

DJ ACADEMY FOR MANAGERIAL EXCELLENCE, COIMBATORE-32

I SEMESTER TIMETABLE

BATCH: 2021-2023

Day/Hr.	9.00-10.00AM	10.00 - 11.00AM	11.15-12.15 PM	01.00-2.00PM	2.00 - 3.00PM	3.15-4.30PM
MON	Industry 4.0	ME	MPP	FMA	OB	CC (SRN)
TUE	CC (SRN)	OB	QMM	MPP	ME	Industry 4.0
WED	ME	QMM	FMA	OB	CL	LIBRARY
THURS	OB	FMA	CC (RPS)	QMM	MPP	BP/BQ
FRI	ME	QMM	MPP	Industry 4.0	CC (RPS)	FMA
SAT	FMA	CC (RPS)	CONNECT PROGRAM		Mentoring	LIBRARY

MPP- Management Principles & practice

OB - Organisational Behaviour

ME- Managerial Economics

FMA - Financial Management & Accounting

QMM - Quantitative Methods for Management

CC - Corporate Communication

Industry 4.0- Introduction to Industry 4.0

CL - Basics of Indian Companies Act

BQ-Business Quiz

BP- Business Presentation

- Prof. M.N.Viveka

- Dr.J.J.Savithri

- Dr.S.Johnsi

- Dr. Deepa Venugopal

- Dr.P.Sangeetha

- Prof.Sreeraman Nandhi/Dr.R.Prabusankar

- Dr.S.T.Nambi

- Prof.Sreeraman Nandhi

- Dr.Deepa/ Prof.M.N.Viveka

- Dr.P.Sangeetha /

Dr. S.Johnsi/Prof.Sreeraman Nandhi


Director

Dr. A. G. V. Narayanan
Director,
DJ Academy for Managerial Excellence,
Othakkalmandapam Post,
COIMBATORE - 641 032.



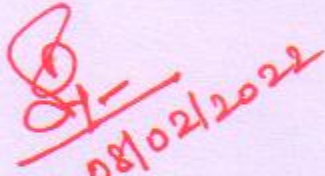
D J ACADEMY FOR MANAGERIAL EXCELLENCE, COIMBATORE-32

II SEMESTER TIMETABLE

BATCH: 2021-2023

Day/Hr.	9.00-10.00AM	10.00 - 11.00AM	11.15 AM - 12.15 PM	1.00 -2.00PM	2.00-3.00PM	3.15-4.30 PM
MON	OM	MM	HRM	RMM	QT	BP
TUE	RMM	QT	FM	OM	MM	HRM
WED	HRM	QT	MM	FM	OM	BQ
THURS	FM	RMM	QT	MM	HRM	CA (DV/SJ)
FRI	RMM	FM	OM	CAM		MM
SAT	Aptitude (9.00-10.30AM)		CONNECT PROGRAM (11.00am-1.00pm)		Club Activity	

1. OM- Operations Management - Dr.P.Sangeetha
2. MM- Marketing Management - Dr.A.G.V.Narayanan
3. FM- Financial Management - Dr.S.Johnsi
4. HRM- Human Resource Management - Prof.M.N.Viveka
5. QT – Quantitative Techniques - Dr.S.T.Nambi
6. RMM – Research Methods for Management - Dr.Deepa Venugopal
7. CAM- Computer Applications in Management - Dr.S.T.Nambi
8. CA- Credit Analysis - Dr.Deepa Venugopal /Dr.S.Johnsi
9. BP – Business Presentation - Dr.Deepa Venugopal/ Dr.J.J.Savithri
10. BQ – Business Quiz - Dr.R.Prabusankar /Prof.M.N.Viveka


Director

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DJ ACADEMY FOR MANAGERIAL EXCELLENCE, COIMBATORE - 32

III SEMESTER TIMETABLE with effect from Oct 11, 2021

BATCH: 2020-2022

Day/Hr.	9.00-10.00AM	10.00 - 11.00AM	11.15- 12.15PM	1.00 - 2.00PM	2.00-3.00PM	3.15-4.30PM
MON	IMC	ERPM/SIO/ IMM(PS)	MIS	CB	FS/PM/ APM	BI (RPS)
TUE	FS/PM/APM	BEGBE (DV)	MIS	IMC	CB	RURAL MARKETING
WED	ERPM/SIO/ IMM(RPS)	BI (MNV)	CB	FS/PM/APM	BEGBE(DV)	Placements Training (SRN)
THURS	FS/PM/ APM	IMC	BEGBE(SJ)	MIS	ERPM/SIO/ IMM(RPS)	BP/ BQ
FRI	CB	MIS	Placements Training (SRN)	ERPM/SIO/ IMM (PS)	BEGBE (S)	IMC
SAT	APTITUDE SESSION (9.00- 10.30AM)	CONNECT PROGRAM		Principles & Practices of Banking/ Consumer Market Research		

BEGBE - Business Ethics and Global Business Environment

MIS - Management Information System

IMC - Integrated Marketing Communication

CB - Consumer Behaviour

ERPM - Equity Research and Portfolio Management

FS - Financial Services

SIO - Staffing in Organisation

PM - Performance Management

APM - Advanced Production Management

IMM - Integrated Materials Management

BI - Business Intelligence through Internet of Things

BQ - Business Quiz

BP - Business Presentation

RM - Rural Marketing

Placements Training

Aptitude

Principles & Practices of Banking

Consumer Market Research

- Dr.Deepa/Dr.S.Johnsi

- Dr.S.T.Nambi

- Prof.Sreeraman Nandhi

- Dr.R.Prabusankar

- Dr.Deepa Venugopal

- Dr.S.Johnsi

- Dr.J.J.Savithri

- Prof.M.N.Viveka

- Dr.P.Sangeetha

- Dr.P.Sangeetha / Dr.R.Prabusankar

- Dr.R.Prabusankar/ Prof. M.N.Viveka

- Dr.Deepa/Prof. M.N.Viveka

- Dr.S.Johnsi/ Dr.P.Sangeetha

- Dr.A.G.V.Narayanan

- Prof.Sreeraman Nandhi

- Mr.Vijayakumar, Guest Faculty

- Dr.Arulvelan, Guest Faculty

- Mr Sivakumar, Guest Faculty


 Director

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 COIMBATORE - 641 032.


