

**ARMY INSTITUTE OF MANAGEMENT, KOLKATA**  
**RESUME OF EVENTS / ACTIVITIES: AUG 2020**

**Overview**

1. Aug saw the commencement of the Academic Session 2020-21. The month also saw the alumni coming forward in large numbers to mentor MBA 23 batch students who would be facing placements soon. AIMK organised a two day Webinar on a contemporary topic. We continued to operate from the New Campus while occasionally falling back to the Alipore Campus to wind up things there.

**Academics**

2. **Commencement of Academic Session 2020-21 (17 Aug).** It was time to revisit our academic strategy. It was imperative that we reconcile to the fact that the CoVid pandemic is here to stay for at least some more time and students are unlikely to return to the campus anytime soon. It was decided to commence the Academic Session 2020-21 in an online mode for the second year students (MBA 23) and the orientation programme for the freshers (MBA 24) from 17 Aug. Admissions had crossed the 90 % mark and most of the our freshers had completed their graduation and were in a position to attend the online sessions. For those joining later recorded sessions would be made available along with special interaction sessions by the faculty to clear doubts. Normally the Academic Session commences on the first Mon of Aug (Hence we were running a fortnight behind schedule and further disruptions due to exams of final semester students as directed by UGC were possible. During Odd Semesters as it is we are hard pressed for time).

3. **Online Content Development.** There were representations from students on the quality of online classes during the semester gone by and among other measures it was decided to experiment with seeking professional or third party assistance to develop online content for the compulsory courses / subjects of first and third semesters, in monthly tranches. The experiment fell short of our expectations due to various reasons and was suspended after its initial term of one month. Maybe a more focused and deliberate approach would be undertaken to develop a repository of quality online content aligned specifically to our university syllabus.

4. **AIMK Webinar on Operational Management & Entrepreneurship: Emerging Paradigm in New Normal (10 & 11 Aug).**

AIMK organised a two day webinar on a contemporary topic 'Operational Management & Entrepreneurship: Emerging Paradigm in New Normal' on 10 & 11 Aug. Two hourly sessions were organised on these days. The webinar had over a hundred participants and was a success.



AIMK Webinar on a contemporary Topic (10 & 11 Aug).

5. **FDP on Online Teaching (13 Aug).**

Faculty members attended an exclusive online FDP on online teaching organised by the Institute on 13 Aug. The session was conducted by Mr Dhiraj (from the IT Industry). This marked the culmination of training of our faculty on online teaching techniques.

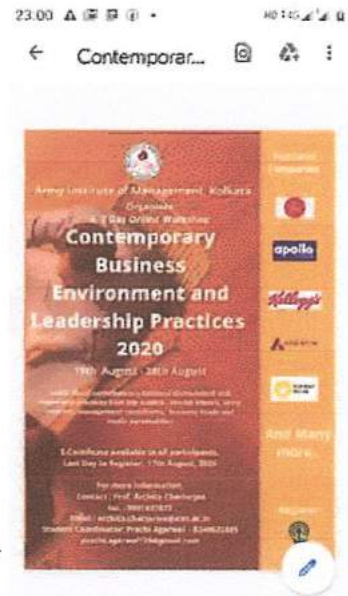


Director & Faculty Members attending a FDP on online content development (13 Aug).

6. **Online Orientation Programme (17 to 29 Aug).** The orientation programme was re-structured and taken to a new level. An advantage of the online mode of conduct was that we were able to get in good speakers from abroad and outstation locations. The highpoint was a talk delivered by Mr Alan Roseling from Hongkong. Mr Alan Roseling has been an advisor to the UK PM and on the board of Tata Sons for very long.

The detailed orientation schedule (17 to 29 Aug) at an Appendix 'A'.

Webinar conducted by our alumni on various topical themes in Aug. →



7. **Research, Innovation, Incubation, Consultancy and Entrepreneurship (RICE) Centre (15 Aug).** To promote the mandate of higher educational institutions to undertake consultancy, research, innovation, incubation and entrepreneurship, we decided to partner with a startup IFarm. The contours of our partnership were embodied in a letter of intent. A MoU would be concluded subsequently after testing the potential of the venture or enterprise. This would help us in improving our brand image & benefit the students without adding on to our establishment.

