



MDI
MURSHIDABAD

Management
Development
Institute



School For Thought Leaders And Change Masters

Information Brochure 2020

MDI | **Management Development Institute**
MURSHIDABAD
An IFCI Initiative



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Message from the Director



It is with immense pleasure that I welcome prospective students to the MDI Murshidabad family on behalf of the entire campus community.

The MDI society had established its second campus in Murshidabad, West Bengal in 2014 with the vision of imparting quality management education to students and nurturing them to become thought leaders of tomorrow. Four years after the laying of the foundation stone in October 2010, the then President of India, Hon'ble Shri Pranab Mukherjee, inaugurated the college infrastructure in August 2014. The occasion also saw the commencement of MDI's flagship academic program, the Post Graduate Program in Management (PGPM), which is recognized by the All India Council for Technical Education (AICTE), New Delhi.

Since its inception, MDI Murshidabad has been committed to achieving academic excellence through its sustained focus on inculcating and harnessing the innovative potential in its students, enabling them to become quality managers as well as global leaders. The campus has achieved success not only in terms of its state-of-the-art infrastructure and expert faculty but also in terms of covering several milestones in cognate domains. These include organizing MDPs, industrial visits, business symposia, corporate events, etc. Needless to say, our students and faculty members have played pivotal roles in seeing each occasion through its satisfactory conclusion.

MDI Murshidabad has made significant all-round progress in the past year, granting the academic year 2018-19 a special place in our memories. To begin with, MDI Murshidabad received A* (A star) grading at National Level and A*** (A triple star) grading at State Level from the premier rating agency CRISIL. Further, we were recognized by the NHRDN-Shine.com B-School ranking survey as the best emerging B-School in the country. And, last but not least, we also had the privilege of being instituted as one of the members of the prestigious Association of Management Development Institutions in South Asia (AMDISA) for a period of five years, effective from April 2019 to March 2024.

Some of the academic progress achieved by MDI Murshidabad last year also merit recounting. With the aim of enhancing their knowledge and experience, students of MDI Murshidabad participated in, and completed, many live projects on various industries located in the West Bengal region. Around 25 corporate-level talks by distinguished corporate leaders were organized to create an ecosystem for academia-industry collaboration and blended learning. The Annual Management and Cultural Fest of MDI Murshidabad, Campxotica'19 was held from January 31 to February 3, 2019. MDI Murshidabad organized the First National Alumni Meet (NAM 18) on November 18, 2018, at the MDI Gurgaon campus. The 5th Edition of Vicarana, the flagship Annual Corporate Talk of MDI Murshidabad was held on November 24.

2018 also became the year when MDI Murshidabad set up state-of-the-art Bloomberg Finance Lab powered by 4 Bloomberg Terminals in the month of December. The vision of the Finance Lab is to enhance the vision of developing thought leaders and change masters by incorporating next-generation tools into institutional learning processes. This year, the Institute is planning to establish a Marketing simulation lab to boost the learning and practical strategic applications related to B2B and B2C markets.

Underscoring its commitment to promoting the culture of success, learning, and growth in all spheres, the Institute has constituted three Centers of Excellence (COE) such as Centre for Agri business & Food Processing, Centre for Artificial Intelligence, and Centre for Entrepreneurship & Start-ups.

MDI Murshidabad has hosted several events organized by student-driven clubs and committees. Notable among these are Vicarana and Budget Xpress, both annual events. Others are Brandify, FinQuest, SigMa, TRiVia, tHRust and HrUdbhav. Organized by the subject-specific clubs, these, along with quizzes, case studies and other management competitions, are among a variety of regular events that are hosted on the campus. Our students have also shown their talent by participating and winning accolades in competitions held at other renowned B-schools in the country.

