



DJ ACADEMY
FOR MANAGERIAL
EXCELLENCE

(A Stand-alone Business School)
Affiliated to Bharathiar University Coimbatore

DJAME Sphere

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Foreword

Dear Readers,

It is our pleasure meeting you with the third edition of DJAME's bi-annual Newsletter 'Sphere'. Looking back, the last two years have been eventful years at DJAME. The Industry – Institution Interaction has been strengthened through forums like CXO Connect, Corporate Connect and E – Connect. DJAME Journal of Management Research, launched in May 2019, provides an opportunity for young researchers to get their research works published. The second issue of the Journal was released in January 2020. Students Chapters of Coimbatore Management Association (CMA) and National Institute of Personnel Management (NIPM), Coimbatore have been launched besides MoU with these Professional Bodies. These Chapters empower students to organize many programs at the campus towards facilitating better learning environment. Preliminary talks on collaboration with Faculty of Industrial Management, Universiti Malaysia Pahang are on to explore academic and research tie-ups. As a part of CSR initiatives, students join hands with Uyir, a voluntary organization ensuring road safety in Coimbatore, and take up sensitization programs among the public. DJAME has also received good accolades through the B – School Surveys done by Business Today, Business Standard and Careers 360.

At this juncture, we once again commit ourselves to take Management Education in this region to the next level.

Suggestions / Articles are most welcome from the readers. The suggestions / articles can be sent to

stnambi@djacademy.ac.in / director@djacademy.ac.in

Wish you a Happy Reading !

Dr S T Nambi

Dr A G V Narayanan

Editorial Team



DJAME works in tandem with industry through its association with **Lakshmi Machine Works Limited (LMW)**, Coimbatore. LMW and its related companies support DJAME through **Access to Industrial Expertise, Experiential Learning through Practising Managers and Value Added Programs** that enhance Student Employability Skills, and offer opportunities for Joint Research, and Consultancy Projects.



Faculty Column

Dr P Sangeetha

Associate Professor, DJAME

The path to Society 5.0 - 'Super Smart Society'

The world is now facing a great tide of change. The trend of digital transformation cannot be stopped and is drastically changing many aspects of society, including public administration, industrial structure, employment and people's private lives. There are countless directions in which society will be advanced by technological development. While technology could bring about improvements such as higher standards of living and greater convenience, it could have negative effects too, such as impact on employment, growing disparity and unequal distribution of wealth and information. It is up to us to choose in which direction to go. We must consider what kind of society we wish to create, rather than trying to foresee the kind of society it will be. Therefore, Japan takes the initiative in guiding the world towards a brighter future by showing an ideal concept of the next society, which we call Society 5.0. In its latest report, Keidanren (Japan Business Federation) has redefined Society 5.0 as the "Imagination Society".



Society (4.0) ➡ Society 5.0



What is Society 5.0?

'A human-centered society that balances economic advancement with the resolution of social problems by a system that highly integrates cyberspace and physical space.' It is the goal of Society 5.0 to create a human-centric society where people can enjoy a high quality of life that is fully active and comfortable. It is a society that will attend in detail to the various needs of people, regardless of region, age, sex, language, etc. by providing necessary items and services. This national vision raised by Japan is to strive for a new, human-centered society, at the same time resolving a variety of societal issues.

Society 5.0 was proposed in the 5th Science and Technology Basic Plan as a future society that Japan should aspire to. It follows the hunting society (Society 1.0), agricultural society (Society 2.0), industrial society (Society 3.0), and information society (Society 4.0).

How Society 5.0 works?

Society 5.0 achieves a high degree of convergence between cyberspace (virtual space) and physical space (real space). In the past information society (Society 4.0), people would access a cloud service (databases) in cyberspace via the Internet and search for, retrieve, and analyze information or data. In Society 5.0, a huge amount of information from sensors in physical space is accumulated in cyberspace. In cyberspace, this big data is analyzed by artificial intelligence (AI), and the analysis results are fed back to humans in physical space in various forms. In the past information society, the common practice was to collect information via the network and have it analyzed by humans. In Society 5.0, however, people, things, and systems are all connected in cyberspace and optimal results obtained by AI exceeding the capabilities of humans are fed back to physical space. This process brings new value to industry and society in ways not previously possible.

