



DJ ACADEMY
FOR MANAGERIAL
EXCELLENCE

**Approved by AICTE, Affiliated to
Bharathiar University, Coimbatore**

PROSPECTUS'18

A hand holding a glowing lightbulb, symbolizing an idea or opportunity. The image is overlaid with a green border and green text.

**DON'T WAIT FOR
OPPORTUNITY.
CREATE IT.**

Peter F Drucker

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D Jayavarthanelu
PAST-CHAIRMAN, LMW

Named after the illustrious Late Dr D. Jayavarthanelu, who was past Chairman of LMW, the D.J. Academy for Managerial Excellence (DJAME) is part of the GKD Charity Trust.

While DJAME's primary aim is to mould students into world-class marketing leaders, the college also aims to inculcate in students some of the values that Dr DJ personally stood for: hard work, fortitude, humility and honesty.

Dr. D. Jayavarthanelu was an illustrious leader known for his varied interests as well as his far-sighted business decisions based on traditional values. Each of our students, we hope, will imbibe his understated dynamism, his long term vision and his natural ability to inspire and lead.

MISSION

Creating value for society by grooming a body of professionals who will guide business practices along professional, innovative and socially responsible lines.

VISION

DJAME aspires to be a destination of choice for the brightest minds from all over India and abroad; for recruiters seeking the best talent; for practicing managers wishing to stay abreast of cutting-edge management thought and for those who desire an intertwined career of teaching, research and consulting.



Sanjay Jayavarthanelu
Chairman of the Governing Council,
DJAME

As the Indian economy expands rapidly, Management Education has become increasingly relevant to the growth needs of our society. It is essential today that Business Managers, the knowledge nucleus of any organisation, be equipped with contemporary knowledge tools that enable them to constantly strategize for success.

DJAME was born out of our firm belief that good management education has the ability to build character, increase strength of mind, enlarge the intellect and empower one to stand on one's own feet. With dedicated teachers and excellent infrastructure, DJAME helps students to realise their potential and evolve as successful individuals.

We believe in giving each student that joins DJAME a robust foundation - and an opportunity to create a future that is as limitless as his or her ambition.



Lalitha Devi S Jayavarthanelu
Secretary, DJAME and Trustee,
GKD Charity Trust

The goal of education is not to increase the amount of knowledge but to create the possibilities for an individual to invent and discover. The future progress of our country depends on our society's ability to develop and instill expertise, excellence and discipline within the younger generation. While education has the power to transform the society, management education has the power to enable the society to sustain and create new avenues for progress.

With this thought in mind, DJAME was founded with a vision to empower young minds with the required knowledge and skill sets that would enable them to succeed amidst adversity. Today DJAME offers facilities and an education system that promises to make a student's learning experience both contemporary and effortless.

I would like to end by sharing a quote from Abraham Lincoln: "The best way to predict the future is to create it." Let us help you create a brighter future at DJAME.



DIRECTOR'S WELCOME

Come, join the DJAME Community!



Dr. A.G.V. Narayanan
Director
director@djacademy.ac.in

Prospective Student,

Thank you for your interest in the D.J.Academy for Managerial Excellence. I have great pleasure in inviting you to join us. DJAME offers you a learning atmosphere in which you would be able to express yourself freely and interact with faculty members on a cordial basis. Our faculty members conceive of themselves not as authoritarian teachers, but rather, as facilitators of learning and would create a non-threatening, caring environment for you to learn in.

At DJAME, great emphasis is laid on fostering a spirit of inquiry in students. You would learn to critically examine the application of management concepts and prescriptions, as our experienced faculty push you through careful questioning. Our MBA programme goes far beyond the prescribed curriculum and provides you with value-added inputs.

Our workshop on Written Case Analysis would help you hone your skills in diagnosing business problems, generating and evaluating alternatives and arriving at solutions. By arranging for corporate assignments and visits to organisations we provide you opportunities to get a feel of what it would be to work in an organisation. And finally, our workshop on Interviews and Presentations would help you face your job interviews with confidence.