D J ACADEMY FOR MANAGERIAL EXCELLENCE, COIMBATORE-32

IV SEMESTER TIMETABLE

BATCH: 2020-2022

Day/Hr.	9.00-10.00AM	10.00 - 11.00AM	11.15 AM - 12.15 PM	1.00 -2.00PM	2.00-3.00PM	3.15-4.30 PM
MON	IFM/LWIR/SCM	BM	CM/ETD/TQM	RM	Banking VAC	
TUE	CM/ETD/TQM	RM	STM	IFM/LWIR/SCM	Aptitude/Library	BP
WED	BM	CM/ETD/TQM	TEM	STM	IFM/LWIR/SCM	BQ
THURS	IFM/LWIR/SCM	BM	RM	STM	CMR VAC (2.30-4.00PM)	
FRI	TEM	RM	STM	BM	CM/ETD/TQM	Library
SAT	CMR VAC (9-10.30 am)	CONNECT PROGRAM (11.00am-1.00pm)			Club Activity	

1. STM – Strategic Management: Indian & Global Context - Dr.Deepa Venugopal
2. BM - Brand Management - Prof.Sreeraman Nandhi
3. RM – Retail Management - Dr.R.Prabusankar
4. IFM – International Financial Management - Dr.S.T.Nambi
5. CM – Cost Management - Dr.S.Johnsi
6. LWIR – Labour Welfare & Industrial Relations - Dr.J.J.Savithri
7. ETD – Employee Development - Dr.J.J.Savithri
8. TQM – Total Quality Management - Dr.P.Sangeetha
9. SCM – Supply Chain Management - Dr.R.Prabusankar
10. TEM – Technology Empowered Marketing - Prof.M.N.Viveka
11. BP – Business Presentation - Dr.P.Sangeetha/Dr.S.Johnsi
12. BQ – Business Quiz - Dr.R.Prabusankar/Prof.M.N.Viveka
13. CMR - Consumer Market Research - Mr.Siva Kumar
14. Banking - Mr.Arulvelan.T


08/02/2022

Director

Dr. A. G. V. Narayanan
Director,

DJ Academy for Managerial Excellence,
Othakkalmandapam - Post,
COIMBATORE - 641 032.



D J ACADEMY FOR MANAGERIAL EXCELLENCE

Coimbatore - 641 032

COURSE PLAN**Subject Code: 15****Year: II****Subject: SUPPLY CHAIN MANAGEMENT****Semester: IV****Faculty: Dr. R.Prabusankar****Acad. Year:2021-2022****Course Objective:**

The main objectives of this course are to:

1. Familiarise the students with the concepts of supplies pertaining to purchase, storage and issue of materials and stock maintenance of finished goods.
2. Acquire knowledge on Supply Chain Management and customer relations management.
3. Enrich their knowledge in manufacturing, scheduling logistics management and information technology in Supply Chain Management

Expected Outcome of the Course:

1. Understand the concepts and components of Supply Chain Management. (K2)
 2. Analyse customer focus in Supply Chain Management and evaluate the purchase performance. (K4)
 3. Apply material handling system in store keeping and space management. K3
 4. Evaluate the role of logistics in Supply Chain Management and customer service. K5
 5. Create and implement information technology in Supply Chain Management. K6
- K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyse; K5 - Evaluate; K6- Create

PERIOD/ SESSION	TITLE
	UNIT – I-INTRODUCTION TO SUPPLY CHAIN MANAGEMENT
1	Introduction to Supply Chain Management (SCM) – Concept of SCM
2	Components of SCM, an overview
3	Features of SCM
4	Strategic issues in SCM
5	SCM current scenario
6	Value chain management
7	customer relations management
8	Case Discussion/Presentation
9	Case Discussion/Presentation
10	Case Discussion/Presentation -Technical Quiz
	UNIT- II- LEGAL ASPECTS OF BUYING AND INVENTORY MANAGEMENT
11	Customer focus in SCM – Demand planning
12	Purchase planning – Make or Buy decision
13	Indigenous and global sourcing
14	Development and Management of suppliers- Case Discussion/Presentation
15	Legal aspects of Buying
16	Cost management
17	Negotiating for purchasing / sub-contracting
18	Purchase insurance
19	Evaluation of Purchase performance (performance indices).- Case Discussion/Presentation
20	Inventory management – Financial impact of inventory.
21	Case Discussion/Presentation
	UNIT-III- SCHEDULING AND STRATEGIES OF WAREHOUSING AND STORE KEEPING SYSTEM

Projects related to the Course

1. Visit to a Logistical firm & identify the problems and suggest solutions for supply chain Optimization.

Text Books

- 1 B.S. Sahay, Supply Chain Management - For Global Competitiveness - Macmillan India Limited
- 2 Sunil Chopra and Peter Meindl "Supply Chain Management: Strategy, Planning and Operation", Pearson Higher Education, New Delhi

References:

- 1 Sunil Chopra and Peter Meindl, -Supply Chain Management: Strategy planning and operations, PHI
- 2 Levi, Kaminsky and Simchi-Designing and Managing the Supply Chain: Concepts, Strategies and Case Studies
- 3 Donal J Bowersox, David J Closs, M Bixby Cooper, "Supply Chain Logistics Management", Tata McGraw Hill, New Delhi.
- 4 Michael H. Hugos, "Essentials of Supply Chain Management", Wiley Publications, US.
- 5 Robert B. Handfield, Ernest Nichols, "Introduction to Supply Chain Management", Pearson Education, New Delhi

Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]

- 1 https://swayam.gov.in/nd2_cec20_mg31/preview
- 2 <https://www.edx.org/course/supply-chain-analytics>
- 3 https://swayam.gov.in/nd2_imb20_mg42/preview



Faculty Incharge

(Dr.R.Prabusankar)



Director

Dr A G V Narayanan

Dr. A. G. V. Narayanan
Director,

DJ Academy for Managerial Excellence,
Othakkalmandapam - Post,
COIMBATORE - 641 032.

D J ACADEMY FOR MANAGERIAL EXCELLENCE

Coimbatore - 641 032

COURSE PLAN**Subject Code: 4****Year: II****Subject: Retail Management****Semester: IV****Faculty: Dr. R.Prabusankar****Acad. Year:2021-2022****Course Objective:**

The main objectives of this course are to:

1. Understand fundamentals of retailing
2. Learn the application of ICT in retail management
3. Comprehend issues related to contemporary retailing

Expected Outcome of the Course:

- 1 Learn basic concepts of retailing -K1
 - 2 Understand the issues related to modern retailing -K2
 - 3 Identify the scope of ICT in retail management K3
- K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyse; K5 - Evaluate; K6- Create

**PERIOD/
SESSION****TITLE****UNIT – 1**

- | | |
|----|--|
| 1 | Retailing - An introduction: Definition |
| 2 | Functions, Importance of retailing in marketing |
| 3 | Organized & Unorganized retailing |
| 4 | Types of retailing - Store and Non-Store- Advantages of different organized retail formats |
| 5 | Retailing in India - Current Scenario-Key Drivers-Expected trends |
| | Retailing from International perspectives |
| 6 | Consumer buying decision process- Influencing factors |
| 7 | Consumer shopping behavior |
| 8 | Case discussion/ presentation |
| 9 | Case discussion/ presentation |
| 10 | Case discussion/ presentation |

UNIT- II :

- | | |
|----|--|
| 10 | Retail planning- Purpose, method |
| 11 | Structure and monitor the plan |
| 12 | Retail brand management: Positioning |
| 13 | Personality, Types of brand |
| 14 | Brand and life cycle-Case Discussion/Presentation |
| 15 | Merchandise management: Meaning, Methods |
| 16 | Assortment and Inventory |
| 17 | Purchase negotiation - Supply channel and relationship |
| 18 | SCM principles |
| 19 | Retail logistics- Case discussion/Presentation |
| 20 | Case discussion/Presentation |

UNIT-III :

- | | |
|----|--|
| 21 | Retail location decision - Trading area analysis - |
| 22 | Types of location- Site evaluation-Case discussion/ Presentation |

Projects related to the Course

1. Visit a Shopping mall and select a few retail shops belonging to the same category and submit a report on the influence of retail Mix in-store reputation.

