



DJ ACADEMY
FOR MANAGERIAL
EXCELLENCE

**START YOUR QUEST
FOR MANAGERIAL
EXCELLENCE WITH
THE DJAME
MBA!**

**MBA Admissions 2018-19
Information for Prospective Applicants**

The D.J. Academy for Managerial Excellence - or DJAME as it is popularly known - was established in the year 2001 by the Late Dr. D. Jayavarthanavelu as a unit of the GKD Charity Trust and is managed by the LMW family of Coimbatore. The Master of Business Administration (MBA) programme of the Institute is affiliated to the Bharathiar University, Tamil Nadu and approved by the All India Council for Technical Education (AICTE), New Delhi.

The faculty of the Institute is headed by a Fellow of the Indian Institute of Management, Ahmedabad and comprises experienced educators. The faculty members, most of whom have doctoral degrees, are caring facilitators of learning committed to bringing out the best in students.

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.

VALUE ADDED CURRICULUM

In addition to the prescribed curriculum, the Institute offers several value adding courses to boost students' employability, including:

- Written Analysis of Cases
- Workshop on Interviews and Presentations
- Live Assignments in Organisations
- Group Discussion
- Business Presentation
- Contemporary Issues in Business

PLACEMENTS

An active placement cell helps students find summer internships and final placement in reputed companies. Recent placement highlights:

- 100 % placements for the batches graduating in 2015, 2016, 2017 & 2018
- Multiple job offers for the Class of 2018, with highest CTC of Rs 6.5 lakhs per annum and average CTC of Rs 4.0 lakhs per annum



ACADEMIC BLOCK

- 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
- Career Development Centre houses the Placement Office of the Institute, Group Discussion Room and cabins for recruiting companies to hold interviews
- Library and Resource Centre houses a vast collection of books, International and National Journals, e-Journal subscriptions of DELNET Library Network and NPTEL, etc.
- Air Conditioned Conference hall with multi-media facilities

HOSTEL BLOCK

- 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 South Indian and North Indian food during mess hours

SPORTS AND FITNESS CENTRE

- Indoor facilities for Table Tennis, Carrom and Chess.
- Outdoor facilities for Basket Ball, Foot Ball, Volley Ball, Cricket, Hand-ball, Throw-ball, Tennikoit and Frisbee.
- Well-equipped fitness centre

ADMISSIONS

The number of MBA seats sanctioned is 90. Of these 45 are filled through TANCET counselling and the rest fall under the management quota.

Students with a completed Bachelor's degree from a recognised University and with a valid score from TANCET or MAT, CMAT, CAT, XAT, etc. are eligible to apply for admissions against the management quota. Students in the final year of studies can also apply; if selected, they have to complete their degree before joining. Students who do not have a valid test score can appear in the Common Eligibility Test (CET) usually conducted in July / August by the Association of Principals of self-financing colleges affiliated to the Bharathiar University.



THE DJAME EDGE

- Backed by the internationally renowned LMW Group
- Faculty comprises of experienced educators, headed by a Fellow of IIM, Ahmedabad
- Specialisations in Marketing, Finance, HR & Operations
- Dual Specialisation
- Value added curriculum
- Serene, Wi-Fi enabled campus conducive to learning
- Separate hostels for boys and girls with modern amenities and fitness centre
- Our 100% placement track record speaks for us
- Multiple job offers with highest CTC of Rs 6.5 lakhs and average CTC of Rs 4 lakhs for the Class of 2018

**WELCOME TO A UNIQUE LEARNING AND LIVING EXPERIENCE AT DJAME!
HOPE TO SEE YOU ON CAMPUS SOON!!**

Apply online at <https://djacademy.ac.in/> or visit our campus to schedule an admission interview

For any assistance, call: +91-98430 73307 / +91-98435 98931



**Coimbatore-Pollachi Highway, Othakkalmandapam PO, Coimbatore,
Tamil Nadu: 641032 E: djame@djacademy.ac.in W: www.djacademy.ac.in**