The Institute has always endeavoured to strengthen its core faculty. Presently, we have a good mix of young, dynamic and experienced Faculty Members, who double up as institution builders and student mentors. The MDI community also focuses on promoting the growth of a knowledge-sharing culture among institutions. As such, the teaching faculty from MDI Gurgaon (MDIG) holds classes at Murshidabad. At the same time, our students also get to interact with specialized faculty from other top institutions in the region including IIM Calcutta, ISI Calcutta, IITs, Jadavpur University, Calcutta University, IIFT, etc. Distinguished personalities across India in the field of academics, industry, business, government, culture and international relations, pay frequent visits to MDIM to engage with students and enrich their learning.

MDI Murshidabad hasn't let its relatively recent beginnings stop it from providing its students with best-in-class placement opportunities. In fact, last year we ensured that our students received summer internship and final employment offers from prominent organizations from across India. These include ICICI Bank, HDFC Bank, IDFC First Bank, Federal Bank, ICICI Securities, Arohan, TIL, SKF, Total, Berger Paints, OYO, Coffee Day Beverages, EazyDiner, MarketsandMarkets, Donaldson, Vinod Kothari Consultants, SBI Life, SVG Media, Ken Research, Ipsos, VLCC, Linde, Furnace Fabrica, Bellwether Advisors, Tautus, Chola, Ameriprise Financial, TATA Class Edge. Other eminent names are Infor, Magicpin, Home Credit, Tara Safe, Force Motor, Mavenmagnet, American Express, Bajaj Capital, IDFC, Karvy Fintech, RBI, SREI, Urban Clap, Stallion Barware, DS Group, Britannia, ITC, KPMG, Black Turtle, Ichelon Consulting, Kantar Imrb, GMI Research, Peepal Consulting, Tata Motors, Maruti Suzuki, Tega Industries, Balmer Lawrie, Donear, Zomato, Adventure Sindbad, Happ Coach, Oyster Connect, and Business World, among others.

We are of the firm belief that knowledge shapes character – and character is the essence of your identity. Hence, MDI Murshidabad aspires to be the crucible wherein your identity is metamorphosed through an exclusive process of comprehensive education, layered between character-building co-curricular activities that go beyond academics. While talent is appreciable, tenacity and fortitude are two decisive qualities that enable a student to grow. Challenging as it is, MDI Murshidabad's rigorous routine is designed to ensure that resolute students come out of the fray learned, worthy, and possessing domain-defining capabilities. As such, all I ask you to do is rise above the challenge!

Our mission is to create an ethical and knowledge-centric culture by leveraging our focus on value-based education, industry-centric research, value-added consulting, and global best practices. In the end, we aim to help students become not only excellent professionals but also excellent human beings.

MDIM envisions being an excellent global business school known for its academic ambition along with its compelling influence in driving both the business domain and the society towards a responsible, kinder, and happier future.

Wish you the very best,

Prof. (Dr.) Atmanand

Director, MDI Murshidabad

About MDI Murshidabad

Management Development Institute (MDI) was set up as an autonomous body in 1973 in collaboration with KFW, West Germany, and with the active support of the Industrial Finance Corporation of India (IFCI). With an intention to impart management education, nurture local talent, and groom them to become global leaders, Management Development Institute (MDI), launched its Murshidabad campus in 2014. The foundation stone was laid on 31 October, 2010 at Jangipur, Murshidabad, West Bengal by the then Honorable Union Minister of Finance, Govt. of India, Shri Pranab Mukherjee.

MDI Murshidabad (MDIM) is a young business school which aims to create a positive impact on people, companies and society. In a short period of time through the in-house and open Management Development Programmes on various themes conducted by faculty, MDIM has been able to build its image of quality.

In 2014, MDIM launched its Post Graduate Programme in Management (PGPM). It was commemorated in the presence of the then Hon'ble President of India Shri Pranab Mukherjee, by an inspiring address by him to our first batch of PGPM students on the 24th of August, 2014. This was followed by a deliberation made by Shri Arun Jaitley, Hon'ble Minister of Finance, Defence & Corporate Affairs, Govt. of India. PGPM offered by MDIM is recognized and accredited by the All India Council for Technical Education (AICTE), New Delhi.

MDI renews its commitment towards imparting quality management education. The Murshidabad campus is a part of MDI's vision to nurture and promote talent and enterprise. MDIM would seek to align local aspirations with available state-of-the-art facilities.