Text Books

1. Berman and Evens, Retail Management, PHI
2. Gibson Vedamani, Retail Management, Jaico Books.

References:

1. David Gilbert, Retail Management, Financial Time/Prentice Hall.
2. Levy & Weitz, Retail Management, Tata McGraw Hill
3. Bajaj, Tuli and Srivastava, Retail Management, Oxford University Press

Related Online Contents [MOOC, SWAYAM, NPTEL, Websites, etc.]

1 https://swayam.gov.in/nd2_cec20_mg01/preview

2 <https://www.my-mooc.com/en/mooc/introduction-to-retail-management/>



Faculty Incharge

(Dr.R.Prabusankar)



Director

Dr A G V Narayanan

Dr. A. G. V. Narayanan

Director,

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Othakkalmandapam - Post,
COIMBATORE - 641 032.

D J ACADEMY FOR MANAGERIAL EXCELLENCE

Coimbatore - 641 032

COURSE PLAN**Course Code: 6****Year: II****Subject: Performance Management****Semester: III****Faculty: Prof.M.N.Viveka****Academic Year:2021-22****Course Objective:**

The main objectives of this course are to:

1. Familiarize the performance management of employees in an organization
2. Provide insights on the Performance management system implementation and Development of employees.
3. Apply the theoretical concepts in industry

Expected Outcome of the Course:

1. Understand the performance management framework
2. Articulate organizational and individual goal setting process
3. Evaluate the various employee appraisal methods
4. Design a simple employee performance appraisal system

PERIOD/ SESSION	TITLE
	UNIT - 1
1	Introduction to Performance Management
2	Performance Management: Meaning, goals, who is involved
3	Performance Management: approaches
4	Sample appraisal forms
5	Performance management Vs Performance appraisal
6,7	Significance of building a performance culture in organisation
8	Performance Management Cycle: Plan, review, develop and reward
9	Performance Management Cycle: Develop and reward
10	Principles of performance management
	UNIT- II :
11	Basic concept of Performance Goal setting
12	Performance planning in the context of organisational goals
13	Goal-setting in the context of organisational goals
14	The cascading effect to individuals
15	Defining performance: Measures
16	Defining performance: Criteria
17, 18	Setting Mutual Expectations
19,20	Setting Performance criteria
	UNIT-III :
21,22	Periodic reviews and discussions
23	Critical success factors
24	Monitoring
25	E performance management systems
26	Electronic Performance Support System (EPSS)
27,28	Ongoing mentoring and support
29	Setting a platform for succeeding

30	Challenges in review discussions
	UNIT- IV
31	Annual appraisal methods
32	Debate on annual reviews
33	Avoiding biases in annual reviews
34,35	Measuring team performance
36,37	Performance discussion and feedback
38,39	Personal development plan
40,41	Potential appraisal for growth
42	Future directions in performance management
	UNIT- V
43	Discussion on Steps involved in designing an appraisal system
44	Identifying the Performance standards of an organisation/ NGO/ Educational Institution
45	Collecting data about the performance measures in use in an organisation/ NGO/ Educational Institution
46	Filtering out the roles for which appraisal forms are to be designed
47, 48,49,50	Designing the appraisal forms for each role in an organisation/ NGO/ Educational Institution
	UNIT- VI
51	Expert Lectures, Online seminars – Webinars
52	Case study

Additional topics other than BU Syllabus:

- Hostility towards traditional Approaches
- Evolution of PMS and its Phases
- Best Practices in Employee Performance Management

Text Books:

- Ashdown, Performance Management, A Practical Introduction, Kogn Page
- Herman Aguinis, Performance management, Pearson India

Reference Book:

- Armstrong, Handbook of Performance Management: An Evidence-Based Guide to Delivering High Performance, Kogan Page

Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]

1. <https://nptel.ac.in/courses/109/105/109105127/>
2. https://swayam.gov.in/nd1_noc20_hs17/preview
3. <https://www.coursera.org/courses?query=performance%20management>
4. <https://www.mckinsey.com/business-functions/organization/our-insights/ahead-of-the-curve-the-future-of-performance-management>



(Prof.M.N.Viveka)
Faculty In - Charge





(Dr.A.G.V.Narayanan)

Director

Dr. A. G. V. Narayanan

Director,

DJ Academy for Managerial Excellence,
Othakkalmandapam - Post,
COIMBATORE - 641 032.



DJ ACADEMY
FOR MANAGERIAL
EXCELLENCE

Subject : IS - SUPPLY CHAIN MANAGEMENT

Class : II MBA

Name of the Staff : Dr. R. Prabu Sanjay

RECORD OF CLASS WORK

A. WORKLOAD OF MEMBERS OF STAFF

Hours	Day Order					
	1	2	3	4	5	6
1	SCM			RM		
2		RM		SCM		
3					SCM	BO
4	SCM		RM			
5		RM				
6						

B. SCHEME OF TESTS

Proposed date & time of the tests	Actual date & time of the tests	Portion for the tests units only	No. of Students		Date of return of the corrected answer books	Action taken on absentees
			Appeared	Absent		
28-03-2022 2:30pm - 4:30pm	28-03-2022 2:30pm - 4:30pm	T.2	5	0	30-03-2022	—
28-04-2022 2:30pm - 4:30pm	28-04-2022 2:30pm - 4:30pm	II, III	5	0	30-04-2022	—
09-06-2022 9:15-12:15pm	09-06-2022 9:15-12:15pm	I, II, III, IV, V	5	0	10-06-2022	—

C. SCHEME OF ASSIGNMENTS

Title of the Assignment	Date of Submission	No. of students submitted		Date of return of the corrected assignments	Action taken for late submission
		In time	Late		
Warehouse mgt systems in Safeway	15-03-2022	5	—	18-03-2022	—
Mfgs flow systems in Valan valves	04-05-2022	5	—	06-05-2022	—

D. PROJECT WORK DETAILS

Name of the Students	Project title	Project organization	Guide's Remarks
—	—	—	—

PROGRAMME

S. No. of Lecture Periods (1)	Details of topic covered (2)	Date & period of lecture (3)	Teaching aid used in the class (4)
1	Unit-I - Introduction to supply chain Mgt	21-02-2022 - 21	LCD
2	Components of SCM - An over view	22-02-2022 - 4	" "
3)	Features of SCM	23-02-2022 ⁽⁵⁾	"
4)	Strategic issues in SCM	24-02-2022 ⁽¹⁾	"
5)	SCM - Current Scenario	28-02-2022 ⁽¹⁾	"
6)	customer Relationship mgt	01-03-2022 ⁽⁴⁾	"
7)	case discussion - Cool Air Conditioners	02-03-2022 (5)	"
8)	MCA / Discussion questions	03-03-2022 ⁽¹⁾	"
9)	Safe express Presentation	08-03-2022 ⁽⁴⁾	"
10)	" " " "	09-03-2022 ⁽⁵⁾	"
11)	Safe express visit - IV	09-03-2022 ⁽²⁾	"
12)	Unit-II - Customer focus	10-03-2022 ⁽¹⁾	
13)	customer focus - Dimensions	14-03-2022 ⁽⁴⁾	
14)	Demand Planning	15-03-2022 ⁽⁴⁾	
15)	Mahindra Logistics	16-03-2022 ⁽⁵⁾	
16)	Purchasing, Principly, Importance	17-03-2022 ⁽¹⁾	
17)	Make or Buy decision - Global Sourcing	21-03-2022 ⁽¹⁾	
18)	Legal aspects of Buying	22-03-2022 ⁽⁴⁾	
19)	Impact of global SCM - Russia & Ukraine	23-03-2022 ⁽⁵⁾	
20)	" " " "	24-03-2022 ⁽¹⁾	
21)	global sourcing - steps - ET times news discuss	28-03-2022 ⁽¹⁾	
22)	How to build a sustainable SCM	29-03-2022 ⁽⁴⁾	
23)	Dell supply chain mgt	30-03-2022 ⁽⁵⁾	
24)	Negotiations - outer service	31-03-2022 ⁽¹⁾	
25)	Negotiations in subcontracting	04-04-2022 ⁽¹⁾	

