



DJ ACADEMY
FOR MANAGERIAL
EXCELLENCE

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

DJAME Sphere

July 2020

A Bi-annual Newsletter

Volume 2 | Issue 2

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Foreword

Dear Readers,

This Edition of our Bi-annual Newsletter 'Sphere' reaches your hands at an unprecedented time. We wouldn't have experienced in our lifetime the kind of turmoil Covid-19 has thrown to us. Many people have lost their lives leaving their kith and kin in despair and millions are losing their jobs around the world. We pass each and every day hoping that we would get back to normalcy at the earliest. As Martin Luther King Jr. puts it, '*We must accept finite disappointment, but never lose infinite hope*'. At this juncture, DJAME pays homage to all the departed souls and salutes all the Covid Warriors.

Education Sector is one among many which have braved Covid with much gusto. This sector has been quick enough to adapt itself in terms of reaching the students online – be it for teaching or for evaluation. Despite a few teething troubles at the beginning, students are getting quite accustomed to new way of learning. At DJAME, the learning has never stopped thanks to the unbridled enthusiasm shown by the Faculty and Students. DJAME was able to get on board some of the top level Corporate Professionals to interact with the students as a part of CXO Connect. The number of interactions with Corporate Professionals has considerably gone up at DJAME thanks to the technology. Readers can access all the interactions through DJAME's YouTube platform. This issue of Sphere carries information relating to all happenings at DJAME besides Faculty and Alumni Column.

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.

Cometh The Hour, Cometh The Man

"Bad Companies are destroyed by Crisis, Good Companies survive them, Great Companies are improved by them"
- Andy Grove

Dr Deepa Venugopal, Ph.D, FDPM (IIM-A)
Associate Professor, DJAME

Fast forward ten years into future >>-What is your reminiscence about COVID – 19 Pandemic? Which organisations would see sunshine of the next decade?

While writing this column, I am reminded of Andrew Stephan Grove – popularly known as Andy Grove, the man who steered the growth phase of Silicon Valley, world's powerful thought leader and CEO who made INTEL the Industry leader in micro processing. Like many other great minds, Grove too had amazing belief in the power of INNOVATION.

His book, "Only the Paranoids Survive", talks about Strategic Inflection Point when navigated perfectly can win the market place and emerge stronger. COVID – 19 pandemic has created one such Inflection point, for both individuals and organisations. Time has proved that a single virus can bring the world to a standstill. Inaction and complacency during this time can lead to Red Queen Effect. So how do we succeed during these difficult times? The answer is ADAPT and INNOVATE.

CRISIS and INNOVATION have always been best friends. Paul Romer, Economist, Policy Entrepreneur and Co – recipient of Nobel Prize in Economics in 2018, has rightly said that "A crisis is a terrible thing to waste" which I think many of you would recognise as a take-off from a famous ad line of United Negro College Funds - "A Mind is a Terrible Thing to Waste". Romer want us to be credulous of the fact that crisis is the key to the opening of big doors of opportunities. Innovators are jumping to help people wade through the pandemic.

Sir James Dyson of Dyson Ltd. fame has lent his skills and resources to build a ventilator in 10 days.

JD.Com or Jingdong, the Chinese e-commerce giant developed drone programmes to fight Corona virus. JD opened drone routes with the help of local government support to deliver courier packages in places which had temporarily suspended transportation routes because of pandemic. Drones assured zero human-to-human contact delivery at a faster pace and lesser rate. Courier delivery which took tedious drive of two hours earlier now took just 10 minutes. The drones were also used in spraying disinfectants.

Google and Apple, two fierce rivals, have come together to develop a Bluetooth platform to facilitate contact tracing.

Several countries have started using this technology to trace exposures and enforce quarantine, track law breakers and publish route map of the Covid suspect patients for the social benefit.

In March 2019, Indian company Mahindra & Mahindra designed and built lifesaving low cost ventilators (M&M's Ventilators at 7500 INR compared to the prevailing ones in the market at 5 to 6 lac INR)

Now let us not hog-tie the term Crisis-Innovation duo to pandemic management or disaster management alone. In 1975, Toyota was plagued by high level of inventory which led to severe cash crunch. Taiichi Ono derived a solution from supermarket replenishing system. This set-in motion one of the most acclaimed Manufacturing practices - Just in Time - JIT, the backbone of Toyota Production System (TPS) which is the Bible for operational excellence.

All the Olympic games till 1984 were bearing huge losses as revenue was dependent on gate collection. Peter Ueberroth, the IOC Chairman faced crisis of dwindling revenue and came up with the idea of television rights sales. This became a game changer for sports marketing.

Dell faced the challenge of increasing customer specific requirements vs. cut throat price competition. Solution: a new concept of mass customization (an oxymoron).

David Kravitz and his company Organ Recovery System faced the crisis of maintaining the health of the precious lifesaving transplant organs through their journey from the donor to receiver. This led to the designing of the device - LifePort which gently perfuses the organ with cold liquid – tissue nourishing solution. This gave more time to match up available organs with surgeons and patients.

All these stories have a common thread and they are big lessons in crisis management. Let us discuss these facets once by one with more insights.

