

VOLUME 1 ISSUE 1 JULY – SEPTEMBER 2016

proclaim

the voice of the aimers

NEWSLETTER OF ALAGAPPA INSTITUTE OF MANAGEMENT



Orientation Programme to XXIII Batch MBA

A week-long orientation program for the XXIII Batch of MBA students was organized between July 7 to July 13, 2016, as scheduled below:

July 7, 2016

10.00 AM	INAUGURATION
11.00 PM	“Know Your Institute, Faculty, Scholars & Programme”
02.00 PM	“Know Your Batch mates”
03.45 PM to 5.00 PM	“Know Your seniors”

July 8, 2016

10.00 AM to 05.00 PM	<p>“The Road Ahead” - Workshop on Corporate Competence</p> <p>Mr. J. Jagatheesh Vice President, Learning & Knowledge Management, Accenture Services Ltd, Bangalore</p>
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July 11, 2016

10.00 AM to 05.00 PM	<p>“Am I a Professional?” - Personality Alignment Workshop</p> <p>Mr. V.S. Sashikumar - Creative Director, Praanha, Chennai & Mr. Muralidharan Margabandhu - Principal Consultant, MARG, Chennai</p>
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July 12, 2016

10.00 AM to 05.00 PM	<p>“Get...Set...Go” - Goal Setting Workshop</p> <p>Mrs. A. Lilly CEO & Mr. Neeraj Prajapathy, MD - Zeal Academy, Chennai</p>
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July 13, 2016

10.00 AM to 05.00 PM	<p>“Think Lateral.....Grow Vertical” - Lateral Thinking Workshop</p> <p>Mr. K. Murugabharathi & Mr. K. Sriram Managing Director, Yosi Media & HR, Trichy</p>
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Orientation Programme

Photo Gallery of 23rd Batch



Meet The Manager Programme Series

AIM always believes in interacting with Professionals as the best platform for the current students to enrich their knowledge and update it. A series of such Meet the Manager programmes were organized at AIM.



Mr. S. Arun Babu
Managing Director, SecuMart, India
an alumnus of AIM interacting with the students on Entrepreneurship Skills



Ms. S. P. Muthu Lakshmi
Sr. Bank Manager, Karaikudi
speaks on Women in Banking Sector to AIMERS



Dr. M. Ismail
from Srilanka
delivering an Invited Lecture on Women Entrepreneurship



Students' Corner

Money Savings advice for Youth... In Today's Tough Economy

Saving money in today's difficult economy can seem tougher than ever before. With the world's economic state so volatile, young people need to understand now more than ever the benefits and importance of making smart choices when it comes to finances. The earlier people start working on a financial plan for their future, the better the odds are that they will be able to retire more comfortably and have a stable nest egg built up. Although the current economic standings seem to be negative, it is always better to plan ahead, so that you have a better chance at financial stability later on down the road.

One of the most important rules of spending and saving is to never spend more than you have. Credit can be a dangerous thing, and too many young people, particularly college students, fall into the credit trap. Remember that if you don't have the cash to buy something, it is probably best to save your money for it until you can afford to pay for it all at once in cash. In fact, you might realize later on that you didn't really want that thing you were pining for anyway. Sometimes, if you put off making big purchases, you find later that you didn't really want to spend the money on them in the first place. Another and perhaps the most important of all rules when it comes to finances is to begin saving early. The earlier you start saving up, the more money you'll have later on, and the better your saving habits will become. A savings account is just one way you can save. Stocks, bonds and mutual funds programs for youth are available to help you get the most return out of your savings.

It is really a key that young people educate themselves about money and smart spending so that they can understand the role of credit and how it plays a part in everyday living. Setting a goal is a great way to make sure you reach your financial dreams later on in life. Think about where you want to be financially in ten, twenty, or even fifty years from now. Having a long term goal and a snapshot of your finances in mind will help guide you throughout your monetary journey. Do you want to own a home by the time you're a certain age? How about your retirement age goal? What about other things like owning a boat or being able to take a nice vacation? All of these things cost money and most require good credit, so it's important to understand how this works so you can make large purchases and do the things you want.