PROGRAMME

S. No. of Lecture Periods (1)	Details of topic covered (2)	Date & period of lecture (3)	Teaching aid used in the class (4)
26)	Delivery and ATO case	05-04-2022 (4)	Lcd
27)	unit-III - Manufacturing Scheduling	06-04-2022 (5)	Lcd
28)	" " " "	07-04-2022 (1)	Lcd
29)	MPS - manufacturing flow Scheduling	11-04-2022 (1)	Lcd
30)	manufacturing flow, FMS	18-04-2022 (1)	Lcd
31)	material handling systems	19-04-2022 (4)	Lcd
32)	Warehousing - Storage - Spacemgmt	20-04-2022 (5)	Lcd
33)	unit-IV Logistics mgt - Goals	25-04-2022 (1)	Lcd
34)	Integrated Logistics, mass customization and approaches	26-04-2022 (4)	Lcd
35)	Integrated Logistics - Structure Logistical Operating Arrangements	27-04-2022 (5)	Lcd
36)	Supply chain synergies, cases	28-04-2022 (1)	Lcd
37)	3PL vs 4PL - Transitionation	02-05-2022 (2)	Lcd
38)	Transportation Network Design	04-05-2022 (5)	Lcd
39)	Designing a Network Design	09-05-2022 (1)	Lcd
40)	Facilities mgt (Port, Airport)	10-05-2022 (4)	Lcd
41)	Physical Distribution	12-05-2022 (1)	Lcd
42)	Role of IT in logistics	16-05-2022 (1)	Lcd
43)	TMS / WMS / cloud computing	17-05-2022 (4)	Lcd
44)	Best Practices In SCM / org. Issues	18-05-2022 (3)	Lcd
45)	case discussion - DabbaWala	23-05-2022 (1)	Lcd
46)	Strategic fit	24-05-2022 (4)	Lcd
47)	Case discussion	25-05-2022 (5)	Lcd
48)	Zone of Strategic fit	26-05-2022 (1)	Lcd
49)	Revision - case discussion	30-05-2022 (1)	Lcd
50)	Revision - case discussion	31-05-2022 (4)	Lcd
51)	case discussion	01-06-2022 (5)	Lcd
52)	" "	02-06-2022 (1)	Lcd

RECORDS

1. No. of students admitted in the class : 5
2. No. of students appeared for final examination : 5
3. No. of students lacking in attendance : NIL

4. Programme particulars :

PRORAMMES	PLANNED	ACTUAL	REASON OF DEVIATIONS, IF ANY	DETAILS OF CORRECTIVE ACTION TAKEN
No. of Lecture Class	54	54	—	—
No. of Assignments	2	2	—	—
No. of Tests	3	3	—	—


Signature of the staff

Certified that this log book is complete in all respect and this may be recorded.


PRINCIPAL



DJ ACADEMY
FOR MANAGERIAL
EXCELLENCE

Subject : ..04.-RETAIL MANAGEMENT.....

Class : ..II MBA.....

Name of the Staff : ..Dr. R. Prabusankar.....

RECORD OF CLASS WORK

A. WORKLOAD OF MEMBERS OF STAFF

Hours	Day Order					
	(9.00-10AM)	(10-11AM)	(11.15PM-12.15)	(1.00-2.00)	(2.00-3.00)	(3.15-4.30P)
	1	2	3	4	5	6
1	SCM			RM		
2		RM		SCM		
3					SCM	BA
4	SCM		RM			
5		RM				
6						

B. SCHEME OF TESTS

Proposed date & time of the tests	Actual date & time of the tests	Portion for the tests units only	No. of Students		Date of return of the corrected answer books	Action taken on absentees
			Appeared	Absent		
25-03-2022 2.30pm - 4.30pm	25-03-2022 2.30pm - 4.30pm	1.2 units	27	Nil	28-03-2022	NIL
27-04-2022 2.30pm - 4.30pm	27-04-2022 2.30pm - 4.30pm	II & III	25	2	29-04-2022	Told them not to absent for any other reason.
08-06-2022 9.15-12.15pm	08-06-2022 9.15-12.15pm	I, II, III, IV, V	27	—	—	

C. SCHEME OF ASSIGNMENTS

Title of the Assignment	Date of Submission	No. of students submitted		Date of return of the corrected assignments	Action taken for late submission
		In time	Late		
① Comparative Analysis of Two Retail formats stores	16-03-2022	26	1	19-03-2022	Advised them to submit in time. No more late submissions are allowed
② A study on cons. prefer. Att towards R. Shop	18-04-2022	22	5	21-04-2022	

D. PROJECT WORK DETAILS

Name of the Students	Project title	Project organization	Guide's Remarks
All the students	A study on consumers Preference & Attitude towards Shopper's Retail Shop	① Shopper's shop ② Padma store ③ Reliance trends ④ Dmart ⑤ Premier Super Milt ⑥ Westside	Students conducted a research to find out consumers preference & attitude towards the Retail shop

PROGRAMME

S. No. of Lecture Periods (1)	Details of topic covered (2)	Date & period of lecture (3)	Teaching aid used in the class (4)
1	Unit-I Retailing - An Introduction	21-02-2022 (3)	LED
2)	Functions & Importance of Retailing in marketing	22-02-2022 (2)	"
3)	Emerging Trends in Retailing B.T News discussion	24-02-2022 (3)	"
4)	Types of Retail formats	25-02-2022 (2)	"
5)	Retail Trends - India & Global	28-02-2022 (3)	"
6)	Empowering Kiranas - consumer beh.	28-02-2022 (6)	"
7)	Case discussion - Life size	01-03-2022 (2)	"
8)	Case discussion - II - Individual	04-03-2022 (2)	"
9)	Unit-II - Retail Planning, objectives	14-03-2022 (4)	"
10)	Importance, Steps	15-03-2022 (2)	"
11)	Structuring & monitoring Retailing	17-03-2022 (3)	"
12)	- cont'd - Brand mgmt - F. work Present	18-03-2022 (2)	"
13)	Brand Identity,	21-03-2022 (4)	"
14)	Global retailing Future Retail store	22-03-2022 (2)	"
15)	Field work presentation - Brand life cycle	24-03-2022 (3)	"
16)	Brand life cycle / Alternative brands	25-03-2022 (2)	"
17)	Field work Seminar - Retail News Discussion	28-03-2022 (4)	"
18)	How to Build a sustainable CM	29-03-2022 (2)	"
19)	Merchandise Planning	31-03-2022 (3)	"
20)	Case study - Big Basket:	04-04-2022 (4)	"
21)	Zoomart case study	01-04-2022 (2)	"
22)	Delhi Vary - Ajio - case discussion	05-04-2022 (2)	"
23)	Case discussion - Big Basket	07-04-2022 (3)	"
24)	"	08-04-2022 (2)	"
25)	Retail logistics	11-04-2022 (4)	"