"Being challenged in life is inevitable. Being defeated is optional"



Courage and Grit

We all know Walt Disney & his company for the beautiful memories of cartoon characters and movies he gifted us in our childhood. In 1950, when he was at the peak of his cartoon business, a novel idea came to his mind. He wanted to create a big family park with life-size Disney characters where kids and their parents could come and spend fun time together. He even bought 60 acres of orange groves near Santa Ana Freeway. All loved the magic of Disney, but none of the banks including his own studio was ready to fund him.

Many advised him to stick to movies, but he refused to take a "NO". One hundred... Two hundred ... Three hundred ...banks turned down his proposal. It was the 330th bank that finally asked: "How much money do you want Mr. Disney?" In 1955 Disney land was opened for public and the world's first theme park became an instant success.

At any stage Disney would have quit, but his courage, grit and determination prevailed.

Adaptability

How many of you have heard of the company called Grace manufacturing? Not many, I guess. But many of you might have used their products. They manufacture "microplanes" for kitchen equipment and these make up 65% of the company's revenue. Yet this was not the core business with which Grace started out. In 1970s, Grace started out as a contract manufacturer of etched steel parts for printers. But with the emergence of dot-matrix printers their main business was under fire and it looked for other business opportunities. It was then they realised that they were good at making sharp things and in the process, they got into the business of making small planes for sculpting of wood surfaces and unexpectedly Chefs loved this and started using them in novel ways. Thus, Grace unwittingly created a new need and new product category, the culinary microplane.

Crises are always opportunities for change. There is no better time than crises situations for organisations to embrace change, to challenge the limits and explore the path less treaded. Organisations/Individuals which display these traits – Courage, Innovation and Adaptability will survive and find new avenues for growth.

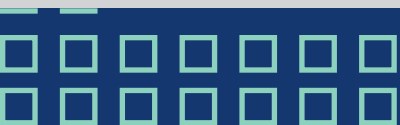
Innovation

Innovation is the key to long lasting sustainability of organisations. It brings in adaptability, growth, sustenance and admiration. People would still be capturing Kodak moments had the company said yes to Steve Sasson who came out with the first digital camera in 1975. Innovation is an intricate process. It gains acceptance only when there is obvious growth, otherwise making it hard to measure. Many organisations are game changers just because innovation is a part of their culture. 3M Corporation, the recipient of US government's highest award for innovation - National Medal of Technology is known for its fierce innovative mindset. What is more heartening is the ability of 3M to maintain a critical balance between solving present and future problems. Mind you, this is never at the cost of their financial health. The 30% rule adopted by the company makes sure that a division's 30% of the total revenue comes from the products introduced in the last four years, no wonder that the company is able to maintain a gross margin of 51% and ROA of 29% in the last twenty years.

Toyota Motors, the world's third largest carmaker and the sixth company worldwide in terms of revenues, is known for disruptive innovation. Story of Toyoda to Toyota brings goose bumps to any reader. Whole business world should be indebted to Sakichi Toyoda & Taiichi Ono for their biggest ever contribution – The lean & Agile manufacturing. Now every business, be it manufacturing or service, wants to go the LEAN way.

Innovation stories are super enthralling and take your breath away like watching any great 3D movies. So, let us list out the hallmark of organisations that are innovative and what makes them most revered.

- Innovative companies have distinctive kind of partnership. There is great mix of right-brain people who are creative to the core and left-brain people who are adept at business and gutsy in taking audacious decisions. Both brain partnership is a must.
- They allow employees to pursue their passion (Opportunities).
- They foster imagination and create systems and structures that encourage resourcefulness.
- Innovative companies have great vision and they never lose focus. They are OUTCOME driven.
- They take care of their people.



Faculty *Column*

Alumni Column

G S Kumar

Career Consultant,
GS Kumar Career Consulting Firm, Bengaluru



How to Attract Recruiters on LinkedIn - Three Quick Fixes and Three Habits to Get Noticed

How to attract Recruiters on LinkedIn ?

Here's the deal : If you want to get noticed by Recruiters on LinkedIn, you need a plan to stand out. LinkedIn has over 450 million registered profiles that you can't just sit and wait for things to happen.

How to attract Recruiters on LinkedIn : Three Quick Fixes and Three Habits

To give your profile its greatest chance of being ranked high in recruiter's searches and in the feeds of your connections, here are three 'do-it-once' actions and three more habits to be imbibed and exhibited throughout the duration of your job search.

Three Quick Fixes to Improve Your LinkedIn

Your Headline – a Treasure Trove of Keywords

DON'T: Default to your current job title.

DO: Create a unique Professional Headline that includes the kinds of terms that hiring managers and recruiters would often use to search for talent like you. Suffering from writer's block? Refer to job postings that interest you to get a sense of what they use as job titles.

Note : Your headline and your profile image are the two main things a recruiter can see before they click your LinkedIn profile. Picture this... they run a search and 10 profiles show up on the first page of search results. You're one of them. How are they going to decide whom to click? Well, it's your headline and your image are the key factors. That's why your headline is important if you want to attract Recruiters and get noticed on LinkedIn.