If you choose to live on campus, our well-maintained hostels with furnished rooms, internet connection, water coolers and washing machines on every floor, and a fitness centre will make your stay comfortable. Pure vegetarian food prepared under hygienic conditions would also be served in a spacious mess.

In sum, a memorable learning and living experience awaits you at DJAME.

I hope to see you soon on campus.

Dr. A.G.V. Narayanan
B.E (Agri)., MBA (BIM-Trichy)., FDP (IIM-A)., Ph.D

Director



ABOUT DJAME

HISTORY

The D.J.Academy for Managerial Excellence (DJAME) was established in the year 2001 by Late Dr. D. Jayavarthanavelu, past Chairman of Lakshmi Machine Works Limited, as a unit of the GKD Charity Trust with the objective of helping students evolve into competent and socially responsible business managers. Some important milestones:

29th June 2001	AICTE approval for Establishment of the DJAME with an annual intake of 40 students
23rd July 2001	Provisional affiliation by Bharathiar University (BU)
21st June 2002	AICTE approval for increase in annual intake of students to 60
14th June 2004	Permanent Affiliation by BU
26th Oct 2005	Approval for M.Phil & Ph.D (FT/PT) from BU
10th Aug 2007	AICTE approval for increase in annual intake to 120

LOCATION

DJAME is located off the Coimbatore-Pollachi Highway at Othakkalmandapam, about 20 kms from Coimbatore City. Set amidst greenery with sprawling open spaces and away from the hustle-bustle of the city, the campus is ideally suited for academic pursuits.

APPROVALS

DJAME was issued with the letter of approval by the All India Council for Technical Education (AICTE) in February 2001, which has been extended every year. On 30 April 2018, the Institute was issued the Extension of Approval (EoA) for the academic year 2018-19.

PROGRAMMES

The Master of Business Administration (MBA) Programme

This is the flagship programme of DJAME and is affiliated to Bharathiar University. The programme has been approved for an intake of 90 students in 2018-19. The Institute has groomed 15 batches of graduates so far and the 16th batch is set to graduate soon.

M.Phil and Ph.D programmes (part-time)

The school also registers candidates for the M.Phil and Ph.D programmes (part-time) of the Bharathiar University. Our faculty members have successfully guided 12 students in obtaining their Ph.D degrees and 4 students in their M.Phil degrees, so far.

Management Programmes

The Institute believes that an MBA is not the end but only the start of a life-long journey of learning for managers who need to keep pace with advancements in management theory and practice. To help them, it has fashioned two types of programmes:

- **Management Development Programmes** on advanced topics that bring concepts, tools and techniques that are truly cutting-edge to management practitioners, designed and delivered by our faculty members in collaboration with leading external experts from academia and industry.
- **Customised Management Development Programmes** for organisations that are designed to meet their specific training needs and delivered off campus at the clients' premises if needed.

Faculty Development Programmes

Management educators need to keep abreast of emerging topics for the curricula of management schools to remain relevant. Management and social science researchers also need to keep abreast of advances in research methodology and data analysis techniques. To cater the needs of this audience, the Institute offers Faculty Development programmes led by its senior faculty members.



THE MBA PROGRAMME

The MBA programme is a two-year full time programme with each academic year being divided into two semesters with duration of 16 weeks each. In the first academic year of study, students follow required core courses and in the second year they complete elective courses in their chosen area/(s) of specialisation. During the summer break between the first and second year, students undertake a compulsory internship/ project in an organization and submit a report and appear for a Viva-Voce examination. The programme is not a residential programme and students have the option to stay on campus or complete the programme as day scholars.

There are 16 required courses and 8 electives. The coursework carries four credits per course and, together with the four credits attributed to project work, the total number of credits to be earned by a student for the award of the MBA degree is one hundred.

