

Best Practices I

1. Title of the Practice

Connect Programs

2. Objectives of the Practice

To establish a symbiotic relationship with the industry, the institute organises 4 types of Connect Programs such as Corporate Connect, Academic Connect, CXO Connect and Alumni Connect. CEO's, CFO's, CHRO's, Middle and Senior Managers of top Indian and Multinational Companies, renowned Academicians and distinguished Alumni are invited on campus to interact and deliberate with students.

The Connect Programs are offered with the following objectives;

- To transform MBA students into competent professionals.
- To provide a platform for the students to interact with and showcase their abilities to the industry professionals
- To create learning atmosphere that nurtures individual intellectual development.

3. The Context

The changing dynamics of the business environment has necessitated the industry and academia to develop close links to create synergy. The interface between these two has led to increasing mutual dependence to ensure their better survival in their domains.

DJ Academy for Managerial Excellence has been making conscious efforts in building and strengthening the industry academia interface. Despite the efforts academic requirements and industry expectations do not amalgamate well.

4. The Practice

Management institutions and industry are rapidly inching closer to each other to create synergies. One best way DJAME believes in bridging the gap is through the Connect Programs organised at D J Academy for Managerial Excellence. It is a distinctive initiative taken by the institute to educate students and keep them abreast of the industry happenings, by creating a unique opportunity for them to interact with eminent industrialists, renowned academicians, distinguished alumni and influential entrepreneurs. These programs help in creating a pool of qualified potential employees that are ready to hit the ground running when they are hired. These programs align with the mission and vision of the institute aiming at creating value for

society by grooming a body of professionals who will guide business practices along the lines of professionalism, innovation and social responsibility.

Some of the Connect Programs organised for 2018-2019 include:

1. Sri Sanjay Jayavarthanavelu, Chairman & MD - Lakshmi Machine Works Ltd, Coimbatore interacted with I and II MBA students on 28.08.18 at LMW Unit – I.
2. Mr.V.Senthil Kumar, MD Propel Industries Pvt Ltd, Coimbatore addressed I & II MBA students on “My Entrepreneurial Journey” on 28.09.18.
3. Sri. Biju Velayudhan, Director - Operations, GKNM Hospital, Coimbatore addressed I & II MBA students on “Role of IT in healthcare industry” on 29.08.18.
4. Capt K.Senthilkumar - CE, GKD Trust addressed I & II MBA students on “Satyam-Tech Mahindra Merger - why is it a win - win for all ?” on 08.09.18.
5. Dr.Arunaagiri Mudaliar, Chairman & Chief Mentor E-cube India (P) Ltd, Mumbai addressed I & II MBA students on 'Being Winners in the Game of Life' on 19.09.18.
6. Mr R Dilip Kumar, Sr. Manager - IT, Lakshmi Machine Works Limited, Coimbatore addressed I & II MBA students on “MIS in action at LMW” on 22.09.18.
7. Sri Ashwin Chandran, Chairman and Managing Director, Precot Meridian, Coimbatore addressed I & II MBA students on 24.10.18.
8. Dr.N.Raveendran, CIO, Sakthi Finance Ltd & ABT Industries Ltd, Coimbatore addressed the I MBA & II MBA students on the topic “Enterprise Resource Planning” on 24.12.18.
9. A panel discussion on Indian Economy on 8th January, 2019 was organized. Esteemed Panelists included Sri C.B.Chandrashekar, CFO, Lakshmi Machine Works Ltd, Sri K Ravi, Sr. Vice President - Finance, Roots Group of Companies and Dr.S.A. Gopalakrishnan, Director - Finance, Pricol Corporate Services. The session was moderated by Dr.Deepa Venugopal, Associate Professor, DJAME.
10. Dr.Mukund Rajan, Former Chief Ethics Officer and Brand Custodian, Tata Group, Mumbai interacted with D J and other B-School students on 25.01.2019.
11. Sri.Sushantha Pattnaik, Chief Executive Officer, Lakshmi Ring Travellers (Coimbatore) Ltd, addressed the I MBA & II MBA students on the topic “Strategic Thinking” on 01.03.2019.
12. Sri.M.V.Vasudevan- Former Senior Vice President and Head- HR, Parryware Roca Bathroom Products Pvt. Ltd addressed I and II MBA students on “HR is what HR does” on 22.01.2019.
13. Sri.C.Palani - Group Head HR - Lakshmi Electrical Control Systems Limited addressed I and II MBA students on “Industrial Relations - Then and Now” on 09.02.2019.
14. Sri.C.R.Shiv Kumaran, - Company Secretary, Lakshmi Machine Works Ltd addressed I and II MBA students on “Corporate Law Compliances” on 14.02.2019.