Your Profile Picture – Make it Professional (looking)

DON'T: Include a picture where you are clearly cropped out from a group, where you look blurry, or where the backdrop is distracting.

DO: The photo you choose shall speak, louder than words, to those seeing it (you!) for the first time. Ideally, choose a snap that captures you from the shoulders up, and that is sized to fit LinkedIn's larger headshot sizing.

Whether taken by professional or DIY using any photo-editing software, it is critical that the picture you choose aligns with the roles you aspire. If you want to work as a Director of Sales at a ski resort, it is acceptable to include a picture of you skiing on the slopes. Otherwise refrain from mixing informal shots with professional snaps.

Customize Your LinkedIn URL

When you sign up for a LinkedIn account, you are given a URL that is usually your first and last name followed by several numbers and letters.

DON'T: Forward this awkwardly-long URL to your connections.

DO: Shorten your URL to include just your first and last name, or customize it to resonate with your readers.

(Hint : mine reads <https://www.linkedin.com/in/careercoachgskumar/>)

Be sure to include this new URL as part of your resume's contact info and your email signature.

Three Habits to Improve Your LinkedIn

Get Recommendations

When it comes to backing up your experience and reputation, there are few things more powerful than the words of a strong reference.

DON'T: Be shy. Ask your Managers, direct reports, Colleagues and Mentors to write recommendation that speaks volume about your skills and talents. While there is no limit to how many recommendations you can have, I suggest at least three entries, if possible.

DO: Reciprocate if appropriate – it never hurts to pay it forward.

Stay Active

The chances of your LinkedIn profile being seen rises exponentially, if you stay active on the site.

DON'T: Remain stagnant. While your profile may be up to date, a profile without activity is not likely to get you nearly as far as you'd like.

DO: Share + Join. Share articles from industry trade journals, websites and online magazines as well as LinkedIn Pulse, where you'll discover authors on a wide range of topics. Next, join some groups and start reading, commenting and sharing.

Another benefit of bring in groups - You can reach out directly to any group member without you being the first

connection. You never know when you'll see few recruiters in a group, and now you can make acquaintances with them quickly and easily.

Get Networked

DON'T: Wait for people to reach out and make connections.

DO: Focus on continually building your network to include people of interest, like-minded, Recruiters and HR Professionals, people working in the role you aspire, etc. With the right network in place, you can reach out, as soon as you see a job posting of interest or even before it gets posted!

Business Quotient 4

(Refer Page 13 for answers)

1. Name the microfinance company acquired by IndusInd Bank Ltd.
2. Who is the first CFO of the Reserve Bank of India?
3. Name the private lender who has raised Rs.15,000 crore through follow-on public offer (FPO) recently
4. Name the most expensive stock in India 2020
5. Who has been appointed as the new MD & CEO of YES Bank?
6. The country's largest bank SBI will shift from its current one -year Marginal Cost of Lending Rate (MCLR) to how many months MCLR rate?
7. Who has emerged as the highest paid Banker among the top lenders for FY 2019-20 ?
8. Who has been appointed as Non-Executive Chairman of Bajaj Finance with effect from August 1, 2020, in place of Rahul Bajaj?
9. Who is the proponent of the popular Efficient Market Hypothesis (EMH) which rules out the possibility of outperforming the market consistently?
10. Which is the oldest functional Stock Exchange today?

Events at DJAME



D J Brain Teasers 2020 – The annual mega Quiz Event which attracted more than 70 teams was conducted by the Quiz Master Prof. M Rangarajan on 31st January 2020.



DJAME Alumni Chapter – Bengaluru was inaugurated at the Ballal Residency, MG Road, Bengaluru on 8th February 2020



Graduation Day 2020 was held on 11th March 2020. Mr Ranganath N K, Managing Director, Grundfos Pumps India Pvt. Ltd., Chennai, was the Chief Guest and delivered the Graduation Day address

(A Stand-alone Business School)
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Web based Discussion on
HR Reboot - Functional, Economic and Psychological Perspectives
5th June 2020, Friday | 4:00 PM to 5:00 PM | Zoom call

With great pleasure, DJAME & NIPM Coimbatore Chapter invite you to attend a live web based Panel Discussion