Society 5.0 will bring about a Human-centered Society

In societies, up to now, a priority has generally been placed on social, economic, and organizational systems with the result that gaps have arisen in products and services that individuals receive because of individual abilities and other reasons. In contrast, Society 5.0 achieves advanced convergence between cyberspace and physical space, enabling AI-based on big data and robots to perform or support as an agent of work and adjustments that humans have done up to now. This frees humans from everyday cumbersome work and tasks that they are not particularly good at, and through the creation of new value, it enables the provision of only those products and services that are needed to the people that need them at the time they are needed, thereby optimizing the entire social and organizational system.

This is a society centered on each and every person and not a future controlled and monitored by AI and robots. Achieving Society 5.0 with these attributes would enable not just Japan but the world as well to realize economic development while solving key social problems. It would also contribute to meeting the Sustainable Development Goals (SDGs) established by the United Nations. Japan aims to become the first country in the world to achieve a human-centered society (Society 5.0) in which anyone can enjoy a high quality of life full of vigor. It intends to accomplish this by incorporating advanced technologies in diverse industries and social activities and fostering innovation to create new value.

Japan and India's collaboration on Society 5.0

India and Japan's long standing but limited science and technology cooperation is now slowly broadening out with Japanese recognition of the benefits of partnering with Indian research institutions. Cooperation is emerging in areas like bio-medicine and stem cell research, space collaboration and artificial intelligence. Sensing the need for R&D innovation in the manufacturing sector, Japan is establishing R&D Centres in India capitalising on the huge availability of technical manpower. Companies like Panasonic, Toshiba and Hitachi have already initiated activities in this direction. Japanese Minister for Economy, Trade and Industry, Hiroshige Seko invited the participation of the Indian software sector in developing solutions for Society 5.0. Japan seeks to make Society 5.0 a reality as a new society that incorporates these new technologies in all industries and social activities and achieves both economic development and solutions to social problems in parallel. With a robust and comprehensive portfolio, diversity of digital solutions and integrated approach, industries are equipped to work with the government in achieving this reality by developing a robust framework for a smooth transition to Society 5.0 and help resolve various social challenges through new-age digital technologies. The industries are efficiently collaborating with the Government under 'Digital India' initiative, in Railways, Finance, Agriculture, Urban Development and e-Governance to drive India towards a nation that is equipped to meet demands of society 5.0 in the future.

Reforms are the foundation for building a better country.

Business Quotient

3

1. The Indian GPRS system is named as _____.
2. The maximum permitted FDI in Defence under Automatic route is
a. 49% b. 75% c. 100 % d. Not permitted
3. Recently, the Taiwan government has inducted an Indian car in its President's Convoy. Identify the company.
a. TATA Safari b. Mahindra Scorpio c. Force One d. Ambassador
4. The former Chairman of Renault Nissan Mr. Carlos Ghosn made a daring escape from Japan while serving house arrest. Identify the country where he has flown back.
5. Recently the NCLAT declared that Mr. Cyrus Mistry should be reinstated as the Director of TATA Sons. Expand NCLAT.
6. Name the Iran's Army general who was killed in the USA Drone attack.
7. Recently an important business personality said that his Great – Great Grand mother lived in TamilNadu - Cuddalore. Identify the personality.
8. The brand FASTag is owned by _____
9. Horlicks was recently bought by Unilever. Identify the original owner.
10. Recently the Government of India allowed Huawei to participate in the trails along with Indian Telecom operators. Identify the South Korean Company that is also participating in the trail.

Alumni Column



Ms Aarthi Janaki N - [MBA – 2006 - 08 Batch]
HR Lead

Sundaram Infotech Solutions, Chennai

SM : Hi Aarthi.. Can you write about a current trend in the industry for the alumni column in our newsletter?

AJ : Hmm...me??? Write something??? How do I say a no.. Its SM asking.. All-time favorite you see..

AJ : (thinking cap on) : So what do I write? Should be something sensible..8 years into the industry can't you think of something?? Your sooper doper juniors are reading this.. Make some sense.. Yes. Agreed!!

So.. what's everyone talking about..

AI? ML?DL? RPA?... GIG!!!! That's the word.. Let me also write something that I know about GIG.