15. Sri.M.Rasappan - DGM - HRD, Lakshmi Machine Works Ltd addressed I and II MBA students on “Best Practices & Trends in Supply Chain Management” on 20.02.2019.
16. Sri.R.Mahalingam, Airport Director, Airport Authority of India, Coimbatore addressed I and II MBA students on “Airport- an Enabler” on 23.02.2019.
17. Mr.Gilbert Davis - Co - founder & Chief Architect, Pinnacle Seven Technologies addressed I and II MBA students on “Big Data and Business Solutions” on 09.03.2019.
18. Mr.L.R.Shivakumar - Senior Vice President – Merchandising, Wal-Mart India addressed I and II MBA students on “Omni Channel Retailing” on 29.03.2019.

5. Evidence of Success

Connect programmes has helped students to understand the expectations of the industry. The success of this practice can be best judged qualitatively than quantitative. We find renewed interest among students to delve deeper into management thought & practices. There is an increase in enthusiasm and confidence among students. These connect programmes has helped students to figure out the relevance of grooming better and communicating confidently. They have also developed this great quality of asking pertinent questions to the industry experts.

6. Problems Encountered and Resources Required

The challenges or issues in designing and implementing the Connect programs are:

- Obtaining buy-in and support from industry to collaborate
- Differences between industry and academia in terms of objectives, and perceptions of what is useful
- Access to industry professionals interested in sharing their knowledge
- Insufficient Time schedule
- Less flexibility in academic structure
- Less scope for analysing the impact of these programs
- An apprehension that if student are involved in these kind of programs, it might bring down the academic rigour.

Best Practices II

1. Title of the Practice **Industry Internship Abroad**

2. Objectives of the Practice

Internship is a proven way to build knowledge and skills before entering into the real professional world. At DJ Academy we believe that “**LEARNING BY DOING**” is one of the most fruitful methods to learn. Industry Internship abroad is a **fully sponsored one week internship to LMW Textile Machinery (Suzhou) Company Limited, China.**

The objectives of Industry Internship abroad is as follows

- To provide diverse work culture experience
- Gaining competitiveness that leads to a successful career.
- To provide opportunity ,growth and progression in career
- To improve knowledge , exposure and help build international network

3. The Context

In the competitive state of today’s job market, having global work experience under your belt is one of the best things a student can have for a prospective career. During Internship abroad a student will be challenged to adapt both personally and professionally and the payoff is colossal. Interning abroad improves intercultural communication and exposes to multicultural environment. IT helps students to leave the comfort zone which will help to discover new boundaries.

4. The Practice

An internship abroad in a student CV boosts the profile and provides better job opportunities. At DJ Academy for managerial Excellence, promoted by LMW group we firmly believe that students who pursue MBA at the institute should be provided with this unique opportunity of embracing better work culture & practices that are followed in other parts of the world.

Lakshmi Machine Works Limited (LMW), a leading Textile Machinery Manufacturer in India and one among the three in the world to produce the entire range of Spinning Machinery offers the institute a unique advantage of access to industrial expertise, experiential learning from practicing managers and value added programs and activities that enhance employability. With various factories operating at different parts of the world, they are the best in class to provide an intern programme. From 2018-2019 onwards one student from the II MBA would be provided one week free internship at LMW China Plant.

There is a strict Evaluation criterion to select the best and the most worthy candidate for this programme.

The evaluation criterion is as follows

- The Semester Performance score.
- Overall Attendance score
- Internal and External co – curricular activity Score
- Class participation Score
- Semester Project Score
- „Business presentation“ score
- „Business Quiz“ score.

Toppers from this entire criterion would undergo group discussion and grueling rounds of interview to choose the most worthy candidate for the internship.

- The selected candidate will undergo an internship for 10 days at LMW Unit – I at Periyanaickenpalayam, Coimbatore before heading to the China plant.
- After the internship student will have to prepare a brief project report and present it to panel consisting of CMD of LMW & functional heads.

Mr.P.Prasannaraja of II MBA has successfully completed his fully sponsored one week Internship Programme at LMW Textile Machinery (Suzhou) Company Limited, China from 11.03.2019 to 16.03.2019.

5. Evidence of Success

This programme is a morale booster and competition enhancer for students. A qualitative measurement is more befitting than quantitative. Such programmes improves the spirit of competition, improves the participation mentality among students. This programme has made students to exhibit their talents in the most impactful way.

6. Problems Encountered and Resources Required

- The major challenge encountered is to find the right & worthy candidate for the programme.
- Finding the right time schedule to send the student abroad is also challenging.