Panelists

Taruna Suhashini Lohmror
Vice President - HR
XOXOday, Bengaluru

R. Gandhimathinathan
Vice President - HR
Bradken India Private Limited
Coimbatore

Dr. Nancy Kurian
Counselling Psychologist
Good Shepherd Mind Health
Coimbatore

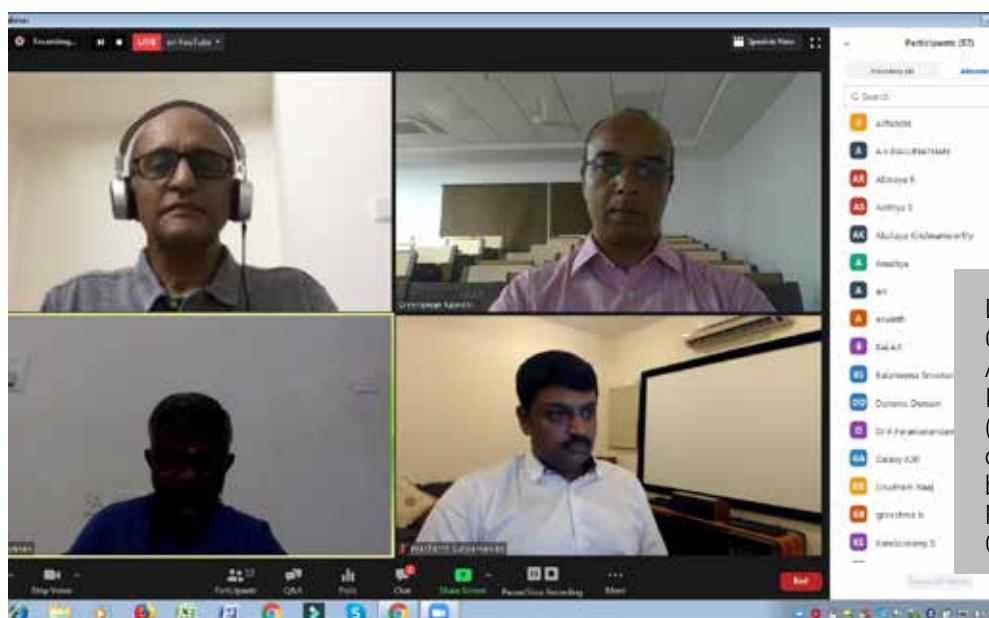
Moderator

Dr. J. J. Savithri
Associate Professor
DJ Academy for Managerial Excellence
Coimbatore

Please register yourself using the link below before 2 PM on 5th June 2020. Upon registration, the meeting link to join the session will be shared with you through mail.

Session Partner

A web based Panel Discussion on 'HR Reboot - Functional, Economic and Psychological Perspectives' in association with National Institute of Personnel Management, Coimbatore was held on 5th June 2020. Panelists included Ms Taruna Suhashini Lohmror, Vice President - HR, XOXOday, Bengaluru, Mr R Gandhimathinathan, Vice - President HR, Bradken India Pvt. Ltd., Coimbatore and Ms Nancy Kurian, Counselling Psychologist, Good Shepherd Mind Health, Coimbatore. The discussion was moderated by Dr J J Savithri of DJAME



DJAME joined hands with Coimbatore Management Association (CMA) and National Institute of Personnel Management (NIPM) in organising a Special Talk on 'Work from Home Protocols' by Mr. Ajith kumar Goplakrishnan, Principal Designer, Altius Designs, Chennai on 18th June 2020.



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 CMOs - A panel discussion on 'Redefining the Marketing Strategies in the Connected Environment' was organized on 25th January 2020. Esteemed panelists included Mr N Krishna Kumar, CEO – Akarsh Advertising Consultants Coimbatore, Mr Pratap Singh, Head – Marketing, Elgi Ultra Limited, Coimbatore, and Mr K Rajesh Nair, DGM – Marketing, Malayala Manorama Company Limited, Coimbatore. The session was moderated by II MBA Student Mr Daniel Rozario.



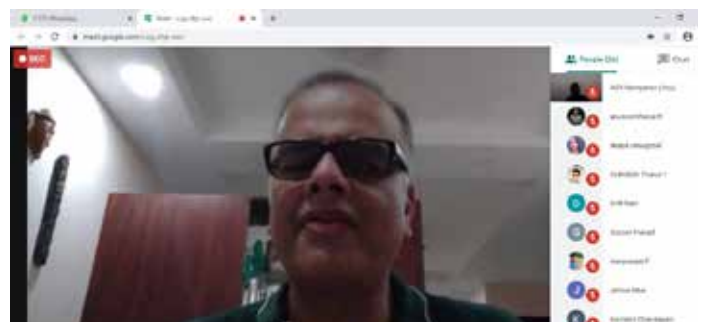
Mr G Sivakumar, Former Chief Financial Officer, Craftsman Automation Limited, Coimbatore spoke on the topic 'Capital Budgeting' on 21st February 2020.



Sri Sanjay Jayavarthanavelu, Chairman & Managing Director, Lakshmi Machine Works Limited, Coimbatore interacted with the students on 12th March 2020.



Sri V R Muthu, Chief Executive Officer, V.V.V & Sons Edible Oils Limited, Virudhunagar addressed the students through webinar on the topic of 'Business Success Mantra' on 30th April 2020.



Mr Kumar Krishna, Chief Executive Officer, Isthara Parks Pvt. Limited, Hyderabad addressed the students through webinar on the topic 'Hospitality Industry - Pre and Post COVID' on 7th May 2020.



Dr Ragupathy Veluswamy, Chief Executive Officer, G Kuppaswamy Naidu Memorial Hospital, Coimbatore addressed the students through webinar on the topic 'Healthcare Industry - Covid's Impact on Current Structure and Implications for the future' on 16th May 2020.