REQUIRED COURSES

Semester I

Management Principles and Practice, Organizational Behavior, Managerial Economics, Financial and Management Accounting, Quantitative Methods for Management, Corporate Communication, Computer Applications in Management using SAP

Semester II

Operations Management, Marketing Management, Financial Management, Human Resource Management, Quantitative Techniques, Research Methods for Management, Computer Applications in Management using SAP (Practical)

Semester III

Business Ethics and Global Business Environment, Management Information System, Summer Placement Project Report & Viva-Voce

Semester IV

Strategic Management: Indian & Global Context

ELECTIVES

In addition to the required courses, students need to complete eight elective courses. Below is the list of approved electives in different areas of specialisation - whether a particular specialisation is actually offered in any academic year would depend on the number of students opting for the specialisation. Students would be deemed to have specialised in a particular area if they have completed at least four electives in that area. Dual specialisation (specialising in two areas) is possible by choosing four electives from each of the desired areas of specialisation.

The electives offered are:-

Marketing

Integrated Marketing Communication (Promotion Management), Export Management, Consumer Behavior, Rural Marketing (Semester III) Services Marketing, Brand Management, Distribution Management, Retail Management (Semester IV)

Human Resources Management

Staffing In Organizations, Performance Management, Managing Interpersonal Effectiveness, (Semester III) Employee Training and Development, Organizational Development, Labour Welfare and Industrial Relations (Legislations) (Semester IV)

Finance

Equity Research and Portfolio Management, Derivatives Management, Financial Services (Semester III) International Financial Management, Principles of Insurance, Cost Management (Semester IV)

Production

Advanced Production Management, Integrated Materials Management (Semester III) Total Quality Management, Supply Chain Management (Semester IV)

VALUE ADDITION PROGRAMME

What sets the DJAME MBA apart from the MBA programme of similar institutions is its programme of value addition which includes skill building courses that supplement the curriculum of the Bharathiar University and are updated every year to keep pace with changing demands. For students to be admitted in 2018 the following are on offer.

Written Analysis and Communication

The aim of this course, which resembles the famed Written Analysis and Communication course of the Indian Institute of Management, Ahmedabad, is to help students become skilled in applying text-book learning to solve real-life management problems. The course relies entirely on the case-method of instruction and would be delivered by a faculty member with many years of experience in the case method of instruction.

Because this course aims to build in students a key managerial skill, viz. the ability to arrive at well thought-out and cogently argued decisions, it would be of immense relevance to students and would likely be recalled by them long after graduation.

Contemporary Business Themes

In DJAME, every week, students meet in their class-rooms at specific time slots and, under the guidance of a senior faculty member, to discuss a business issue of topical interest. The course helps boost students' current awareness of the world of business. Students who have undergone the course have reported rich dividends in the shape of many prizes in inter B-school competitions and better performances in placement interviews.

Interview & Presentation Skills

Interviewing successfully requires more than dressing properly, exhibiting the right manners and preparing for likely questions. This workshop in the second year of students would help student to correctly assess interviewer requirements and show-case their knowledge, skills, attitudes and traits in such a way as to elicit a favourable response.

Live Assignments

Students at DJAME get to work on short-duration, live tasks in organisations under the guidance of a faculty member or a manager from the organisation concerned. These assignments provide students with real-time exposure to organisational processes and work-pressures and help get them thinking about what it would take to be a successful manager and how to equip themselves suitably.

The Language Laboratory

The Language Laboratory of the Institute is equipped with 25 PC systems and educational software and is used for language tutorials attended by students who opt voluntarily for remedial English Classes. They are exposed to a variety of listening and speaking exercises that help build the ability to communicate confidently in English at job interviews.





INFRASTRUCTURE

ACADEMIC BLOCK

The Academic Block has been built on a sprawling five acre campus amidst verdant surroundings, for an environment ideal to foster learning.

- Each lecture hall is supported with an IT-enabled smart classroom facility to enhance teaching and learning process.
- Wi-Fi enabled campus.
- The computer centre has state of the art hardware and software.
- The Career Development Centre houses the Placement Office of the Institute, Group Discussion Room and cabins for recruiting companies to hold interviews.
- The Library and Resource Centre has a comprehensive collection of above 6600 book titles and over 13,500 volumes, International and National Journals, Newsletters, Annual Reports from public and private organizations, e-Journal subscriptions of DELNET Library Network and NPTEL and non-book materials, etc.
- Air Conditioned Conference Hall with multi-media facilities.

