

## **Institutional Distinctiveness**

A.J. Institute of Management has not left a single stone unturned in developing the Institute as a Centre of Excellence in Management Education by continuously benchmarking itself against the best. It is our mission to impart value based management education, designed to prepare young men and women for leadership positions. The Institute also believed that 'teaching learning' is no longer restricted to the classroom, hence, moved beyond the boundaries and structured course content. As per our Vision, business education is the process of imparting knowledge that is essential, skills that are relevant and values that are foundational. Further, fact remains that business education has to provide two kinds of knowledge that is 'how to think' (knowledge component) and 'how to live' (skill component). The distinct thought of the Institute is that, success of a student at our Institute not only to be decided by the marks or CGPA he or she is scoring, but also to what extent he or she is transformed over the four semesters by imbibing the skills and values. Hence, the distinctiveness of our Vision, Mission, priority and thrust is reflected in our achievements – academic and co-curricular.

As a result our students have secured ranks in University Examination continuously from last 3 years. In the year 2017, one of our student secured 6<sup>th</sup> rank in University Examination, In the year 2018, our student secured two ranks i.e. 1<sup>st</sup> and 5<sup>th</sup> and in the year 2019, two students secured 1<sup>st</sup> and 5<sup>th</sup> rank in University Examinations held by Mangalore University.

Our students have also won many honours in various deputations made by the Institute. To highlight a few, students won a total of 35 individual first prizes and 17 individual second prizes and also won 6 overall championships and 1 runners in management fest organized at various PG institutions.