Mr Ayyappan Raj, Co-Founder, The Script Room, Mumbai spoke on 'Ad Agency Basics' through webinar on 29th May 2020



Mr Gurukeerthi Gurunathan, Co-Founder, CaratLane Trading Pvt Ltd (A Subsidiary of Titan Company Ltd), Chennai, addressed the students through webinar on 'Caratlane - Building India's first Omnichannel Jewellery Company' on 30th May 2020.



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 Praveen Kumar, Director, Grant Thornton India LLP, Chennai spoke on the topic 'Next Gen Internal Audit' on 13th March 2020.



Sri Seshadri Venkatesan, Lieutenant (Ex-Indian Navy), Director - Operations, NALS Outdoors India Pvt. Limited, Coimbatore spoke on the topic 'Stress Management' through webinar on 17th April 2020.



Mr Sayeekrishnan L, Head - Credit Operations, TVS Credit Services Limited, Chennai spoke through webinar on 'Impact of COVID on Financial Services Sector' on 2nd May 2020.



Mr Sudarshan Pandurang, a Design Consultant & Design Educator, Bengaluru, spoke through webinar on the topic 'A designed world' on 11th June 2020.

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



Prof Vinita Chopra, Faculty - Business Communication, DJ Academy of Design, Coimbatore spoke on 'Corporate Etiquette' on 16th March 2020.



Dr Sabari R Prasanna, Assistant Professor - SCM & Logistics, EM Normandie Business School, Le Havre Campus, France addressed the students through webinar on 'Influence of COVID-19 on Global Supply Chain' on 14th May 2020.

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 G S Kumar, Job Consultant, Bengaluru spoke to the students through webinar on 'Post - COVID Employability Skill Sets and Placement Prospects' on 18th April 2020





eConnect

E - Connect is DJAME's Interaction Initiative to instil entrepreneurial spirit among our students by providing a forum to successful entrepreneurs to share their start-up stories. Following entrepreneur interacted with our students.



Mr Prashanth Subramanian, Co - Founder & Director, Quadrasystems.net (India) Private Limited, Coimbatore conversed with the students through webinar on the topic of 'Entrepreneurial Journey' on 26th June 2020. Dr P Sangeetha of DJAME moderated the session.



DJ ACADEMY FOR MANAGERIAL EXCELLENCE
(A Stand-alone Business School)
affiliated to DJ Engineering & Technology

FACULTY DEVELOPMENT PROGRAMME ON
THE ANALYTICS EDGE
DATA VISUALISATION USING TABLEAU

Dilip Kumar R
Principal Specialty Consulting - Analytics, ML & AI
15 years of IT experience across various domains, Master of Business Intelligence and Analytics platform across various sectors like BFSI, Retail, Manufacturing, Accounting, Government, etc.

REGISTRATION FEES
Academicians - INR 250
Corporate Executives - INR 350

REGISTRATION FEES TO BE PAID THROUGH NEFT OR PAY USING
GOOGLE PAY
You can search for the vic no given below and pay it

BANK ACCOUNT DETAILS
DJ Academy for Managerial Excellence
Bank: INDIAN BANK
Branch: PUNJALAYAM
Account No: 427002499
IFSC: IDIB000P018

CONTACT DETAILS
Dr. Sangeetha, Associate Professor
sangeetha@djame.ac.in
9449000000

PROGRAMME DATES
16/06/2020
17/06/2020
11:30 AM to 12:30 PM

PROGRAMME AGENDA
Learn the fundamentals of effective data strategies to strike a perfect balance between data visualisation and analytics by leveraging modern methodologies and tool sets. Know the importance of data and the critical role it plays in day-to-day operations. Below topics will be covered during the session.

- Use case identification and relevant analytics
- Data collection, processing and visualization with relevancy and accuracy
- Overview of Tableau features and capabilities - Blending, Union, Parameters, Hierarchy, Sets, Groups
- Filtering techniques in Tableau - extract filters, data source filters, context filters, dimension filters and measure filters
- Segmentation, Cohort analysis, Functions and expressions

Faculty Development Programme

Dilip Kumar R, Principal Specialty Consulting - Analytics, ML & AI, Coimbatore, conducted a Faculty Development Programme (webinar) titled. "The Analytics Edge – Data Visualisation using Tableau" on 16th & 17th June 2020. More than thirty participants partook in this program.

CSR Activities



Uyir Club

Uyir is an initiative by the leading corporates, industrialists, service industries and philanthropists of Coimbatore to render the city a 'Zero-Accident City' and a model city for road safety. Uyir has created various strategies and devised plans for the next five years to create road safety awareness among public. In this regard, 'Uyir Club' is formed with the dynamic contributions from group of volunteers in our college to reach out to public to spread road safety through myriad of activities such as on the ground campaigns/drives to inspire the commuters to conduct themselves more responsibly on the road.





STUDENT DEVELOPMENT PROGRAMME IN SPSS – THE BEGINNERS MODULE

Dr P T Saleendran
Associate Professor, Department of Psychology, Woliata Sodo University, Ethiopia.