What's this GIG or GIG economy all about?

Going with the definition it's a free market system where temporary positions are available and organizations are ready to have them as freelancers or as short term consultants.

We are moving from a scenario, where we talked/ emphasized much on job security to being associated with the organization for a short & agreed stint.

Advantages for the organizations:

- Savings on infrastructure
- Increased productivity
- Diversity
- Non-involvement in organizational politics

Steps to Watch

- Engaging such employees in the long run
- Having the same level of commitment from them as that of permanent employees
- Communicating and living up to the mission and vision of the organization

Key Points

- For the organization: Be open in embracing the GIG economy & be prepared
- For GIG resources: Skill is the buzz word – Upskill and reskill
- For the Managers: Strike the balance between the permanent and GIG resources
- Human Resources: Customize the HR strategies & be instrumental in future - proofing your organization

Benefits of being a GIG resource:

- Flexibility
- More productive time (saves the travel time)
- Pursuing other career interests alongside

How to sustain in this economy, as a resource?

Upskilling and reskilling are the only two options to be successful.

More and more Organizations are willing to take up employees, who are specialists in their area / platform.

So as an employee, it is absolutely critical to have a deeper knowledge in one's own area, which cuts across industries.

Role of HR

- Be an enabler in bringing out necessary changes in all the critical aspects of HR right from Hiring, Compensation and Benefits, Learning and Development, Talent Management, Leadership Development and Mentoring & coaching to attract and retain the young workforce.
- Be instrumental in enabling the capability building of the Organization to be differentiated in the VUCA (Volatility, Uncertainty, Complexity & Ambiguity) environment.

What are the mandates for the managers?

- Strike the right balance between full time employees and short term resources.
- Identify areas where they have to be treated similar and where to differentiate.



DJAME faculty along with the Director Dr A G V Narayanan had the annual Strategic Mapping Exercise at Pollachi on 03.07.2019 and 04.07.2019.

Events at **DJAME**



DJAME signed an MoU with NIPM – Coimbatore Chapter on 13.08.2019. This will provide opportunities for DJAME students to get NIPM membership, mentors, industry networks, and learning resources to build long and successful careers.



MoU with Annamalai Capital Services on 24.08.2019.



DJAME is associated with Uyir, an initiative towards ensuring road safety in Coimbatore and participated in the Inaugural function held on 09.07.2019 at Ganga Hospital.



The Inaugural function for the MBA 2019-2021 batch was held on 04.09.2019 followed by a week-long Orientation Program.



NIPM Student Chapter was inaugurated on 30.09.2019 by Dr Y E Sridhar, Chairman, NIPM Coimbatore Chapter.



Inauguration of CMA Student Chapter on 18.10.2019. As a part of CMA Student Chapter, Mr Ramakrishnan, Managing Director -South Asia, Worldpanel Division, Kantar, Mumbai, addressed the students on Brand Management.



DJAME joined hands with Coimbatore Management Association (CMA) and organised a Special Talk on 'Businesses of Tomorrow - Fears and Expectations' by Mr K Ramakrishnan, Managing Director - South Asia, Worldpanel Division, Kantar, Mumbai on 18.10.2019.



The Chennai Chapter of DJAME Alumni Association was inaugurated on 16.11.2019 in the presence of alumni based out of Chennai. The office bearers for the Chennai Chapter were elected during the event. Alumni shared their experiences at DJAME and reiterated their support to the alma mater.



Preliminary Meeting on Collaboration with Universiti Malaysia Pahang represented by Dr T Senthil Kumar and Dr Muhammad Ashraf Bin Fauri - 09.12.2019.



UMP MBA BUSINESS FORUM 4.0
30 NOVEMBER 2019, 2:00 – 5:00 PM
ZENITH HOTEL, KUANTAN



Raja Segaran
Head of Strategy and Research
Malaysia Digital Economy Corporation (MDEC)



Dr. Prakash Christiansen
Chief Executive Officer
Vuisan X



Parag Singh Ranjeet Singh
Data Analyst, Business Intelligence Insights,
Malaysia Airlines Berhad

HARNESSING DATA ANALYTICS: WHAT'S NEXT?