Investment is an important part of saving, and purchasing stocks or bonds is a good way to learn about how investing works. Gold and silver are also quickly becoming hot investments that usually have a safe, guaranteed return. Learn about risky investments versus safe ones, and what the different rewards are. You can enroll in online "mock trading" role playing games to help learn about trading stocks. This is a good way to introduce young people to the stock market without making any actual investment first. Overall, having good common sense when it comes to money and not spending too much is a great way to ensure your financial future will be secure. Investing, saving, and learning about credit and how money works will help teens and young adults pave the way for adulthood and into retirement.



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Art By C.SELVAKANI, I – MBA

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Photo Courtesy: Mr. A. Chidambaram, I MBA



the art of Branding !!!

With the volume of competition that businesses face in most industries, it's never been more important to stand out and develop a unique identity and value proposition through strategic branding. While it's obviously important to offer a quality product or service, effective branding is often at the heart of the companies that thrive.

Branding has been around for centuries as a means to distinguish the goods of one producer from those of another. In fact, the word brand is derived from the Old Norse word *brandr*, which means "to burn," as brands were and still are the means by which owners of livestock mark their animals to identify them.

According to the American Marketing Association (AMA), a brand is a "name, term, sign, symbol, or design, or a combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competition."

Technically speaking, then, whenever a marketer creates a new name, logo, or symbol for a new product, he or she has created a brand. In fact, however, many practicing managers refer to a brand as more than that—as something that has actually created a certain amount of awareness, reputation, prominence, and so on in the marketplace.

Let's explore the common characteristics of successful brands, so you can build your brand accordingly.

1. Audience Knowledge
2. Uniqueness
3. Passion
4. Consistency
5. Competitiveness
6. Exposure
7. Leadership

Branding isn't the same as marketing – branding is the core of your marketing strategy. In order to build an effective brand, you need authenticity and clarity in each of the steps discussed earlier, allowing your target market to identify with your brand personality and values successfully.

One final thing to remember – and a very important point – is that branding isn't a one-time thing that you do at the beginning of establishing your business. It is an ongoing effort that permeates your processes, your culture, and your development as a business, and it requires your dedication and loyalty in order to reflect in your work. At the end of the day, the true measure of your branding success is in earning loyal customers who become your brand ambassadors as well.



THE STEVIE® AWARDS



the world's premier Business Awards

The Stevie Awards are the world's premier business awards. They were created in 2002 to honor and generate public recognition of the achievements and positive contributions of organizations and working professionals worldwide. In short order the Stevie has become one of the world's most coveted prizes.

There are seven Stevie Awards programs, each with its own focus, list of categories, and schedule.

1. The American Business Awards are open to all organizations operating in the U.S.A., and feature a wide variety of categories to recognize achievement in every facet of the workplace.

2. The International Business Awards are open to all organizations worldwide, and include categories to honor accomplishments in all aspects of work life.

3. The Asia-Pacific Stevie Awards are open to all organizations in the 22 nations of the Asia-Pacific region.

4. The German Stevie Awards are open to all organizations operating in Germany.

5. The Stevie Awards for Great Employers are open to all

organizations worldwide, and recognize the world's best companies to work for and the HR teams and professionals, HR achievements, new products and services, and suppliers who help to create and drive great workplaces.

6. The Stevie Awards for Sales & Customer Service are open to all organizations worldwide, and recognize the achievements of sales, customer service, and call center professionals.

7. The Stevie Awards for Women in Business are open to all organizations worldwide, and recognize the achievements of women executives, entrepreneurs, and the organizations they run. Stevie Award judges include many of the world's most respected executives, entrepreneurs, innovators, and business educators. Each of our awards programs harnesses the insights and talents of more than 200 judges every year. All Stevie Awards entrants have access to all judges' comments about their nominations.

Sponsors of Stevie Awards programs include many leading B2B marketers, publishers, and government institutions.

There are a number of benefits to submitting nominations to Stevie Awards programs. The past Stevie Award winners including Acer Inc., Apple, BASF, BT, Ford Motor Company, ING, Procter & Gamble, Roche Group, and Samsung, etc.,



ALAGAPPA INSTITUTE OF MANAGEMENT ALAGAPPA UNIVERSITY, KARAIKUDI-630004

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Vol 1 Issue 1 July – September 2016

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