In his extensive career of over 26 years, Dr. Saleendran has worked as Faculty & Trainer and has offered Anxiety Management Programmes, Assertivity Training Programmes, Creativity Development Programmes, Career Development Programmes, Stress Management Programmes, Goal Setting, Personality Development programmes. He is a researches for experience with more than 25 publications in ABCD Journal ISI, presented papers in more than 10 International conferences of repute and has guided more than 8 research scholars. Dr. Saleendran is a sought after trainer in SPSS, psychology and HRD and has more than 22 MDGs to his credit. He is a member of Indian Science Congress (ISC), Indian Society for Training and Development (ISTD), Indian Academy of Applied Psychology Association (IAAP), Coimbatore Psychology Association (CPA), Coimbatore Hygienic Circle and Coimbatore Management Association.

JOIN US FOR A HANDS-ON TRAINING IN SPSS

25/06/2020
26/06/2020
11.00 AM to 12.30 PM

Programme fee will be provided by email for the participants and the registration is done. No Registration Fee. The first 100 registrars will receive the fee. E Certificates would be provided to the Participants on successful completion of the programme.

CONTACT DETAILS
Dr. P. T. Saleendran, Associate Professor
Department of Psychology, Woliata Sodo University
Woliata Sodo, Ethiopia

Students Development Programme

Student Development Program on 'SPSS - The Beginners Module' by Dr P T Saleendran, Associate Professor, Department of Psychology, Woliata Sodo University, Ethiopia was organised on 25th & 26th June 2020. This program was open to students from other B-Schools.

Prof. Sreeraman Nandhi, of DJAME conducted a Program on 'Fundamentals of Marketing Strategy' on 23rd June 2020

INDUSTRIAL VISITS



Students of DJAME visited Lakshmi Machine Works – Machine Tool Division, on 12th March 2020.

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 are regular to this program and during the period from January 2000 to June 2000 attended more than 25 sessions.



Students' Accomplishments

- DJAME students team comprising of S Shanmugha Priya, M Megha, D Asha, U Jenesh Kumar and S Venkatesh Kumar won II Prize in Adzap competition at Tycoons 2020, the Inter collegiate meet held at Rathinam College of Arts & Science on 4th Feb 2020.
- Two of I MBA students – S Shanmugha Priya and D Asha - presented their papers at a National Conference on 'Business Innovation and Sustainability - Building the organisations for the Future' at PSGR Krishnammal College for Women on 7th February, 2020.
- DJAME's Prize Tally at the Inter collegiate Meet held by Hindustan Engineering college on 8th Feb 2020
 - P Mohamad Adnan, R Rohith, J Pradeep and D Divyaprabhanjan won the I Prize in Business Quiz
 - P K Lokeshwaran and P Hariprasad won the II Prize in Business Quiz
 - S Sakthivel, P K Lokeshwaran, M Megha and S Sandhya won II Prize in Best Management Team
 - S. Venkatesh Kumar won the I Prize in Business Plan Competition
- P K Lokeshwaran and P Hariprasad won the I Prize in Business Quiz in the Inter-Collegiate Meet held at Sree Narayana Guru College on 12th February 2020.
- S Daniel Rozario and U Sakthivel won the III prize in the Quiz Competition organised by The Coimbatore Productivity Council on 13th February 2020
- S Venkatesh Kumar & U Jenesh Kumar won the II Prize and P K Lokeshwaran & Hariprasad won the III Prize in Business Quiz at the Inter-Collegiate meet held at Kongu Engineering College on 20th February 2020.
- DJAME's Prize Tally at Inter-Collegiate Meet held at NGP Engineering on 21st February 2020
 - U Jenesh Kumar & S Venkatesh Kumar won the I Prize in Connection Greeks
 - U Jenesh Kumar & S Venkatesh Kumar won the II Prize in Business Plan Competition
 - S Daniel Rozario and U Sakthivel won the III prize in the Quiz Competition organised by The Coimbatore Productivity Council on 13th February 2020.
- R Anu Sowndharya, S Shanmuga Priya of I MBA and K Praveen of II MBA took part in the the CMA Panel Discussion on the topic 'Marketing Challenges in Service Industry' along with Dr M K M Manikandan and Prof Sreeraman Nandhi, DJAME on 24th February, 2020.



- S Venkatesh Kumar of II MBA attended the training program for "Internship Abroad" at LMW Unit I from 25th February 2020 to 6th March 2020.
- DJAME's Prize tally at the Inter-Collegiate Meet held by Sri Krishna College of Technology on 27th February 2020
 - J Pradeep & R Rohith won the I prize in Business Plan Competition
 - D Dhivyaprabhanjan, S Shri Hari and R Rahul won the II Prize in Finance game
- DJAME's Prize Tally at the Inter-Collegiate Meet organised by Guruvayurappan Institute of Management on 28th February 2020
 - K M Lokesh & S Sakthivel won the I prize in Finance event.
 - P K Lokeshwaran, T Yoga Prakash & K Sridhar won the I prize in Logistics Game
 - D Divyaprabhanjan, M Megha & S Santhiya won the II Prize in HR Game.
 - DJ team won the overall Championship Trophy
- V Ranjith & K Aswin won the II Prize in Marketing event at the Inter-Collegiate Meet organised by the TIPS Global Institute on 3rd March 2020.
- DJAMEians bagged I & III Prizes in Operations and Finance Games respectively in the National level Management Meet 'Prabandhaz 2020' organised by Department of Agriculture & Rural Management of Tamilnadu Agricultural University Coimbatore during 6th & 7th March 2020.
 - S Daniel & K Sridhar won the I prize in the Operations Management Game
 - K M Lokesh & S Sakthivel won the third prize in the Finance Game.
- DJAME's Prize tally at the Inter-Collegiate Meet organised by Wisdom School of Management on 10th March 2020.
 - P K Lokeshwaran & P Hariprasad won I prize in Business Quiz
 - S Santhiya & M Megha won II prize in Business Quiz
 - S Shanmugha Priya, D Kamalini, S Santhiya, M Megha & S Venkatesh Kumar won the II prize in Best Management Team