Registration Fee: RM90 per person | Contact us: 012-4114386 (Dr. Suhaidah), 019-4971767 (Pn. Hanum), 013-9067300 (Dr. Nurhaizan) | RSVP by 28 Nov 2019

DJAME took part in the Global Classroom Business Forum 4.0 organised by the Universiti Malaysia Pahang, through video conferencing on 30.11.2019. The theme of the forum was 'Harnessing Data Analytics : What's Next?'

CXO Connect

CXO Connect is DJAME's Interaction Initiative to provide our students a forum to deliberate with the top brass of the corporate houses like CEO, CTO, CFO, and CMO. Following CXOs interacted with our students.

Panel Discussion with CHROs-A panel discussion on 'HR Metamorphosis' was organized on 30.09.2019. Esteemed panelists include Dr Y E Sridhar, Talent Management Lead, Cognizant, Sri Srinivas Sastri, CHRO-Sakthi Group, and Sri Pon Muthuvelappan, Senior VP-HRD, Sakthi Sugars. The session was moderated by II MBA student Ms Heruba.

Mr Ramakrishnan, Managing Director-South Asia, Worldpanel Division, Kantar, Mumbai addressed the students on 'Brand Management-Lessons from across categories' on 18.10.2019.



Corporate Connect

Corporate Connect is DJAME's Interaction Initiative to provide students a forum to deliberate with the practicing Managers from diverse functional areas of business. Following Corporate Managers interacted with our students.

Mr Fril Kumar, Assistant Vice-President, CARE Ratings Limited, Coimbatore addressed the students on 'Perspective of Credit Rating' on 24.07.2019.

Sri Gandhimathinathan, VP-HR & OHS, Bradken India Private Limited, Coimbatore, addressed the students on 'Role of HR in the age of digital disruption' on 08.08.2019.

Capt Rahul Siddharth addressed the students on 'Leadership in Defence' on 08.08.2019.

Mr Venkatesh Natarajan, Mentor, VeiBa Consultancy, Chennai conducted a one-day Workshop on 'The changing landscape of Media and Advertising Industry' on 20.08.2019.

Discussion on 'Business Intelligence & Data Analytics' with Sri Shiju P M, Founder & CEO, DataMentors, Chennai on 26.08.2019.

Sri Vivek B, Head-HR & Admin, Shanthi Gears spoke on the topic of 'Performance Management', on 20.09.2019.



ALUMNI CONNECT

Alumni Connect is DJAME's Interaction Initiative to provide our students a forum to deliberate with our former students who are currently working with industries in diverse functional areas. Following alumni interacted with our students.



Mr Kunal J Valecha (MBA 2005 - 07 Batch), Lead - Strategy & Business Development, Hubfly Technologies Pvt. Ltd., Coimbatore interacted with students on 27.09.2019.



Mr Nivas Narasimhan (MBA 2002 - 04 Batch), Managing Partner, Excite Consultants, Coimbatore conducted a Workshop on Financial Planning on 24.09.2019.

ACADEMIC CONNECT

Academic Connect is DJAME's Interaction Initiative to provide our students a forum to deliberate with the leading academicians from B - Schools in India and abroad. Following eminent academicians interacted with our students



Dr T Senthilkumar, Universiti Malaysia Pahang, addressed the students on 'Post-Merger Integration' on 09.12.2019.



Dr Muhammad Ashraf Bin Fauri, Universiti Malaysia Pahang, addressed the students on 'Knowledge Management' on 09.12.2019.



Dr P Saravanan, Professor - Finance & Accounting, Indian Institute of Management, Tiruchirappalli addressed the students on 'Debt or Equity?' on 22.11.2019.

Students Development

Dr S T Nambi conducted a one-day workshop on Data Analysis using MS Excel for II MBA students on 07.08.2019.

Heartfulness Meditation Program was conducted for MBA students, DJAME Teaching and Non-teaching staff from 26.09.2019 to 28.09.2019.

OutBound Learning Program at NALS, Coonoor for 2019 - 21 Batch from 05.09.2019 to 07.09.2019.



INDUSTRIAL VISITS



II MBA students visited Precot Meridian Ltd, as a part of Industry Visit on 21.08.2019.



I MBA students visited Lakshmi Machine Works Ltd -TMD Unit on 09.10.2019.