PROGRAMME

S. No. of Lecture Periods (1)	Details of topic covered (2)	Date & period of lecture (3)	Teaching aid used in the class (4)
18) 26	Retail logistics - contd	18-04-2022 (2)	LCD
19) 27	Walmart case discussion	18-04-2022 (2)	LCD
20) 28	Retail logistics	19-04-2022 (2)	LCD
21) 29	Unit-III-Retail location mt.	22-04-2022 (2)	LCD
22) 30	Methodology, Criteria for selecting sites	25-04-2022 (4)	LCD
23) 31	Store layout, Site Selection.	26-04-2022 (2)	LCD
24) 32	Location strategy (Stanley & Lohov/S Malls)	28-04-2022 (3)	LCD
25) 33	Store design and the retailing image mix	02-05-2022 (4)	LCD
26) 34	Visual merchandising - Pricing strategies	09-05-2022 (4)	LCD
27) 35	Store level Pricing - Price elasticity of Demand	10-05-2022 (2)	LCD
28) 36	Unit-IV Retail Promotion	12-05-2022 (3)	LCD
29) 37	Elements of Retail Promoti	12-05-2022 (5)	LCD
30) 38	Retail Promotion Planning	13-05-2022	LCD
	Types of Sales Promotion	(2)	
31) 39	Selection Promotin mix 2	16-05-2022	LCD
	Hierarchy of effects, HRM in Retailing	(4)	
32) 40	HRM in Retailing	17-05-2022 (2)	LCD
33) 41	Customer service mt / Service mt mix	19-05-2022 (3)	LCD
34) 42	Retail Information system	20-05-2022 (4)	LCD
35) 43	Milky Mist - case discussion	23-05-2022 (4)	LCD
36) 44	Barcode Scanner - online Retail	24-05-2022 (2)	LCD
37) 45	Retail audit - Green & social issues, consumerism	31-05-2022 (2)	LCD
38) 46	Revision of End Sem - GP	02-06-2022 (3)	LCD

YEAR

April							April					May						June														
31	01	04	07	08	11	12	18	19	22	25	26	28	01	02	05	06	12	13	16	17	19	20	23	24	26	30	31	02				
3	02	04	3	3	2	4	2	4	2	2	4	2	3	4	4	2	3	5	2	4	2	3	1	4	2	3	4	2	3			
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RECORDS

1. No. of students admitted in the class : 27
2. No. of students appeared for final examination : 27
3. No. of students lacking in attendance : NIL

4. Programme particulars :

PRORAMMES	PLANNED	ACTUAL	REASON OF DEVIATIONS, IF ANY	DETAILS OF CORRECTIVE ACTION TAKEN
No. of Lecture Class	54	46	—	—
No. of Assignments	2	2	—	—
No. of Tests	3	3	—	—


Signature of the staff

Certified that this log book is complete in all respect and this may be recorded.


PRINCIPAL



D.J. ACADEMY FOR MANAGERIAL EXCELLENCE
COIMBATORE - 32.

Subject : Performance Management

Class : II-MBA (2021-22) - III sem

Name of the Staff : M.N. VIVEKA

RECORD OF CLASS WORK

A. WORKLOAD OF MEMBERS OF STAFF

Hours	Day Order					
	1	2	3	4	5	6
1					PM	
2	PM					
3				PM		
4		PM				
5						
6						

B. SCHEME OF TESTS

Proposed date & time of the tests	Actual date & time of the tests	Portions for the tests units only	No. of Students		Date of return of the corrected answer books	Action taken on absentees
			Appeared	Absent		
04.10.2021 9.00-11.00	04.10.2021 9.00-11.00	1, 2	4	3	12.10.2021	-
24.11.2021 2.30-4.30pm	24.11.2021 2.30-4.30pm	3, 4	7	-	02.12.2021	-
11.01.2022 9.15-12.15pm	11.01.2022 9.15am-12.15pm	full	7	-	20.01.2022	-

C. SCHEME OF ASSIGNMENTS

Title of the Assignment	Date of Submission	No. of students submitted		Date of return of the corrected assignments	Action taken for late submission
		In time	Late		
Debate Cashless	15.09.2021	7	-	21.09.2021	-
PERT & CPM PM PM	25.10.2021	7	-	8.11.2021	-

D. PROJECT WORK DETAILS

Name of the students	Project title	Project organization	Guide's Remarks
Seminar for all on	Individual topics	-	all have completed.

PROGRAMME

S.No. of lecture Periods (1)	Details of topic covered (2)	Date & Period of lecture (3)	Teaching aid used in the class (4)	S.No. of lecture Periods (1)	
1	General Discussion on reference books & syllabus	24/08/21 (1)	Google class ppt	27.	perf
2	Introduction to PM	25/08/21 (2)	"	28.	
3	Example appraisal form & evolution of PMS	26/08/21 (2)	"	29.	Over
4	PM Vs Performance Appraisal	30/08/21 (1)	"	30.	
5	Hostility towards traditional approaches	01/09/21 (4)	PPT-offline	31.	
6	Objectives of PM	02/09/21 (2)	"	32.	Discus
7.	PFM & HR, Significance of PM in Organisation.	06/09/21 (5)	"	33.	Ap
8.	-High performing Organisation	07/09/21 (1)	"	34.	
9.	Approaches & Principles	08/09/21 (4)	"	35.	
10.	PFM system as theatre	09/09/21 (4)	"	36.	
11.	Basic concept of performance planning	13/09/21 (5)	"	37.	
12.	Deloitte case study	15/09/21 (4)	"	38.	Seco
13.	Research Base - Goal setting approach	16/09/21 (1)	"	39.	Ca
14.	" "	20/09/21 (5)	"	40.	F
15.	Cybernetic model	21/09/21 (1)	"	41.	
16.	Components of Performance planning	22/09/21 (4)	"	42.	
17.	Potter & study model	23/09/21 (2)	"	43.	Br
18.	Role description, Role ambiguity	26/09/21 (1)	"	44.	The wa
19.	Role stress, Performance standards.	30/09/21 (2)	"	45.	Measu
20.	Behaviors of manager in	5/10/21 (5)	"	46.	Team
21.	Periodic review	7/10/21 (2)	"	47.	Persona
22.	" " & Discussion	11/10/21 (5)	"	48.	Poten
23.	Monitoring	12/10/21 (1)	"	49.	Perfo
24.	Ongoing Monitoring & support	18/10/21 (5)	"	50.	Ongoing
25.	Setting a platform to succeed.	20/10/21 (4)	"	51.	Monit
26.	Challenges & review discuss.	21/10/21 (4)	"	52.	Futu