HOSTEL BLOCK

The residential facilities at DJAME are designed to make students feel at home. They include:

- Separate furnished hostels for boys and girls.
- Equipped with safe drinking water, solar water heaters, a kitchenette, automated laundry, common room with television facility.
- The students are served with South Indian and North Indian food during mess hours.

SPORTS AND FITNESS CENTRE

The Institute lays emphasis on the sports activities and physical fitness. The amenities provided include:

- Indoor facilities for Table Tennis, Carrom and Chess.
- Outdoor facilities for Basketball, Football, Volleyball, Cricket, Handball, Throwball, Tennikoit and Frisbee.
- Well-equipped fitness centre equipped with all the requisite fitness equipment for developing and maintaining physical fitness, weight reduction and body building.

SILENCE



**LEADERS BECOME GREAT,
NOT BECAUSE OF THEIR
POWER, BUT THEIR ABILITY
TO EMPOWER OTHERS**

John Maxwell

FACULTY PROFILES

The Academy has full time faculty members and also avails the services of visiting faculty members from academia and industry depending upon need.

The faculty members are experts in their areas and possess rich experience in facilitating management learning. Five of the eight faculty members have terminal doctorate degrees and the other three are at an advanced stage of completing their doctoral degrees.



Dr. A.G.V. Narayanan
Director
director@djacademy.ac.in

Dr. A.G.V.Narayanan has held many coveted positions in professional bodies like Coimbatore Management Association, National Institute of Personnel Management Coimbatore Chapter, NHRD Coimbatore Chapter, CII Coimbatore, CII Erode and Madras Management Association (MMA) Erode Chapter. Presently, he is a Member of Education Panel of CII, Tamilnadu.

He is also a Visiting Faculty to Karur Vysya Bank Staff Training College, Karur. He handles programmes on Customer Relationship Management, STP, Effective Presentation Skills, Time Management and Building Positive Attitude.



Nanjundaraj Prem Anand
Professor & Dean (Academics)
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Dr. N. Prem Anand, has been a Professor at DJAME since 2012. He holds a Bachelor degree in Engineering, PG degree in Management and a Ph.D. in Management. He has over two decades of experience in teaching, at the PG level. His areas of interest and specialization include Brand Management, Promotion and Sales Management. He has extensive experience in academic administration and has conducted over twenty training programmes for executives of various companies. He has actively participated in many Conferences and faculty development programmes and has also published articles in Journals of repute. He focuses on practical application of marketing concepts and uses a mix of learning tools in the class room.



Thirupparkadal Nambi. S
Professor
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Dr. S.T. Nambi has been working with DJAME since August 2014. He holds a doctoral degree from Anna University, Chennai for the thesis titled '*An Empirical Investigation on Predictability of Indian and Global Stock Indices - A Data Mining Approach,*' which emphasises on the application of soft computing on stock market analysis. He is a UGC NET qualified teacher with a deep passion and commitment towards teaching.

He has seven years of industrial experience and about two decades of MBA teaching experience. He taught diverse courses in Management and is an avid researcher with a flair for presentations and publications. His areas of interest include Data mining and Knowledge Discovery, Equity Research and Portfolio Management, Data Analytics, Decision Science, Strategic Applications of IT in business etc.

He has participated in many National and International Conferences held at forums of repute including IITs, IIMs. He has also published many research papers in various National and peer-reviewed International Journals.



J. J. Savithri
Associate Professor
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J. J. Savithri is an Associate Professor specialised in Behavioural Sciences and has been associated with DJAME since 2004. She has a Ph.D. in Management (Organizational Behaviour) for the thesis titled '*Procrastination Among Faculty Members*'. She has over 15 years of PG teaching experience in subjects like Organizational Behaviour, Organizational Development, Managing Interpersonal Relations and Labour Law.

She has published research papers and articles in various Journals, has participated in the Asia-Pacific ABC conference at IIM, Ahmedabad and has handled more than 15 Management Development Programmes for entry and middle level employees. She has a passion for teaching, loves to experiment with different methods of meeting her classes and sincerely believes that knowledge is co-created inside the class room.