Monday Musings @ CMA

Monday Musings has been a very popular, regular programme conducted by Coimbatore Management Association (CMA) for over eight years on every Monday evening. Experts from different fields deliver talks on topical and contemporary subjects, followed by interaction with the audience. DJAME students listened to the following speakers on diverse topics on Management during the period from 1st July 2019 to December 2019.

- Dr A Satya Nandini, Department of Management Studies, BMS College of Engineering, Bangalore spoke on 'Industry 4.0 - The road ahead' on 08.07.2019.
- A R Lakshmanen, CEO, TRAINICA & Metrology & Behavioral Science Consultancy, Coimbatore on 'Total Productive Maintenance' on 15.07.2019.
- Ms Yogeshwari, Faculty and Secretary, Quality Circle forum of India (QCFI) Coimbatore Chapter on 'Cost of Quality' on 22.07.2019.
- Dr Nithyanandan Devaraaj, CEO - Foundry Business, CRI Group, Coimbatore on 05.08.2019.
- Mr Venkatesh Natarajan, Mentor, VeiBa Consultancy, Chennai on 'Navigating in a Knowledge World' on 19.08.2019.
- Mr R Ravi Kumar, GM-Operations, Roots Multiclean Limited, Coimbatore on 'The Paradox of Indian Growth' on 26.08.2019.
- Ms Vaishnavee Balaji, Founder, MaPa Stupid Solutions, Coimbatore on 'Journey to bring in a balance between Technology and real-life' on 09.09.2019.
- Sri U K Ananthapadmanabhan, Director, Tenxhealth Technologies Pvt. Ltd., Coimbatore on 'Building smart, lean and green hospitals of the future' on 16.09.2019.
- Sri R Jayakanthan, Director-People, Systems & Strategy, ELGI Equipments Limited, Coimbatore on 'Relevance of Management for today's business' on 23.09.2019.
- Mr S N Palaniappan, CSO, Idlidabba Pvt. Limited, Coimbatore did a Book Review on 'Blue Ocean Strategy' on 14.10.2019.
- Dr Guru Selvaraj, General Manager - HR & IR, Flow Link Systems (P) Ltd., Coimbatore spoke about 'Manage Yourself So You Can Lead Others' on 04.11.2019.
- Mr Palanivelrajan Manokaran, Project Manager, Endress+Hauser, Maulburg, Germany on 'Global Sourcing - Indo-German Experience' on 11.11.2019.



Faculty Development

Dr S Thirupparkadal Nambi attended a course on 'Excel Analytics' conducted by the Miwafes Consulting Pvt Ltd, Chennai on 14.07.2019.

Dr S Thirupparkadal Nambi attended a conference on 'Artificial Intelligence & Cloud Computing' organized by CII at Hotel Residency Towers on 24.07.2019.

Dr A G V Narayanan, Dr J J Savithri, Dr M K M Manikandan, Dr P Sangeetha and Prof Sreeraman Nandhi attended the 8th C K Prahalad Memorial Lecture 'Climate Crisis & Bio Diversity Preservation Challenge: Role of Industry and Civil Society' at Radisson Blue, Coimbatore on 10.08.2019.

Dr P Sangeetha attended the CII Manufacturing Excellence Mission to Toyota Kirloskar & Volvo, Bengaluru on 23.08.2019.

Dr S Thirupparkadal Nambi & Dr. Deepa Venugopal attended a Workshop on 'Machine Learning using Python' at CIT, Coimbatore from 24.08.19 to 25.08.19.

Dr J J Savithri attended the TiE Summit held at Taj Vivanta on 29.08.2019.

Dr Nagarajan, Professor, PSG College of Arts and Science handled a session for DJAME Faculty on 'How to write proposals for Research Grants' on 31.08.2019.



DJAME Faculty underwent two-week intensive In-Service Programme covering all the functional areas of business at LMW Unit-I from 19.06.2019 to 02.07.2019.



Team DJAME had an interaction with Prof. Balasubramanian, Chief Mentor, GRG School of Management Studies, Coimbatore on 13.07.2019.

Students' Accomplishments



- Mr Jenesh Kumar and Mr Venkatesh Kumar of II MBA have secured WINNER position at the NIPM Chapter Level National Business Quiz held on 22.08.2019.
- DJAME students were involved in creating awareness about road safety among the public as a part of UYIR initiative on 01.10.2019.