PROGRAMME

AIM II Class

Teaching aid used in the class	S.No. of lecture	Details of topic covered	Date & Period of lecture	Teaching aid used in the class
(4)	(1)	(2)	(3)	(4)
Google class ppt	27.	performance mgmt & employee	26/10/21	
"	28.	engagement	27/10/21	
"	29.	Overview to the 5 th unit	28/10/21	
"	30.	analysing the Job roles available in hospital	29/11/21	
Ppt-offline	31.	" "	08/11/21	
"	32.	Discussion on the roles in ngo/hospital.	09/11/21	
"	33.	Appraisal methods - Traditional	10/11/21	
"	34.	" - Modern	15/11/21	
"	35.	" - Debate	16/11/21	
"	36.	" - Debate	17/11/21	
"	37.	Internal exam preparation.	18/11/21	
"	38.	Second Internal paper distribution	29/11/21	
"	39.	Cascading effect to individuals -	30/11/21	
"	40.	E-performance management - Kambalkaran	1/12/21	
"	41.	CPM model in PM - Indhumathi	02/12/21	
"	42.	PERT model in PM - Anun	06/12/21	
"	43.	Bias in performance Reviews	13/12/21	
"	44.	The ways to overcome the Bias	14/12/21	
"	45.	Measuring team performance	15/12/21	
"	46.	Team performance process.	16/12/21	
"	47.	Personal Development Planning	20/12/21	
"	48.	Potential Appraisal	21/12/21	
"	49.	Performance feedback & discussion	03/01/22	
"	50.	Ongoing mentoring & Support - Success from mentoring	03/01/22	
"	51.	Monitor in PM (Kambalkaran) seminar	05/01/22	
"	52.	Future of performance Appraisal	05/01/22	

Class : II MBA

Subject : PM

YEAR

Roll No.	NAME	MONTH DATE HOUR	AUGUST / SEP					SEPTEMBER					SEPTEMBER						
			24	25	26	27	28	6	7	8	9	13	15	16	20	21	22	23	28
			1	3	2	1	4	2	5	1	4	4	5	4	2	5	1	4	2
1.	ARUN.S		a	1	1	1	1	a	1	1	1	1	a	1	1	1	1	1	1
2.	DEVINANDHINI.V		1	1	1	1	1	a	1	1	1	1	1	1	1	1	1	1	1
3.	INDHUMATHI.V		1	1	1	a	1	1	1	1	a	a	1	a	1	1	1	1	1
4.	INDRAJIT.M		a	a	a	a	1	1	1	a	a	1	a	a	1	a	1	1	1
5.	KALIMUTHU.V		1	1	1	1	a	a	a	a	a	1	a	1	1	1	1	a	1
6.	KIRUBAKARAN.P		a	1	1	1	a	a	1	1	1	1	a	1	1	1	1	a	1
7.	DIVYA.S		1	a	1	1	a	a	a	a	a	1	1	1	1	1	1	a	1

October										
30	5	7	11	12	18	20	21	22	23	28
2	1	2	5	1	5	4				
1	a	1	1	1	1	1				
1	a	a	a	1	1	1				
1	1	a	1	1	a	1				
a	a	a	a	1	a	a				
1	1	1	1	1	a	1				
1	1	a	a	1	a	1				
1	1	a	1	1	a	a				

RECORDS

1. No. of students admitted in the class : 7

2. No. of students appeared for final examination : 6

3. No. of students lack in attendance : 1

Reason for 2 & 3 (Answer in case of any deviation)

Indrajith was a regular absentee so not allowed for exam.

4. Programme particulars :

PROGRAMMES	PLANNED	ACTUAL	REASON OF DEVIATIONS, IF ANY	DETAILS OF CORRECTIVE ACTION TAKEN
No. of Lecture Class	54	52	—	—
No. of Assignments	2	2	—	—
No. of Tests	3	3	—	—

[Signature]
Signature of the

Certified that this log book is complete in all respect and this may be recorded.

HEAD OF THE DEPARTMENT

[Signature]
PRINCIPAL

Date on which this log book is due to be submitted	Date wa s
01/10/2021	01/10/2021
01/11/2021	01/11/2021
01/12/2021	01/12/2021
31/01/2022	31/01/2022
20/01/2022	20/01/2022

Date



பாரதியார் பல்கலைக்கழகம்
Bharathiar University
Re-accredited at the "A" Grade Level by NAAC
Coimbatore, Tamilnadu, INDIA.

CONSOLIDATED INTERNAL MARK ENTRY

Institute Code & Name: 4L-D J ACADEMY FOR MANAGERIAL EXCELLENCE
Affiliated College Programme: PG

Institute Type:

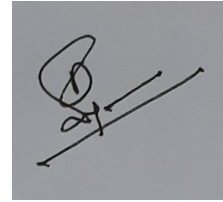
Programme Code & Name	Batch	Sem.
35F-MASTER OF BUSINESS ADMINISTRATION	2021	1

CORE PAPERS

Sl. No.	Register No	Name	13A(50)	13B(50)	13C(50)	13D(50)	13E(50)	13F(50)	13G(50)	16A(100)
1	2135F0345	AMALAN K	39	35	32	36	35	32	34	
2	2135F0346	DARSHAN S	35	39	40	39	40	40	41	
3	2135F0347	GOKUL M J A	37	36	29	36	35	28	31	
4	2135F0348	KESAVA NAREN S	41	36	31	31	33	34	33	
5	2135F0349	KOWSIKA P	46	38	33	41	34	36	37	
6	2135F0350	MAHALINGAM S	39	37	36	40	34	32	38	
7	2135F0351	MOHAMED RIYAS A	40	35	33	34	36	32	31	
8	2135F0352	MOHAMEDRASEEN M	33	35	30	37	36	29	34	
9	2135F0353	MUTHU SELVI L	40	36	33	41	42	34	37	
10	2135F0354	NAVIN N	39	35	36	38	35	36	33	
11	2135F0355	NIKILESH MADHAV K R	40	37	36	41	36	37	33	
12	2135F0356	PRANESH R	47	40	45	43	41	35	37	
13	2135F0357	RAJATH RAGHU	44	36	38	42	37	35	37	
14	2135F0358	RESHMA SHREE M	27	30	26	32	31	28	32	
15	2135F0359	ROHIND S	43	36	40	37	39	32	35	
16	2135F0360	SANJAY M	33	33	27	39	33	31	34	
17	2135F0361	SELVAM G	40	38	33	42	39	28	35	
18	2135F0362	SHARUMATHI V	41	35	34	40	40	31	34	
19	2135F0363	SUKUMAR E S	35	33	30	37	33	30	31	
20	2135F0364	VARSHAA L	39	32	31	38	35	31	33	
21	2135F0365	VENGATESH PRABU K R	35	34	31	32	37	31	33	
22	2135F0366	VISALATCHI R	44	36	44	44	36	35	39	

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Signature of Maker

A handwritten signature in black ink, featuring a large 'S' followed by a vertical line and a long horizontal stroke at the end, all contained within a gray square background.

Signature of Checker



பாரதியார் பல்கலைக்கழகம்
Bharathiar University
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Coimbatore, Tamilnadu, INDIA.