The campus of MDIM is located in the northern part of the State of West Bengal, India. MDIM prides itself in not only providing Management Education but also developing ethical corporate citizens for tomorrow's India.



VISION

MDIM is a school for:

- Thought Leaders and change Masters
- Academic Excellence and Continuous Innovation

MISSION

Our Mission is to create, both at individual and organizational levels, cutting edge management capability through:

- Value based Education
- Action-centric Research
- Value adding Consulting
- Best-Global Practices

Board of Governors

Dr. Emandi Sankara Rao

Chairman, Board of Governors, MDI
MD & CEO, IFCI Ltd
IFCI tower, 61 Nehru Place,
New Delhi-110019

Mr. Rajnish Kumar

Chairman
State Bank of India, State Bank Bhavan,
Madam Cama Road, Mumbai-400 021

Dr. Madnesh Kumar Mishra

Joint Secretary,
Department of Financial Services,
3rd Floor, Jeevan Deep Building,
Parliament Street, New Delhi – 110001

Ms. Preetha Reddy

Vice Chairperson
Apollo Hospitals Enterprise Limited (AHEL)
Group Corporate Office, Sunny Side, East
Block, 3rd Floor, 8/17, Shafiee Mohammad
Road, Chennai-600 006

Mr. T V Mohandas Pai

Chairman
Manipal Global Education Services Pvt. Ltd.
15th Floor, J W Marriott, 24/1, Vittal Mallya
Road, Bangalore – 560 001

Mr. Ritesh Agarwal

Founder & CEO of OYO Hotels & Homes
12th floor, OYO Hotels and Homes,
Spaze Pallazzo, Gurgaon

Dr. Deepak Kapoor

K-42, South Extension Part 2
New Delhi – 110 049

Dr. Ravindra H Dholkia

A1-302, The Meadows, Adani Shantigram
Township, Near Vaishnodevi Circle, S. G.
Highway, Ahmedabad – 382421

Dr. Pawan Singh

D-85, First Floor, Panchsheel Enclave, New
Delhi-110017

Prof. Kamaiah Bandi

Emeritus Professor,
School of Economics, University of
Hyderabad, Hyderabad-500046,
Telangana State

Prof. S S Marwaha

Chairman
Punjab Pollution Control Board, Vatavaran
Bhawan, Nabha Road, Patiala – 147001

Prof. (Dr.) Atmanand

Director, MDI M and Director
(Additional charge), MDI G
Management Development Institute
Murshidabad, Kulori, PO – Uttar Ramna,
PS – Raghunathganj, Murshidabad-742235

Shri Subodh Kumar Goel

Villa No.77, Kelisto Town Homes, Jaypee
Wish Town, Sector – 128, Noida – 201303

Representative of Regulatory Body Maj Gen (Retd.) D N Khurana, AVSM

288 Vasant Enclave, Vasant Vihar,
New Delhi 110057

Milestones @ MDI

1973

Was initiated with an objective of imparting training programs, set up Training, Consulting & Research activities with the active support of IFCL.

2014

On 24th August 2014, MDIM Campus was inaugurated by the Hon'ble President of India Shri Pranab Mukherjee in order to launch Post Graduate Program in Management. Classes for the 1st batch (2014-16) of PGPM comprises of 19 students representing different parts of India.

1994

MDIG launched National Management Programme, a full time residential programme sponsored by Department of Personnel & Training, Ministry of HRD, Govt. of India.

2016

On 24th August 2016, the convocation for the first batch was held where the chief guest was the then Hon'ble President of India, Shri PranabMukherjee.

1998

Full-time Residential Post-Graduate Programme in Management (PGPM) was commenced at MDIGCampus.

