishes.*



### **PONGAL**

*Pongal was celebrated with fervour and festivity. Various tradition and culture based competitions were conducted like Uriadhithal, Slavattakal, Pulli kolam, Pongal cooking, etc.*



*Just the Facts...*



*“If Opportunity doesn't knock,  
build a Door”*

- Milton

## ***INDUSTRIAL VISIT***

- 4<sup>th</sup> July 2013 - An Industrial visit to **Sri Kaleeswari Refineries Ltd.**
- 31<sup>st</sup> July 2013 - An incredible visit to **Madras Stock Exchange.**
- 12<sup>th</sup> August 2013 - A Remarkable Industrial Visit to **Hatsun Agro Products Ltd., Chennai** was arranged.
- 27<sup>th</sup> September to 2<sup>nd</sup> October 2013 - MBA students went to **Delhi** for an educational tour.



*Sri Kaleeswari Refineries Ltd*



*Hatsun Agro Products Ltd.*



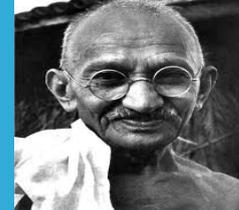
*Madras Stock Exchange*



*Educational Tour to Delhi*

*“You must be the Change  
you wish to see in the World”*

- Mahathma Gāndhi



## FACULTY PARTICIPATION

- ★ **Mr. K. Iyyanar** Asst. Professor presented a paper entitled effective use of technologies for efficient training in the NAAC sponsored state level seminar on **“Innovative Practices in Higher Education”** organized by the IQAC on 6<sup>th</sup> July 2013.
- ★ **Mrs. P. Parameswari**, Asst. Professor participated a two days workshop on **Advanced Research Methodology** organized by Rajalakshmi Engineering College on 25<sup>th</sup> & 26<sup>th</sup> July 2013.
- ★ **Dr. T. S. Santhi**, Director & **Mrs. B. Saipriya**, Asst. Professor had presented a paper on **Green Marketing** in the International Conference organised by AVS College of Arts & Science, Salem on 26<sup>th</sup> July 2013.
- ★ **Mr. T. Dakshinamurthy**, Asst. Professor also presented a paper on **B2B E-Commerce** in the International Conference organised by AVS College of Arts & Science, Salem on 26<sup>th</sup> July 2013.
- ★ **Dr.T.S. Santhi**, Director and **Mrs. S. Jothi Lakshmi**, Asst. professor has attended a seminar on **Transforming Higher Education** organised by Oracle on 21<sup>st</sup> August 2013.
- ★ **Mr. S. Jawahar**, HOD of MCA, attended a Seminar on **“ Intel Tech Phi Drive”** organized by INTEL and WIPRO on 18<sup>th</sup> September 2013.
- ★ **Mr. S. Jawahar**, HOD of MCA attended a workshop on **“Technical Writing”** conducted by D.G.Vaishnav College on 28<sup>th</sup> and 29<sup>th</sup> September 2013.
- ★ **Mr.S.Jawahar**, HOD of MCA, attended an Orientation Programme on **“Testing and Evaluation”** organized by TamilNadu Open University on 7<sup>th</sup> November 2013.
- ★ **Mrs.M.Ambika**, Asst. Professor participated in a conference on **“Generational Diversity at work place”** conducted by Madras School of Social Works on 10<sup>th</sup> December 2013.
- ★ **Mrs. P. Parameshwari**, Asst. Professor presented a paper in one day International conference on the topic **“Investors behaviour towards various Investment Avenues”** organized by International Journal of Research and Business Innovation(IJRBI), Tamilnadu on 21st December 2013
- ★ **Mrs. B. Saipriya** Asst. Professor presented a paper in one day International conference on the topic **“Retail Service Quality”** organized by Sree Sastha Engineering college on 23<sup>rd</sup> January 2013.
- ★ **Mrs. Y. Beulah Jeba Jaya**, Asst. Professor nominated as member in Board of Studies in Computer Science (PG) for the period of 3 years from May 2013 to April 2016

*“Do not give up,  
the beginning is always the hardest”*

- Kemmy Nola

## *Our Recruiters :*



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