CSR Activities



CSR activities. Our students have spent more than forty hours in the following activities at Palamadai village.

- Cattle Vaccination programme
- Educating womenfolk in Mushroom Cultivation to augment their income
- Imparting Computer Literacy for rural school teachers

Faculty Accomplishments



Dr A G V Narayanan and Dr J J Savithri of DJAME acted as a Resource Persons for the Short - term Training Programme (STTP) organised by Department of Management Studies, Velalar College of Engineering, Erode on 1st & 5th July 2019 respectively.

Dr Deepa Venugopal acted as a Chief Guest for a seminar at Yuvakshetra Institute of Management Studies, Palakkad on the topic 'Emerging Trends in Finance – The Fintec Revolution' on 12.07.2019.

Dr J J Savithri handled a session on 'Leadership' for the Group Mentors of Uyir (an initiative to save life in Coimbatore) on 16.07.2019 at Ganga Hospital.

Dr M K M Manikandan presented a paper titled 'Store Brand's Equity and Consumer's Perceived Risk Factors on Private Label Brand Attitude' at IIM Indore NASMEI Summer Marketing Information System Conference held during 24.07.2019 to 26.07.2019.

Dr S Thirupparkadal Nambi & Dr Deepa Venugopal presented a paper titled 'Predictability of Global Stock Markets – A Neutral Net Analytics' at the National Conference on Machine Learning and

Artificial Intelligence organised by Coimbatore Institute of Technology in association with IIM Bangalore during 26.08.2019 to 27.08.2019.

Dr A G V Narayanan, Director, DJ Academy for Managerial Excellence, Coimbatore inaugurated the 12th batch at Hallmark Business School, Trichy and interacted with the students and parents on 11.09.2019.

DJAME conducted a Faculty Development Program on 'Machine Learning using WEKA' on 19.10.2019. Prof S T Nambi was the anchor person ably supported by Prof Deepa Venugopal.

Dr S T Nambi of DJAME addressed CII HRD Forum Members on 'Machine Learning using WEKA' on 01.11. 2019.

Dr A G V Narayanan attended the Business World B-School Directors Conclave on 12.11. 2019 at Delhi.

Dr S T Nambi acted as a Resource Person for the Faculty Development Program organised by School of Management, Sri Krishna College of Technology, Coimbatore on 05.12. 2019.

FACULTY PUBLICATIONS

Dr S Thirupparkadal Nambi & Dr Deepa Venugopal published a paper titled 'Predictability of Global Stock Markets – A Neutral Net Analytics' in the proceedings of the National Conference on Machine Learning and Artificial Intelligence organised by Coimbatore Institute of Technology in association with IIM Bangalore during 26.08.2019 to 27.08.2019.

Dr M K M Manikandan published a paper titled 'Consumer perception after rebranding exercise' in International Journal of Management and Social Sciences (IJMSS), VOL 8, NO 2.6 (2019).

Dr P Sangeetha published an article titled 'A study on Implementation of Real-Time Production Monitoring System for Shop Floor Performance and its impact on Efficiency' in ITIHAS The Journal of Indian Management : ISSN Number – 2249-7803 (P), ISSN Number – 2456-7302(O), October – December 2019, page no.63-73.

Dr P Sangeetha published an article titled 'A study on Minimising Rejection in a Model Grinding Cell' in International Journal of Mechanical and Production Engineering Research and Development (IJMPERD; ISSN (Online): 2249-8001; ISSN (Print): 2249-6890; Impact Factor(JCC) (2019): 8.8746; Index Copernicus Value (ICV) - (2016): 60.6; Naas Rating:3.11; Vol - 9, Issue - 6; Edition: Dec-2019 ". Scopus Indexed Journal.



MANAGEMENT DEVELOPMENT CENTER (MDC)

In the field of Management theory and practice, new perspectives, concepts, frameworks, tools and techniques keep emerging with remarkable rapidity even as the world of business evolves at a fast pace. For Managers therefore, learning is a life-long process and they have to be abreast of the latest cutting edge developments in the field. Further, they may also need to expand their knowledge to areas outside their functional domain or acquire new skills.