2018

*Introduced 3 Centre of Excellence Centre for agri business & food processing Centre for entrepreneurship and start-ups Centre for artificial intelligence & machine learning
CRISIL has certified A (A star) grading to MDI Murshidabad at National Level and A*** (A triple star) grading at State Level

2011-
2013

MDIM started operating from its Kolkata Office & conducted MDPs covering different spectrum of Organisations like RBI, NABARD, SBI, LIC, SAIL, Coal India, IOCL, Berger Paints, L&T Construction etc.,

2019

*NHRDN-Shine.com B-School ranking survey confers MDI Murshidabad as Emerging B-School in the country,
*Convocation of 3rd and 4th batch at MDI G
*AMDISA Membership



Campus Infrastructure

Spread across 10 acres, the campus is one of the most modern in the country, aimed at nurturing future professionals with a global outlook. The Murshidabad campus is equipped with state of the art technologically robust infrastructure, which includes resource centres and sports facilities. The spacious and scientifically designed Student's hostel has capacity to accommodate nearly 400 students.

Library

MDIM's Library is automated with a collection of around 12000 books predominantly related to management and related disciplines. The Library holds a rich collection of printed as well as electronic resources,

which include books, ebooks, journals, databases, audiovisual materials, e-journals, etc. The Library with its modern collection of knowledge resources and innovative information services pays an essential role for the academic community in their intellectual pursuits. MDIM's Library is state-of-the-art with cutting age technological applications. With RFID Technology and KOHA software. The entire Library collection, including the online databases, is made available real time through the Institute's network. Users can access the online catalogue and discover availability of library resources from their user interface. The Library offers a range of information services set to the highest professional standards.



E-resources

Online Journals	Database	Cases
<ol style="list-style-type: none">1. National Digital Library (NDL) of India2. EBSCO (Business Sources Complete)3. EMERALD (Accounting, Finance, Economics, HR, Organization studies, Marketing, Operations, Logistics, Quality)4. Sage Collection	<ol style="list-style-type: none">1. Bloomberg Database.2. CMIE Prowess IQ3. CMIE Industry Outlook4. Market line5. Economic and Political Weekly	<ol style="list-style-type: none">1. HBR2. IVEY3. Emerald4. IIM-A

Video Conferencing

MDIM has an internet based Video Conferencing Facility setup. This facility is used for placement interviews, virtual student seminars and classes of various subjects etc.



Bloomberg Finance Lab

The Finance Lab aims to support advanced applied research in financial markets and equip finance students and managers with the mathematical and conceptual theories and best practices in financial markets that go into the creation and management of innovative financial products.



Marketing Lab

This year Institute is planning to establish a Marketing simulation lab to boost the learning and practical strategic applications related to B2B and B2C markets.

Computer Centre

MDIM has one Computer Lab equipped with the 142 numbers of state of the art computing facilities along with LCD projector, language lab, SPSS, Turnitin etc. educational software are installed in the lab.



Campus Wi-Fi

To provide flexibility and convenient access to network facilities, Wi-Fi equipments have been installed across the campus.

Convenience Store

To make available daily needs the Campus holds a convenience store inside.

Digital Signage: Digital Signage's are installed at various locations of the campus, which displays the information about MDIM activities i.e. latest information about MDIM events, corporate movie of MDIM etc.

Students Hostels

- Rooms with attached balconies
- TV & Wi-Fi Facility
- Washing and press facility
- Housekeeping services
- Sick room
- Foreign students wing

Campus Amenities

- ATM
- Gymnasium
- Amphitheater style air-conditioned classrooms
- Ample avenues for Sports facilities
- Medical facilities
- Ambulance Service
- Swimming pool
- Cafeteria

Core Faculty



CHANDA Debasis
Professor, Operations Management
 Dean (Academic)
 Ph.D (Engineering) - Department of Computer Science & Engineering Jadavpur University, PGDBM (IIM Calcutta), BE (Electrical) Jadavpur University
Areas of Interest: Business-Technology (Enterprise Architecture) Consulting, SOA Consulting, Strategy Consulting for Enterprise Transformation



GIRI Sunil
Associate Professor, Operations Management
 Chairperson PGPM
 B. Tech, MBA, Ph.D
Areas of Interest: Operations Management, Operations Strategy, Supply Chain Management & Suppliers Management