CONSOLIDATED INTERNAL MARK ENTRY

Institute Code & Name: 4L-D J ACADEMY FOR MANAGERIAL EXCELLENCE
Affiliated College Programme: PG

Institute Type:

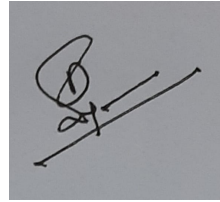
Programme Code & Name	Batch	Sem.
35F-MASTER OF BUSINESS ADMINISTRATION	2021	2

CORE PAPERS

Sl. No.	Register No	Name	23A(50)	23B(50)	23C(50)	23D(50)	23E(50)	23F(50)	23P(50)	26A(100)
1	2135F0345	AMALAN K	38	32	31	38	32	36	45	77
2	2135F0346	DARSHAN S	37	44	38	37	44	39	49	70
3	2135F0347	GOKUL M J A	29	28	25	31	25	32	45	64
4	2135F0348	KESAVA NAREN S	38	32	28	34	35	26	47	50
5	2135F0349	KOWSIKA P	34	37	27	37	36	42	48	74
6	2135F0350	MAHALINGAM S	30	42	35	38	31	33	44	51
7	2135F0351	MOHAMED RIYAS A	33	34	37	38	38	34	46	60
8	2135F0352	MOHAMEDRASEEN M	28	28	34	33	27	33	40	50
9	2135F0353	MUTHU SELVI L	37	40	40	37	42	38	49	66
10	2135F0354	NAVIN N	32	34	33	36	33	30	43	54
11	2135F0355	NIKILESH MADHAV K R	36	40	32	36	31	34	46	77
12	2135F0356	PRANESH R	44	44	41	46	45	40	49	86
13	2135F0357	RAJATH RAGHU	41	39	28	39	38	37	48	73
14	2135F0358	RESHMA SHREE M	26	25	25	28	27	27	44	53
15	2135F0359	ROHIND S	37	39	31	39	36	35	47	71
16	2135F0360	SANJAY M	31	33	38	33	33	31	44	61
17	2135F0361	SELVAM G	37	38	41	37	44	37	48	71
18	2135F0362	SHARUMATHI V	37	42	41	38	42	36	49	71
19	2135F0363	SUKUMAR E S	32	30	35	30	28	29	43	50
20	2135F0364	VARSHAA L	30	31	31	35	32	34	43	87
21	2135F0365	VENGATESH PRABU K R	30	34	32	33	29	30	43	50
22	2135F0366	VISALATCHI R	35	38	38	37	38	36	49	65



Signature of Maker



Signature of Checker

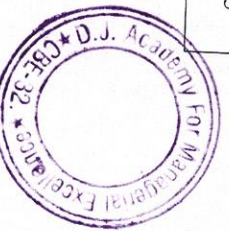
BHARATHIAR UNIVERSITY, COIMBATORE - 641 046.
MASTER OF BUSINESS ADMINISTRATION (MBA)
INTERNAL ASSESSMENT MARK SHEET FOR SECOND YEAR CANDIDATES

(II MBA)
Semester : III

Maximum Marks: 30 (Theory) Batch: 2020-2022

S.NO	REG.NO	NAME	1	2	3	4	5	6	7	8	9	10	11
			33A	33B	3EA	3EC	3EE	3EF	3EH	3EI	3EN	3EP	36B (100 Marks)
1	2035F0207	AJAYRAM.J	17	20	23	21					22	21	76
2	2035F0208	AKHILESHWAR C.N	19	18	21	15			17	17			55
3	2035F0209	ARUN.S	16	18	21	15	20	22					73
4	2035F0210	CHORNA LATHA.S	19	16	23	20			15	16			70
5	2035F0211	DEVINANDHINI. V	22	26	23	23	23	24					80
6	2035F0212	DHARINEESH BALAJI.D	20	21	24	17					24	21	81
7	2035F0213	DIVYA. S	20	24	23	23	23	25					77
8	2035F0214	GOBINATH.K	15	18	23	16			24	20			75

Signature



S.NO	REG.NO	NAME	1	2	3	4	5	6	7	8	9	10	11
			33A	33B	3EA	3EC	3EE	3EF	3EH	3EI	3EN	3EP	36B
9	2035F0215	HEMCHAND. N	18	24	24	20			22	23			80
10	2035F0216	INDHU MATHI. V	24	22	25	25	24	24					83
11	2035F0217	INDRAJIT. M	15	17	17	15	18	15					50
12	2035F0218	K.DWITHEEYA KUBEDAS	23	25	22	24			26	24			82
13	2035F0219	KALIMUTHU. V	16	17	21	19	21	21					72
14	2035F0220	KIRUBAKARAN. P	20	22	24	15	22	18					75
15	2035F0221	LAWRENCE EPRAHIM. I	21	21	23	17					23	19	77
16	2035F0222	MAHARAJA. P	18	23	22	18					24	22	76
17	2035F0223	PRAISY PRIYADHARSHINI. B	25	25	24	26			26	24			84
18	2035F0224	ROHITH KUMAR.K	17	18	22	15			17	16			68
19	2035F0225	SAKTHIVEL. C	18	18	19	15			16	15			62

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S.NO	REG.NO	NAME											36B (100 Marks)
			1	2	3	4	5	6	7	8	9	10	
20	2035F0226	SANDEPRAI.S	33A	33B	3EA	3EC	3EE	3EF	3EH	3EI	3EN	3EP	79
21	2035F0227	SANDHYA. M	28	28	26	24			27	28			89
22	2035F0228	SARATHKUMARK	15	17	20	15			17	15			70
23	2035F0229	SHANJAY. P	18	20	23	15			23	17			78
24	2035F0230	SINDHURA. G	27	28	25	27			27	29			89
25	2035F0231	SUJITH.S	23	21	24	18					23	19	71
26	2035F0232	SURYA.N	19	19	23	21			24	21			76
27	2035F0233	TAMILARASI. D	18	26	24	22			25	19			83

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NO	SUB CODE	TITLE OF THE SUBJECT	NO	SUB CODE	TITLE OF THE SUBJECT
1	33A	Business Ethics and Global Business Environment(BEGBE)	7	3EH	Financial Services (FS)
2	33B	Management Information System (MIS)	8	3EI	Equity Research and Portfolio Management (ERPM)
3	3EA	Integrated Marketing Communication (IMC) (Promotion Management)	9	3EN	Advanced Production Management (APM)
4	3EC	Consumer Behaviour (CB)	10	3EP	Integrated Materials Management (IMM)
5	3EE	Staffing in Organisation(SIO)	11	3EB	Business Intelligence through Internet of Things (VAC 2)
6	3EF	Performance Management (PM)			

SIGNATURE OF THE DIRECTOR



DJ Academy for Management Excellence
 Othakkal Mandappam Post
 Pollachi, Highway
 Coimbatore - 641 032

BHARATHIAR UNIVERSITY, COIMBATORE - 641 046.
MASTER OF BUSINESS ADMINISTRATION (MBA)
INTERNAL ASSESSMENT MARK SHEET FOR SECOND YEAR CANDIDATES

Name of the College: **D.J. ACADEMY FOR MANAGERIAL EXCELLENCE** (II MBA)
Semester : **IV**
Maximum Marks: Maximum Marks: **30 (Theory) Batch: 2020-2022**

S.NO	REG.NO	NAME	Marks										10
			1	2	3	4	5	6	7	8	9	46A (100)	
1	2035F0207	AJAYRAM.J	43A 22	4EB 21	4ED 19	4EE	4EG	4EH	4EJ	4EN 22	4EP 23	46A (100) 62	
2	2035F0208	AKHILESHWAR C. N	15	17	15			16	15			69	
3	2035F0209	ARUN.S	17	18	15	19	19					50	
4	2035F0210	CHORNA LATHA.S	21	21	20			22	17			80	
5	2035F0211	DEVINANDHINI. V	22	23	25	20	21					86	
6	2035F0212	DHARINESH BALAJI.D	22	22	19					23	21	83	
7	2035F0213	DIVYA. S	20	22	22	21	20					87	
8	2035F0214	GOBINATH.K	20	19	18			24	16			78	
9	2035F0215	HEMCHAND. N	21	23	22			20	19			80	
10	2035F0216	INDHU MATHI. V	25	26	26	22	22					93	