Business Quotient 4 Answers

1. Bharat Financial Inclusion Ltd
2. Ms.Sudha Balakrishnan
3. YES Bank
4. MRF Ltd - The all-time high share price of MRF is Rs 81,426. The stock is currently trading around Rs.65,000
5. Mr.Prashant Kumar
6. Six-month marginal cost of lending rate (MCLR)
7. HDFC Bank Managing Director Aditya Puri
8. Mr. Sanjiv Bajaj
9. The Efficient Market Hypothesis(EMH) was put forth by 'Eugene Fama' in 1960.
10. Amsterdam Stock Exchange, established in 1602 by the Dutch East India Company.



Faculty Development Programs Attended

- Prof Sreeraman Nandhi attended the Workshop on 'Teaching with Simulations' at FLAME University, Pune during 8th - 10th January, 2020.
- Dr A G V Narayanan, Dr J J Savithri and Prof S Johnsi attended the NIPM programme on 'Art of Business story telling' by Mr Rajesh Pandit, Story Coach, Business Storyteller at Storywallahs, Bangalore on 10th January, 2020.
- Dr J J Savithri, Dr Deepa Venugopal, Dr M K M Manikandan and Prof Sreeraman Nandhi attended the programme on NAAC under Paramarsh Scheme held during 28th to 31st January, 2020 at Avinashilingam University.
- Dr J J Savithri and Dr P Sangeetha participated in a one day Pre-Conference Workshop on Mixed Methods Research at K J Somaiya Institute of Management Studies and Research, Mumbai on 30th January, 2020.
- Dr P Sangeetha attended the Productivity Conclave 2020 on 'Productivity - Keeping pace with Technological Changes' at Le Meridian, Coimbatore on 19th February, 2020.
- Dr M K M Manikandan attended a Faculty Development Programme on 'Demystifying Outcome based Education' at Avinashilingam University, Coimbatore on 25th and 26th February 2020.
- Dr A G V Narayanan and Prof Sreeraman Nandhi attended the programme on 'Celebrating the Trail

Blazers of Entrepreneurship' organised by Entrepreneurs Organisation Coimbatore at The Residency Towers on 6th March, 2020.

- Dr S Thiruparkadal Nambi and Dr J J Savithri attended Certification Programmes on 'Reaching Excellence : Strategic paths for developing a successful Business School', 'Accreditation and Rankings', 'Internationalisation Digitalisation and Entrepreneurship' and 'Making Research more Visible and Impactful' organised by QS I-Guage B-School Leadership Focus Series on 10th, 14th, 16th and 22nd April, 2020 respectively.
- Prof Sreeraman Nandhi, Prof S Johnsi and Prof M N Viveka attended the Fifteen Days Webinar Series conducted by ASFASMTN (Association of Self Financing Arts, Science and Management Colleges of Tamilnadu) and PWC (Principal's Welfare Cell) between 1st and 30th May, 2020.
- Dr P Sangeetha attended a webinar on 'How to Support Your Workforce in Critical Times' conducted by MIT Sloan Management Review on 27th May 2020.
- Dr Deepa Venugopal attended a webinar titled 'Post Pandemic world - How are industries in China Recovering from COVID - 19' organised by ISI Emerging Market Group on 30th June 2020.
- Faculties attended more than 20 webinars each during the period April - June 2020.

Faculty Research

- Dr J J Savithri presented a paper titled 'Effect of Emotional Intelligence on Job Attitudes among Healthcare Workers' in the Seventeenth AIMS International Conference on Management at IIM Kozhikode held during 2nd to 4th January, 2020.
- Dr J J Savithri and Dr P Sangeetha presented a paper titled 'Mediating Role of Leadership Styles on the Relationship between Employee Empowerment and TQM' in the 7th International HR Conference 2020 at K J Somaiya Institute of Management Studies and Research, Mumbai on 31st January, 2020.
- Prof S Johnsi presented a paper titled 'Demographic and Personality Clusters as predictors of Investment Decisions' at the National Conference on Metamorphosis of Modern Management and Research (3MR-2020) at Bannari Amman Institute of Technology, Sathayamangalam, on 6th March, 2020.
- Prof S Johnsi presented a paper titled 'Logistic regression of demographic factors and personality traits as predictors of Investment Decisions' at the National Conference on 'Business Innovation and Sustainability - Building the organisations for the Future' at PSGR Krishnammal College for Women on 7th February 2020.
- Dr Thiruparkadal Nambi, Dr Deepa Venugopal and Prof S Johnsi presented a paper titled 'Efficacy of predicting Major Global stock market Indices using Artificial Neural Net' at the National Conference on Metamorphosis of Modern Management and Research (3MR-2020) at Bannari Amman Institute of Technology, Sathayamangalam, on 6th March, 2020.