BHATTACHARYA Subhajt
Associate Professor, Marketing Management
 Chairperson-Corporate Communications, PR Media, Information Brochure & Misc. Brochures Committee
 MBA, Ph.D
Areas of Interest: Services Marketing, Sales & Distribution, Brand Management and Consumer Behaviour Macroeconomics



ABICHANDANI Yogita
Associate Professor, Human Resource Management
 Chairperson-Research & Publication Committee and International Relations M.Ed Human Resource & Organization Development (University of Georgia), Ph.D (University of Georgia)
Areas of Interest: Women Leadership, Critical HRD, and Feminist HRD



GAAN Niharika
Assistant Professor, HR/OB
 Chairperson- MDP, Students Disciplinary Committee
 Ph.D (Nirma University of Science and Technology), PM&IR (Utkal University)
Areas of Interest: Learning and Development, Performance Management, Cross Culture and IHRM, Organization Behaviour, Human Resource Management, HR Analytics, Talent Management and Competency Mapping



PAUL Pinku
Assistant Professor, Accounting & Finance
 Chairperson-Admissions
 MBA, MCom, Ph.D (Utkal University)
Areas of Interest: Financial Accounting, Management Accounting, Corporate Finance, Investment Management and Project Appraisal



MITRA Paroma
Assistant Professor, Economics
 Chairperson – Library Committee, Coordinator-Placement
 B.Sc. (ECO), MBA, Ph.D (NIT Durgapur)
Areas of Interest: Managerial Economics, Economic Environment & Policy, Econometrics, Economics in Emerging Market and Strategic Management



SENGUPTA Amrita
Assistant Professor, Quantitative Technique
 Chairperson-Student Affairs and Counselling Committee
 MA Economics (Jadavpur University)
 Ph.D (IIT Kharagpur)
Areas of Interest: Microeconomics, Statistics, Environmental Economics, International Trade, Sustainable Development and Quantitative Techniques



MOHANTI Debaditya
Assistant Professor, Finance
 Chairperson – Placement Committee
 MBA (VNSGU), Ph.D (Sardar Patel University)
Areas of Interest: Portfolio Management, Financial Modeling, Financial Derivatives & Risk Management, Financial Markets & Institutions



BANERJEE Souvik
Assistant Professor, Finance
 MBA, Ph.D (VIT University)
Areas of Interest: Security Market, Corporate finance, Merchant Banking, Financial Markets

Visiting Faculty

Dr. K Rangarajan

Ph.D, M.com
Professor, Strategic Management
Centre Head IIFT, Kolkata campus and
Head-Centre for MSME Studies IIFT,
Kolkata

Dr. Bibek Roy Choudhuri

Ph.D (Economics), JNU
Associate Professor, Economics, IIFT-Kolkata

Prof. Alope Kumar Sen

LLB, MBA, Ph.D (University of Burdwan)
Former Professor & Director, School of
Management Science Bengal Engineering
and Science University, Shibpur (Currently
IEST)

Mr. Subrata Kumar Ray

LLM, Fellow Member of ICSI,
Former Company Secretary MSTC Ltd.

Dr. Vidhu Gaur

Ph.D English Literature (University of
Kota, Rajasthan)
Assistant Professor, Business
Communication, MDI Gurgaon

Dr. Manoj Anand

Ph.D (UBS, Panjab University), M Com
in Finance & Accounting
Professor, Finance, MDI Gurgaon

Mr. Sahil Nayar

Masters in Human Resource
Management (University of Mumbai)
MMS in Human Resources (University
of Mumbai)
Associate Director Human Resources
@ KPMG Human Resources

Dr. Suvarna Sen

PhD in Applied Psychology (University
of Calcutta)
Former Dean - Academics-Jyotirmoy
School of Business
Guest Faculty, ICAI, IIFT, Jadavpur
University etc. Managing Partner at
Knowledge Crop

Prof. Amitava Ghose

M.A in Economics (Calcutta University)
Adjunct Professor of Economics, The
Heritage College