Deepa Venugopal
Associate Professor
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Deepa Venugopal, an Associate Professor with DJAME, holds a post graduate degree in commerce from Calicut University. She has an excellent academic track record and also a Master's Degree in Management from Bharathiar University with a high first class. She is an Alumna of Indian Institute of Management, Ahmedabad with a four-month Faculty Development Programme in Management. She has more than 13 years of experience in Teaching and Industry. She was awarded with a Ph.D. degree in Finance from Anna University, Chennai and her research interests include Intangible Asset Valuation, Intellectual Capital Valuation, Corporate Performance Evaluation, etc. She has published her work in various International Journals & presented papers at various National and International Conferences.



S. Johnsi
Assistant Professor
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S. Johnsi has been an Assistant Professor at DJAME since November 2007. She has over 15 years of academic experience and also has industry exposure. She has qualified the Tamilnadu State Eligibility Test (SET) organized by the Bharathiar University in 2006.

She has participated and presented papers in various Conferences at the National and International level, has organized various programmes related to personal finance & equity research, and has also guided M.Phil. research scholars. Her domain of research includes Behavioural Finance, Capital Markets & Corporate Finance.



P. Sangeetha
Assistant Professor
sangeetha.p@djacademy.ac.in

P. Sangeetha has held the position of Assistant Professor at DJAME since 2008. She graduated in engineering from Sri Ramakrishna Engineering College, affiliated to Bharathiar University, and holds a post graduate degree in Management from Sankara College of Science and Commerce. She has over 11 years of academic experience and has presented and published many research papers in various International and National Conferences and Journals. She has organized various FDPs and Conferences and has also delivered invited talks as a resource person for MDPs, organized at various institutes.



M. K. M. Manikandan
Assistant Professor
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M. K. M. Manikandan has been an Assistant Professor at DJAME since 2014. He has over 13 years of academic experience and has served in a leading pharmaceutical company for a few years before joining DJAME. He graduated in pharmacy from Adhi Parasakthi College of Pharmacy, affiliated to The Tamilnadu Dr. MGR Medical University, and holds a post graduation in Management from Madurai Kamaraj University. He has submitted his Ph.D. synopsis on how '*Customer Personality And Retailer Equity Affects The Attitude on Private Label Brands*', has published many research papers and cases in Journals and has presented papers in various International and National Conferences.



STUDENT ACTIVITIES

With the objective of making students' learning and living experience at DJAME unique and memorable, a Students Affairs Committee functions at DJAME with a Faculty Coordinator. The mandate of this Committee is to:

- Nurture in students an interest in co-curricular and extra-curricular activities; promote the formation of clubs for these activities and oversee the functioning of these clubs in a democratic manner
- Oversee the organization of student-managed events.
- Oversee the student mentoring process
- Ensure student discipline on campus.
- Encourage students to participate in inter-collegiate events.
- Record and address grievances of students.

ALUMNI AFFAIRS

The Academy sets great store by its Alumni spread across organisations and is committed to the goal of building, enhancing and maintaining lasting relationships with DJAME Alumni for mutual benefit. A Committee is charged with realizing these goals. The tasks of this Committee include the following.

- Maximize alumni association membership and maintain an updated alumni directory.
- Facilitate alumni-alumni and alumni-student interaction through "get-together"s, Alumni Meets and other events
- Keep alumni informed about current DJAME activities through newsletters.
- Mr. Harish V (*Class of 2003*), General Manager, Dalmia Cement shared his experiences as a student at DJAME and explained the "Success Mantra" on July 28, 2017.
- Mr. Surya Narayanan (*Class of 2016*), Auditing Associate, KPMG shared memories, his industry experience and the opportunities available for freshers in the industry on August 12, 2017.