Faculty Outreach

- Dr J J Savithri attended the Senate meeting held at Bharathiar University on 10th January, 2020.
- Dr A G V Narayanan, Director chaired the Higher Education Conclave at PKR Arts College for Women, Gobichettipalayam on 22nd January, 2020.
- Dr A G V Narayanan attended the Governing Council Meeting at AJK College of Arts and Science on 7th March, 2020.
- Prof Sreeraman Nandhi spoke on the topic of 'Social Distancing is not sufficient to stop the spread of COVID-19' on NBTv - Live Program in a Local TV Channel in Nilgiris on 15th April, 2020.
- Prof Sreeraman Nandhi addressed on the topic 'Technological aspects related to Securing Healthcare Information & Data from Threats & Vulnerabilities' in the webinar organised by The TIPS GLOBAL Institute on 29th April, 2020.
- Dr A G V Narayanan addressed on the topic 'Traits of a Good Teacher' in the Webinar Series organised by ASFASMTN and PWC on 23rd May, 2020.
- Dr J J Savithri conducted a motivational session on 'Adversity Quotient' for the students of PSG College of Arts and Science, Coimbatore on 27th May, 2020.
- Dr A G V Narayanan addressed on the topic 'History of Indian Advertising' in the webinar organised by Viswajyothi College of Engineering & Technology on 28th May, 2020.
- Dr A G V Narayanan delivered on the topic 'Creating Customer Advocates' in the webinar organised by Christ University, NCR Delhi on 29th May, 2020.
- Dr A G V Narayanan delivered on the topic 'Innovation in breaking Marketing Clutter' in the webinar organised by Srinivasan College of Arts & Science, Perambalur on 31st May, 2020.
- Dr J J Savithri moderated the Web Based Panel Discussion on the topic 'HR Reboot- Functional, Economic and Psychological Perspectives' organised by NIPM and DJ Academy for Managerial Excellence on 5th June, 2020.
- Prof S Johnsi delivered on the topic 'New Structural Reforms' in the webinar series New Economic Packages : a road to Self-Reliant India organised by PG and Research Department of Commerce, PKR Arts College for Women on 13th June, 2020.
- Prof Sreeraman Nandhi addressed on the topic 'Building Rapport & Credibility - Unleash the secret to Business Story Telling' at CMA Monday Musings Webinar Series on 15th June, 2020.
- Dr P Sangeetha moderated the E - Connect programme with Mr Prashanth Subramanian, Co-Founder & Director, Quadrasystems.net (India) Pvt. Ltd on 26th June, 2020.
- Prof Sreeraman Nandhi delivered on the topic 'Out of the Box Marketing Ideas' in the webinar organised by Bharathidasan College of Arts & Science on 29th June, 2020.

Placements 2020

DJAME has been so consistent in offering enviable placements to the students year after year. An outlook on Placements 2020 has been given below.



48 / Total number of offers

8 / Number of students with **one** offer

10 / Number of students with **two** offers

6 / Number of students with **three** offers

7 / Lac per annum Highest Package

3.71 / Lac per annum Average Package

Reflections...



"Wonderful experience with very interactive students"

Sri V Senthil Kumar,
Managing Director, Propel Industries Pvt. Limited, Coimbatore



"It was a great opportunity to interact with the D J Academy MBA students. I wish the Institution all the best in the future for its growth"

Sri Ashwin Chandran,
Chairman & Managing Director, Precot Meridian Limited, Coimbatore



"I am delighted to visit the Academy. Great ambitions and very sensible plans in the making for the future; and with the quality of talent at the Academy and the support of the promoters, I have every confidence DJAME will find its place amongst the great Management Institutions of the world!"

Dr Mukund Rajan,
Former Chief Ethics Officer & Brand Custodian, Tata Group, Mumbai



"Inspiring day. Very engaging conversations today. Big bold plans. Time to execute the programme & realize own goals. Best wishes..."

Sri K Ramesh,
General Manager, Hindustan Unilever, Bangalore



"Great to be here amidst enthusiastic students. Amazed by the campus and sincere faculty. Wishing the students all the best!"

Sri L R Shivakumar,
Sr. Vice President - Merchandising, Walmart India, Gurgaon.



"Excellent interaction, looking forward to be back to meet the students"

Sri R Siddharthan,
MD Financial Services Asean Accenture Consulting, Chennai



"Enjoyed the discussions which was lively & intensive. Good to know the great work done & the vision. Pray that you do it better. My best wishes...."

Prof. Suresh Paul Antony,
Indian Institute of Management, Trichy



"Very happy to be here. I am taken in by the sincerity for the cause of education. I would be delighted to play a small part of your growth story."

Sri K Ramakrishnan,
Country Head, Kantar World Panel, South Asia





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