We, at DJAME through Management Development Centre, aim to facilitate the learning process for Executives through our Management Development Programmes which will be of a short duration and offered on campus. The programmes would be delivered by faculty members of the Institute as well as experienced external resource persons.

Few of the Management Development Programmes organised by MDC of DJAME during July – Dec 2019.

Date	Name of the Program	Participants
22.07.2019	Increasing Profitability using QC Tools & Techniques	APT Tools & Machinery, Titan Paints, TTK Prestige, Super Sales, Chakradhara AeroSpace & Cargo, Revantha Service Ltd
10.08.2019	Elevate - Pyschometric Assessment	Jay Jay Mills India Pvt Ltd
14.08.2019	Elevate - Pyschometric Assessment	APT Tools and Machinery India Pvt Ltd
07.09.2019	Mirrors - Reflecting My change - A Personal Effectiveness Program	Executives of Texcoms Worldwide
14.09.2019	WE- Supervisory Development Program	Savio India Ltd, Super Sales, Gedee Weiler, Maxbyte Technologies
09.10.2019	Elevate (Schedule - 5,6,7)	Apt Tools & Machinery India Pvt Ltd
11.10.2019	LEEP - Leadership Exploration & Excellence Program - 1.0	Apt Tools & Machinery India Pvt Ltd
12.10.2019	LEEP - Leadership Exploration & Excellence Program - 2.0	Apt Tools & Machinery India Pvt Ltd
21.10.2019	Elevate (Schedule - 1)	Jay Jay Mills India Pvt Ltd
09.11.2019	Elevate (Schedule - 2,3,4)	Jay Jay Mills India Pvt Ltd
20.11.2019	Elevate (Schedule - 8,9)	Apt Tools & Machinery India Pvt Ltd
22.11.2019	Elevate (Schedule - 5,6,7)	Jay Jay Mills India Pvt Ltd
04.12.2019	Facility Service	L&T
14.12.2019	Elevate (Schedule - 8,9)	Jay Jay Mills India Pvt Ltd
20.12.2019	Mirrors - Personal Effectiveness	OHP
27.12.2019	Facility Service	L&T

Laurels DJAME



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19 YEARS IN
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EDUCATION

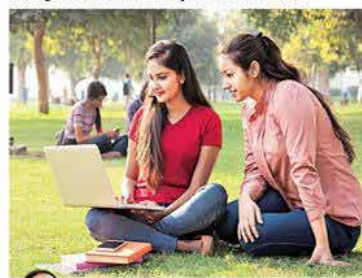
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CHALLENGING THE SCRIPT

Change can be remarkably slow in education



PRASANNA SINGH

The MBA degree is firing the most market-led formal educational qualification in India today. From the broad rise in applicants and uniform course offerings through the 90s to the many new specializations and other domain specific offerings today, subjects like entrepreneurship, product, healthcare etc. that are increasingly being offered at top schools indicate a pressure and hopefully, desire to respond to new realities.

Of course, a combination of government backing and a major metro still works to make for a really great combination. That explains the resilience of FMS, Delhi University at the top, or the rise of FMS, IIT Delhi, besides the continued hold of the older 'IMs' in the top heap. In fact, the struggles of the newer IMs only underscore the challenges building an institution from a smaller town can throw up in India today. Unless you challenge the script, as IIM Shillong or say, IIM Kashipur has tried,

Government backing attracts a price, be it faculty, and eventually, quality. For every FMS, there are university departments in states whose MBA course are floundering. Privately managed institutes are more than holding their own in those places.

Today, an IMT Ghaziabad, IMT Delhi, or the three out of the top 5 in West zone, privately managed institutes have built their case by being far more responsive to new realities. Of course there are areas where they simply cannot compete. The truism, 'support education, not the educated' was perhaps never more relevant than these top institutes, when it comes to the ROI (Return on Investment) rankings. It can be very difficult to go up against state subsidies, with 9 out of the top 10 ranks taken by government backed institutes. The two leading Delhi based institutes, unsurprisingly, are table-tippers here.

