



Arihant Education Foundation's  
**ARIHANT INSTITUTE OF BUSINESS  
MANAGEMENT**

(Affiliated to Savitribai Phule Pune University, Approved by DTE and AICTE, New Delhi)

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## **Akumen Immersion Programme at IIM, Kozhikode – April 2024**

From April 15 to April 29, 2024, the students of the Arihant Group of Institutes, Pune, completed a life-transformative 'Akumen Immersion Programme' at the Indian Institute of Management, Kozhikode. This unique programme, designed exclusively for Arihant Group of Institutes students by the expert faculty at IIM-Kozhikode, offered an intensive learning experience. The total count of the students who had Attended IIM program was 54.

The students arrived at the picturesque IIM-K campus on April 15. Situated on the hills of Kunnammangalam, the campus provided a serene backdrop for the programme. The inaugural ceremony on April 16 featured a lamp-lightening by Dean Prof. Deepa Sethi, followed by her session on impactful communication. It was followed by a session on 'Digital Marketing'.

The days that followed were packed with enriching sessions, simulation exercises, and case study analysis, covering a wide range of topics from strategic innovation, pricing strategies, marketing analytics, financial statement analysis, supply chain management, and insights on globalisation and cross-cultural marketing strategies. Some noteworthy sessions included immersive business simulation exercise by Prof. Salman and a marketing case study analysis by Prof. Anandakuttan B Unnithan.

Apart from academic sessions, the programme included cultural and recreational activities. On April 21 and 28, the students explored Kozhikode City, enjoying a visit to HiLite Mall and Calicut Beach. They indulged in street shopping on SM Street and relished local delicacies. The students also experienced traditional Kerala cuisine on campus. A visit to the institute museum, showcasing the Malabar region's rich heritage, was a unique experience.

The programme concluded on April 26 with sessions on supply chain analytics and legal aspects of business, followed by a gala dinner. The icing on the cake was a cultural programme and a musical night organised for the students. The students enjoyed a memorable day trip to the scenic Wayanad, visiting Edakkal caves, Karapuzha Dam Adventure & Amusement Park, and Pookode Lake.

Returning back to Pune on April 30, the students felt inspired and rejuvenated, carrying with them invaluable knowledge and memories to cherish forever from their immersive experience at IIM Kozhikode.



भारतीय प्रबंध संस्थान कोषिकोड  
INDIAN INSTITUTE OF MANAGEMENT KOZHIKODE  
*Globalizing Indian Thought*

**AKumen Immersion Programme**



**AKumen Immersion Programme  
for  
Arihant Institute of Business Management (AIBM), Pune  
April 16-27, 2024**





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