Dr. Parul V Gupta

Ph.D (Faculty of Law - Jamia Milia
Islamia, New Delhi)
Assistant Professor, Public Policy &
Governance, MDI Gurgaon

Dr. Vinay Ramani

Ph.D. and M.A. in Economics
(University at Buffalo)
Associate Professor, IIM
Visakhapatnam

Dr. K. R. R. Gandhi

Ph.D Mathematics (CMJ University),
M.Phil Mathematics (Periyar
University)
Member A.P State Planning Board,
Government of Andhra Pradesh
Adjunct Professor, MDI Murshidabad

Dr. Shiv S Tripathi

Ph.D (V G SoM, IIT Kharagpur)
Assistant Professor, Strategic
Management, MDI Gurgaon

Dr. Madhulika Sagaram

Ph.D in Molecular and Environmental
Plant Science, Master's (Texas A & M
University, College Station, Texas)
Founder at Ajahn - Redesigning
Learning, Hyderabad

CENTRE FOR AGRIBUSINESS & FOOD PROCESSING

VISION

Making Agribusiness sustainable by breakthrough contribution with motive of economic development of the country where as no agro produce is wasted and no one starves of food.

OBJECTIVES

- To conduct action oriented research in agribusiness area.
- Focus on preparing plans and policies to help the government.
- Dissemination of business knowledge to agricultural sector.
- To impart education and training to individuals for developing managerial skills in the area of agri-business.
- To offer training courses for policy makers, executives and those in charge of various agribusiness plans.
- To run agribusiness incubation center

CENTRE FOR ENTREPRENEURSHIP AND STARTUPS

VISION

Creating a strong foundation of academic learning in the field of entrepreneurship not only to acquaint students with concepts but also with the application of the same. Inculcating a culture of innovation and an entrepreneurial spirit on the campus, through various activities and campaigns. Serving as a catalyst for entrepreneurship by supporting and incubating entrepreneurial ideas

OBJECTIVES

- To train the youth to use their skills to turn opportunities into reality
- To increase the awareness of entrepreneurship as a career option.
- To provide inputs for entrepreneurship awareness, business creation and small business development.
- To promote entrepreneurship and educate start-ups in different business related aspects.
- To train the youth to develop entrepreneurial skills to take up self-employment.

CENTRE FOR ARTIFICIAL INTELLIGENCE & MACHINE LEARNING

VISION

Leveraging the latest tools, nurturing collaborative culture and disseminating customer oriented innovations to relevant areas of business.

OBJECTIVES

- Establish an AI-ML CoE to provide cutting edge AIML based business solutions to Industry
- To carry out research on state of the art AI ML based business-technology orientation
- Create differentiation for MDIM
- Position MDIM as the go-to Institute for Industry and Academia
- File for Patents

Objectives

MDIM's PGPM is a 2-year fulltime residential programme designed to nurture students and help them build and enhance their managerial competence. The meticulously structured programme will enable students to:

- Understand the social, economic, political, technological and ecological environment to make them environmentally and socially responsible ethical managers through hands-on-learning experiences
- Become effective leaders, who can achieve results beyond expectations and transform organizations
- Emphasis on lateral thinking so that they evolve with innovative ideas, alternative solutions, and set benchmark for others through enabled entrepreneurial skills
- Imbibe values of discipline, integrity, justice and fairness so that they promote and maintain high ethical standards in management
- Develop a global mindset so that future managers can meet the challenges of international competition

Curriculum Design

The PGPM curriculum has been designed to enrich student's skills and abilities in order to enable them in applying management theories and concepts in live problems existing in business and industry. The programme enables students to identify and diagnose complex problems in management through hands on learning experiences. It includes gamut of pedagogy: lectures, case studies, seminars, assignments, live projects, group discussions, business games, outbound based experiential learning activities, educational excursions, role plays, simulation exercises, structured and unstructured group work, and field visits. Consistent with state-of-art technology, the programme integrates the use of computers (IT) in the learning process. The students undertake several field based projects(live projects) so that they can get better insights into real life situation. These all will inevitably assist students to achieve high standards of excellence.