**Placements**

8. **Placement Training for MBA 23.** A series of webinars were organised by enlisting the support of our alumni as per details given below:-



9. **Third Party Assistance for Placements.** Eight of our students couldn't be placed and another 13 were laid off by their employers. The job market was stressed. Third Party Assistance from Board Infiniti had been sought to assist in their placement. Three students were placed through the Third Party mechanism.

**Students Affairs**

10. **Alumni Initiative Visibility for AIMK.** The alumni launched a campaign on the lines of Harvard, 'I am AIMK' to increase the visibility of AIMK. It essentially involves prominent alumni uploading a short video on social media.

11. **Enlistment of Alumni Volunteers for Mentoring Students.** 150 alumni members enlisted for undertaking to assist the management in mentoring students.

**Administration**

12. **Interview / Selection for Filling up of Vacancies in Non Teaching Staff (NTS) Posts.** Interviews for posts of Girls Warden, PA to Director and LDC (IMC Clerk) were organised on 04 Aug. The details of the recruitment are as under:-

S.No.	No of Applicants	Shortlisted for Interview	Appeared in Interview	Selected & Joined
PA	16	11	09	CHME, Uttam Kumar Kar, (Retd)
LDC	21	15	05	Sub Nirmal Chandra Sarkar (Retd)
Girls Warden	08	06	04	Ms. Tukur Kansabanik

**ORIENTATION SCHEDULE : MBA 24**  
**17 TO 29 AUGUST 2020**  
**Prog. Coordinator : Prof. Archita Chatterjee**

<b>Date</b>	<b>Session-I Time- 10:15am-11:15am</b>	<b>Session-II Time-11:30am-12:30pm</b>	<b>Session-III Time-12:45pm-1:45pm</b>
17 Aug 2020	Welcome Address by (DIR. AIMK) Administration Briefing, (Registrar & AO, AIMK)	Academic Brief by Dr(Prof) Malini Majumdar,	Introduction to World of Business Management. Speaker: Dr (Prof) A Chattopadhyay
18 Aug 2020	Trends and Prospects in HR Management. Prof Sougata Majumder	Trends and Prospects in Finance Management. Prof Asmita Basu	Trends and Prospects in Marketing Management. Prof A Bhattacharjee
19 Aug 2020	Next Generation Leadership and Dynamic Business Environment. Col.Prabir Sengupta (Retd),VSM	Evergreen Talent and Modern Day Employability. Ms S Raghunath	Alumni Interaction Alumni :Roma Vaidya-MBA 10
20 Aug 2020	An Overview and Prospects in Banking and Finance Sector. Guest Speaker: Mr.Shamik Moitra	An Overview and Prospects in Media and Entertainment Sector. Ms Prema Rajaram	An Overview and Prospects in Energy Sector. Mz Kadambari Uthayasankar
21 Aug 2020	An Overview and Prospects in Defence and Aerospace Sector. Brig MKK Iyer,SM	An Overview and Prospects in FMCG Sector. Mr Vishhal Bhusari	An Overview and Prospects in Agro Business Sector. Mr Bhaskar Kundu
22 Aug 2020	Investment Venture & Entrepreneurship. Mr.ShamikMoitra	Research Methodology. Mr Sanket Dutta	Alumni Interaction –II Alumni Soma Banerjee-MBA1
25 Aug 2020	Personality ,Power of Business Communication and Soft Skills Col Prabir Sengupta (Retd),VSM	Ethical Business- How Real It is? Col Dilip Sopori	Transportation Mr.Suvendu Seth
26 Aug 2020	Business Analytics. Ms Kamalika Poddar	Digital Marketing. Mr Sangbaran Karmakar	Emerging Technologies. Ms Diksha Deo
27 Aug 2020	Design Thinking and Innovation. Mz Naheed Khan	Current Affairs. Mr Anish Lathwal	Alumni Interaction-III Alumni: Dr(Prof) Ravi Chatterjee-MBA 10
28 Aug 2020	Quantitative Analysis. Guest Speaker: Mr Ankuran Das	Post Covid Business Environment Prof. Alan Rosling	Interest and Competency Mapping. Mrs Mohua Roy
29 Aug 2020	Test Co-ordinator : Prof Archita Chatterjee	Test Co-ordinator : Prof Preeta Sinha	Wow Kolkata! Dr Tathagata Neogi