The table I found most interesting though was the rankings table for institutes based on entrepreneurship. These institutes have not just responded, but moved a little ahead of the curve when it comes to their focus on entrepreneurship. For make no mistake, in India, I would venture to say that the typical MBA student is probably far less

entrepreneurial as compared to her counterparts in other comparable markets. An MBA at a top B school is still seen as a ticket to stable job with higher earnings. It's something I discovered the hard way, when I took some sessions at top schools in the past year on entrepreneurship. Students might blame everything from preparing a small test case to paying off student loans to even lack of a co-founder, but in the top institutes, I would venture to say that less than 5% actually join with a plan to consider entrepreneurship.

Even those taking specific courses join after a little work experience, or after concluding correctly, I might add, that an entrepreneurial mindset is a valuable asset to have even in regular firms today.

The pity is that the biggest worry about nurturing entrepreneur remains as old as it was a decade back, despite the improvement in many metrics like ease of doing business etc. The fear of failure. It's something that cannot

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DECEMBER 2019

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- NEED A HUMANE APPROACH **ALEXANDER REISCH** 5
- LOOKING BEYOND NUMBERS **ROHITASH MAL** 6
- BECOMING WORLD CLASS **RAMEESH KAILASAM** 7
- CHALLENGES FACED BY B-SCHOOLS **ALI IMRAN** 8
- RIGOUR VERSUS RELEVANCE **NUPUR PRIYAN BANG** 9

The class of 2019

RATINGS SUPER LEAGUE 1

SUPER LEAGUE 1	INTELLECTUAL CAPITAL	TEACHING	RESEARCH	INDUSTRIAL CAPITAL	ENVIRONMENTAL	INNOVATION	FINANCIAL	MANAGEMENT	TECHNOLOGY	INTEGRITY	SCALE OF OPERATIONS
Faculty of Management Studies (FMS), Delhi	95	90	95	95	95	95	95	95	95	95	95
Indian Institute of Management (IIM), Ahmedabad	95	95	95	95	95	95	95	95	95	95	95
Indian Institute of Management (IIM), Bangalore	95	95	95	95	95	95	95	95	95	95	95
Indian Institute of Management (IIM), Calcutta	95	95	95	95	95	95	95	95	95	95	95
Indian Institute of Management (IIM), Indore	95	95	95	95	95	95	95	95	95	95	95
Indian Institute of Management (IIM), Kozhikode	95	95	95	95	95	95	95	95	95	95	95
Management Development Institute (MDI), Gurgaon	95	95	95	95	95	95	95	95	95	95	95
National Institute of Industrial Engineering (NIIIE), Mumbai	95	95	95	95	95	95	95	95	95	95	95
SP Jain Institute of Management and Research (SPJIMR), Mumbai	95	95	95	95	95	95	95	95	95	95	95
Xavier School of Management, Jamshedpur	95	95	95	95	95	95	95	95	95	95	95



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19 YEARS IN
MANAGEMENT
EDUCATION

Knowledge Facility
(44/49.6)

Resource on Living
(72.8/77.8)

Resource on Recreation
(17.8/19.7)

Physical Infrastructure
(37.8/42.9)

Living Experience Score
(132.4/150)

Ranked No. 8

Among the B - Schools in India for a
Student Friendly Living Experience

Business Today

INDIA'S BEST B-SCHOOLS

THE LARGEST FIRM DEFINITIVE
JOURNAL RANKING BY 150+ FIRMS
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FOR THE YEAR 2019



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*Source: Careers360, B-School Survey 2019

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SCHOOLS
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B
SCHOOLS

RANKING
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TOP 100 FROM JHOLLA TO BRIEFCASE!

Placements 2019

DJAME has been so consistent in offering enviable placements to the students year after year. An outlook on Placements 2019 has been given below.



39 / Total number of offers

8 / Number of students with one offers

11 / Number of students with two offers

3 / Number of students with three offers

7 / Lac per annum Highest Package

4.00 / Lac per annum Average Package



MBA 2018-2020 Batch



Business Quotient 3 Answers

1. NAVIC – Navigation with Indian Constellation
2. 49 Per cent
3. Mahindra Scorpio
4. Lebanon
5. National Company Law Appellat Tribunal
6. Qasem Soleimani
7. Mr. Richard Branson
8. Indian Highways Management Company Limited.
9. Glaxo Smithkline (GSK)
10. Samsung



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