The alumni events organised in AY 2017-18 include the following alumni interactions with our current students:

- Mr. Murali Krishna C.G (*Class of 2010*), Senior Executive, Tamilnadu Distribution Head, Samsonite South Asia Private Limited addressed the students on "Importance of Channel" on July 3, 2017.
- Mr. Ganesh Shankar (*Class of 2005*), Chief Executive Officer, RFPIO Software shared his entrepreneurial journey with students on August 23, 2017.
- Mr. Deenesh Raaj (*Class of 2009*) Senior Manager-Customer Success, AppviewX, spoke on the topic of "Opportunities for MBA in the IT Sector" on Feb 1, 2018.

ALUMNI MEET

- The Alumni Meet organized in November 11, 2017 saw alumni speakers sharing their experience with other DJAME alumni and current students. The speakers included:

1. Mr. K.S. Murugesh Pandi (*Class of 2008*), Siemens India
2. Mr. Nivas Narasimhan (*Class of 2004*), Entrepreneur
3. Mr. Vijay (*Class of 2005*), DGM, TVS Logistics
4. Mr. S. Girish (*Class of 2013*), Client Service Consultant, Wells Fargo

MOCK INTERVIEW

- Mr. Raj Kannan (*Class of 2005*), Manager, Human Resources, PRICOL Ltd conducted a Mock Interview session for the II MBA students in March 2018.



PLACEMENTS

- The Academy has an active placement cell managed by a Placements Committee with a Faculty Coordinator and staffed with a Placement Officer.
- The placement cell strives to bring recruiters and student aspirants together through campus interviews.
- It also helps students find organisations for summer internships/ projects.
- With its strong links with companies, the cell also lends a hand in procuring short-term corporate assignments.
- The services of the placement cell are available to all eligible students.

PLACEMENT HIGHLIGHTS

- Enviable placements track record.
- Multiple job offers with highest CTC of Rs 6.5 lakhs and average CTC of Rs 4 lakhs for the Class of 2017.

PARTIAL LIST OF RECRUITERS:

- | | |
|----------------------|-----------------------------|
| • Aditya Birla Group | • ITC |
| • Airtel | • Karvy |
| • Amul | • Kotak |
| • Asian Paints | • KPMG |
| • Axis Bank | • Lakshmi Machine Works Ltd |
| • Bosch | • L&T Infotech |
| • Colgate Palmolive | • LGB |
| • Ernst & Young | • Naukri |
| • HCL | • PayTM |
| • HDFC Bank | • VKC Pride |
| • IDBI | • Wildcraft |



ADMISSIONS

The Academy has a sanctioned intake of 90 seats of which 50% are filled by the State Government through the TANCET Entrance Examination followed by counselling. The remaining seats falling under the “Management Quota” would be filled through the following process.

To be eligible for admission, candidates need to have:

- A degree from a recognized University with at least 50% marks in the aggregate (45% for candidates belonging to reserved categories).
- Candidates in the final year/semester of their undergraduate courses can also apply; if selected their admission would be contingent upon their passing the qualifying examination with the above aggregate marks.
- A valid test score in any of the commonly recognized management admission tests like GMAT, CAT, XAT, MAT, etc.
- Candidates who have not appeared in any of these examinations can also apply. They would be allowed to participate in the admissions process but their final selection would be subject to their producing a valid test score in the Common Entrance Test (CET) conducted by the Association of Principals of Self Financing Institutions of the Bharathiar University.