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S.NO	REG.NO	NAME	1	2	3	4	5	6	7	8	9	10
			43A	4EB	4ED	4EE	4EG	4EH	4EJ	4EN	4EP	46A (100)
11	2035F0217	INDRAJIT. M	15	18	15	15	16					50
12	2035F0218	K. DWITHEEYA KUBEDAS	23	21	23			24	19			83
13	2035F0219	KALIMUTTHU. V	20	22	21	20	20					88
14	2035F0220	KIRUBAKARAN. P	21	21	18	19	17					84
15	2035F0221	LAWRENCE EPRAHIM. I	20	21	19					22	21	82
16	2035F0222	MAHARAJA. P	18	20	20					22	19	77
17	2035F0223	PRAISY PRIYADHARSHINI. B	23	25	24			28	22			91
18	2035F0224	ROHITH KUMAR.K	17	18	17			19	15			50
19	2035F0225	SAKTHIVEL. C	17	15	15			16	15			50
20	2035F0226	SANDEEPRAJ.S	26	25	21			22	19			83
21	2035F0227	SANDHYA. M	26	28	26			28	22			96

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S.NO	REG.NO	NAME	1	2	3	4	5	6	7	8	9	10
			43A	4EB	4ED	4EE	4EG	4EH	4EJ	4EN	4EP	4GA (100)
22	2035F0228	SARATHKUMAR.K	15	18	15			16	15			46A (100)
23	2035F0229	SHANJAY. P	17	19	18			19	15			50
24	2035F0230	SINDHURA. G	26	26	25			28	24			79
25	2035F0231	SUJITH.S	22	22	20					22	21	93
26	2035F0232	SURYA.N	21	21	20			24	16			86
27	2035F0233	TAMILARASI. D	22	22	22			24	19			86

NO	SUB CODE	TITLE OF THE SUBJECT	NO	SUB CODE	TITLE OF THE SUBJECT
1	43A	Strategic Management: Indian & Global Context	6	4EH	International Financial Management
2	4EB	Brand Management	7	4EJ	Cost Management
3	4ED	Retail Management	8	4EN	Total Quality Management
4	4EE	Employee Development	9	4EP	Supply Chain Management
5	4EG	Labour Welfare and Industrial Relations	10	4GA	Technology Empowered Marketing (JOC2)

SIGNATURE OF THE DIRECTOR

Frankie

DJ Academy for Managerial Excellence
Othal kat Mandapam Post
Pollachi Highway
Coimbatore - 641 032



பாரதியார் பல்கலைக்கழகம்
Bharathiar University
Re-accredited at the "A" Grade Level by NAAC
Coimbatore, Tamilnadu, INDIA.

CONSOLIDATED INTERNAL MARK ENTRY

Institute Code & Name: 4L-D J ACADEMY FOR MANAGERIAL EXCELLENCE
Affiliated College **Programme:** PG

Institute Type:

Programme Code & Name	Batch	Sem.
35F-MASTER OF BUSINESS ADMINISTRATION	2021	1

CORE PAPERS

Sl. No.	Register No	Name	13A(50)	13B(50)	13C(50)	13D(50)	13E(50)	13F(50)	13G(50)	16A(100)
1	2135F0345	AMALAN K	39	35	32	36	35	32	34	
2	2135F0346	DARSHAN S	35	39	40	39	40	40	41	
3	2135F0347	GOKUL M J A	37	36	29	36	35	28	31	
4	2135F0348	KESAVA NAREN S	41	36	31	31	33	34	33	
5	2135F0349	KOWSIKA P	46	38	33	41	34	36	37	
6	2135F0350	MAHALINGAM S	39	37	36	40	34	32	38	
7	2135F0351	MOHAMED RIYAS A	40	35	33	34	36	32	31	
8	2135F0352	MOHAMEDRASEEN M	33	35	30	37	36	29	34	
9	2135F0353	MUTHU SELVI L	40	36	33	41	42	34	37	
10	2135F0354	NAVIN N	39	35	36	38	35	36	33	
11	2135F0355	NIKILESH MADHAV K R	40	37	36	41	36	37	33	
12	2135F0356	PRANESH R	47	40	45	43	41	35	37	
13	2135F0357	RAJATH RAGHU	44	36	38	42	37	35	37	
14	2135F0358	RESHMA SHREE M	27	30	26	32	31	28	32	
15	2135F0359	ROHIND S	43	36	40	37	39	32	35	
16	2135F0360	SANJAY M	33	33	27	39	33	31	34	
17	2135F0361	SELVAM G	40	38	33	42	39	28	35	
18	2135F0362	SHARUMATHI V	41	35	34	40	40	31	34	
19	2135F0363	SUKUMAR E S	35	33	30	37	33	30	31	
20	2135F0364	VARSHAA L	39	32	31	38	35	31	33	
21	2135F0365	VENGATESH PRABU K R	35	34	31	32	37	31	33	
22	2135F0366	VISALATCHI R	44	36	44	44	36	35	39	

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CONSOLIDATED INTERNAL MARK ENTRY

Institute Code & Name: 4L-D J ACADEMY FOR MANAGERIAL EXCELLENCE
Affiliated College Programme: PG

Institute Type:

Programme Code & Name	Batch	Sem.
35F-MASTER OF BUSINESS ADMINISTRATION	2021	2

CORE PAPERS

Sl. No.	Register No	Name	23A(50)	23B(50)	23C(50)	23D(50)	23E(50)	23F(50)	23P(50)	26A(100)
1	2135F0345	AMALAN K	38	32	31	38	32	36	45	77
2	2135F0346	DARSHAN S	37	44	38	37	44	39	49	70
3	2135F0347	GOKUL M J A	29	28	25	31	25	32	45	64
4	2135F0348	KESAVA NAREN S	38	32	28	34	35	26	47	50
5	2135F0349	KOWSIKA P	34	37	27	37	36	42	48	74
6	2135F0350	MAHALINGAM S	30	42	35	38	31	33	44	51
7	2135F0351	MOHAMED RIYAS A	33	34	37	38	38	34	46	60
8	2135F0352	MOHAMEDRASEEN M	28	28	34	33	27	33	40	50
9	2135F0353	MUTHU SELVI L	37	40	40	37	42	38	49	66
10	2135F0354	NAVIN N	32	34	33	36	33	30	43	54
11	2135F0355	NIKILESH MADHAV K R	36	40	32	36	31	34	46	77
12	2135F0356	PRANESH R	44	44	41	46	45	40	49	86
13	2135F0357	RAJATH RAGHU	41	39	28	39	38	37	48	73
14	2135F0358	RESHMA SHREE M	26	25	25	28	27	27	44	53
15	2135F0359	ROHIND S	37	39	31	39	36	35	47	71
16	2135F0360	SANJAY M	31	33	38	33	33	31	44	61
17	2135F0361	SELVAM G	37	38	41	37	44	37	48	71
18	2135F0362	SHARUMATHI V	37	42	41	38	42	36	49	71
19	2135F0363	SUKUMAR E S	32	30	35	30	28	29	43	50
20	2135F0364	VARSHAA L	30	31	31	35	32	34	43	87
21	2135F0365	VENGATESH PRABU K R	30	34	32	33	29	30	43	50
22	2135F0366	VISALATCHI R	35	38	38	37	38	36	49	65

Shanthi