ADMISSION PROCESS

STEP 1

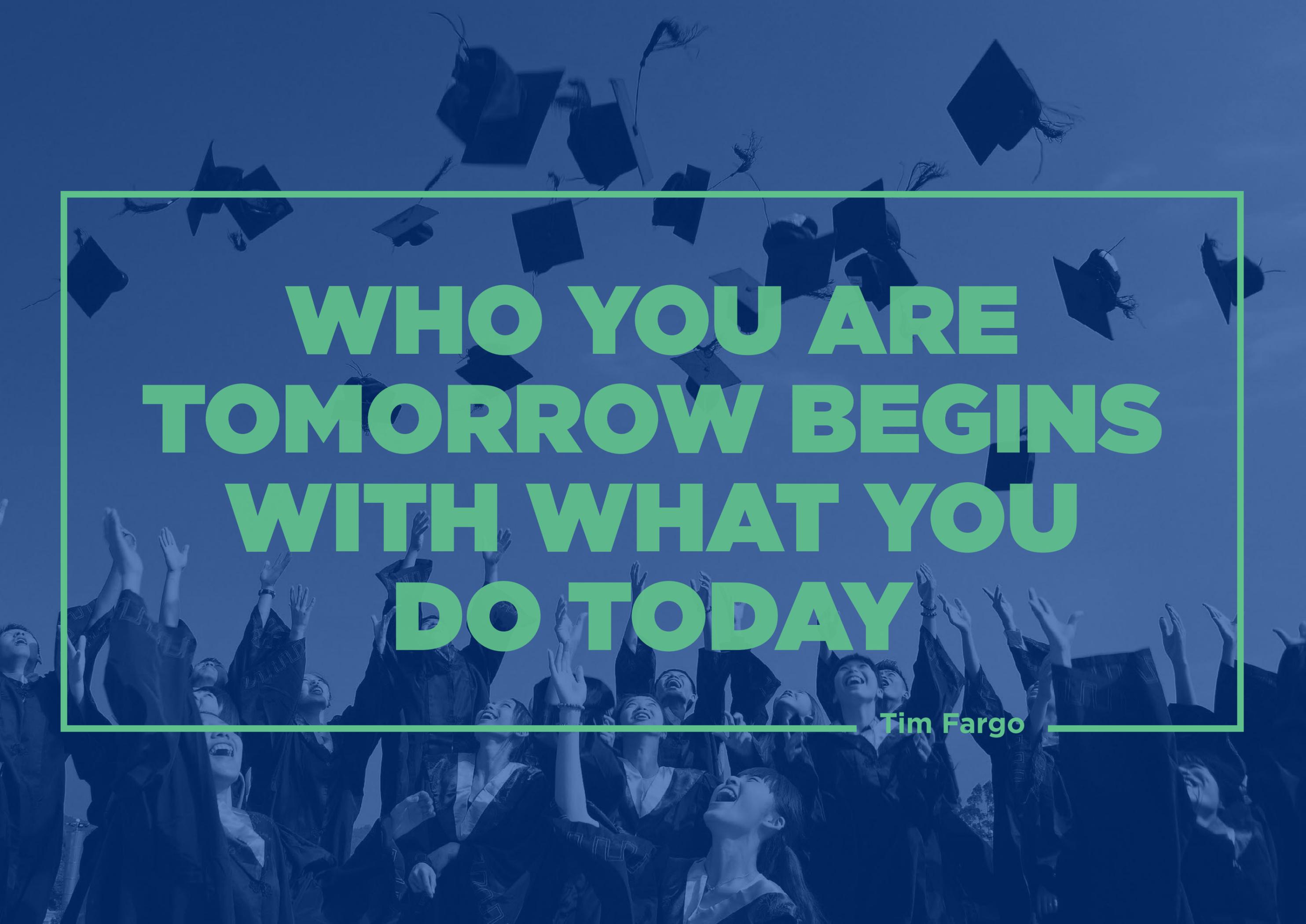
- Application forms can be obtained directly from the Institute’s office on payment of an application fee of Rs 1000.
- Alternatively, candidates can also apply online at www.djacademy.ac.in.
- The application fee can be paid when candidates visit the campus to participate in the admission process.

STEP 2

- The Institute follows a rolling admission process. Applications are processed as and when they are received and eligible candidates are shortlisted and invited to appear for a GD / personal interview.
- A merit list would be drawn up based on the marks obtained by the candidates in their 10th, 12th and qualifying degree examinations, work experience if any, the scores obtained by them in the common entrance test and their performance in the interview. Candidates would be selected strictly on the basis of this merit list.

STEP 3

- An admission offer is made to the candidates who have cleared the selection process, and a time period provided within which the candidates can reserve their seats by paying the prescribed fee.



**WHO YOU ARE
TOMORROW BEGINS
WITH WHAT YOU
DO TODAY**

— Tim Fargo —



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