Programme Structure

Core Courses

The PGPM course curriculum is spread across six terms with the bulk covered in the first three terms. These

core courses will enhance the ability to communicate, analyze situations and make decisions by adopting quantitative and qualitative techniques. It even helps them to develop a holistic view of the different functional areas and the business environment. During this period, it is mandatory to opt for courses in general management and major functional areas, such as finance and accounting, marketing, operations management, information technology management, organizational behavior, human resource and strategic management. They get exposure to the basic disciplines of economics, behavioral sciences, managerial communication, business law, quantitative methods and decision sciences.

Summer Internship

At the end of the first three terms, students are required to undertake an industry internship or summer training to work on a project / life problem an organization. The internship usually spans over a period of eight weeks. This is a compulsory component of the curriculum for the completion of the academic requirements. It is designed to provide exposure to organizational work setting, develop an understanding of business realities, learn how to apply theory in real life business situations and find its relevance.

Specializations

In the second year, the student opts for elective/ optional courses to specialize in a maximum of two functional areas.

These areas of specialization may deal with any of the following:

- Finance
- Human Resource Management
- Marketing Management
- Supply Chain Management

All elective Courses, however, may not be offered, as this would be determined by the number of students showing interest in aforementioned area of specializations. Details about the electives are made available to students when they join MDIM. To specialize in an area, a student must opt for a minimum of five elective courses offered in that area that assigns a weightage of 15 credits and three each for a course. Students will be allowed to opt in a range of 14 to 17 electives. However, CGPA would be decided based on the best 14 electives out of total electives where students have scored relatively better.

The Institute has envisaged new electives in line with latest demands of the students and corporate like Econometrics and many more expected to appear in the forthcoming academic session that will meet corporate requirements.

Evaluation

The evaluation system for the PGPM has been designed to achieve the following:

- Evaluate the progress of learning of each student
- Prescribe and promote certain acceptable and uniform standards of comprehension
- Encourage healthy and constructive competition among the students

MDIM follows a system of continuous evaluation. Throughout the term, students have to appear in

various tests on their ability to understand concepts, learn techniques and apply them to problems in the real life situation relevant to corporate. At each stage of the course through continuous feedback, the students would be in a position to gauge their performance and take remedial measures in order to make improvements. In each course, a student will be thus awarded a grade sheet only. The weighted average of all courses taken by a student in the programme will give the Cumulative Grade Point Average (CGPA).

Recognition

On successful completion of the programme requirements, a student will be awarded a **Post-Graduate Diploma in Management, PGDM**, which has the approval of the All India Council for Technical Education(AICTE), Government of India.



Course Curriculum

POST-GRADUATE PROGRAMME IN MANAGEMENT (PGPM)

Management Development Institute Murshidabad

First Year

Term – I	Credit	Term-II	Credit
Human Behaviour in Organizations	3	Human Resource Management	3
Legal Aspects of Business	3	Management Accounting-II	3
Management Accounting-I	3	Management Science Models	3
Marketing Planning	3	Marketing Practices and Implementation	3
Microeconomics	3	Operations Management	3
Managerial Communication-I	3	Managerial Communication-II	1.5
Statistics for Management	3	Economic Environment & Policy -I	3
Term-III	Credit	Business Analytics-I	3
Business Ethics & Corporate Social Responsibility	1.5		
Corporate Finance	3		
Management Information Systems	3		
Research Methods in Business	3		
Strategic Management I	3		
Economic Environment & Policy –II	3		
Entrepreneurship and New Venture Creation	1.5		
Rural Marketing & Management	3		
Business Analytics-II	3		

Second Year

Term IV: Summer Internship (3 Credits), Core Course: Strategic Management-II (3 Credits), Business Analytics-III (3 Credits)

Electives (Multiple courses offered. Students choose to study 4 to 5 courses)

Term V: Core Courses : Business Analytics-IV (3 Credits), Electives (Multiple courses offered. Students choose to study 5 to 6 courses)

Term VI: Electives (Multiple courses offered. Students can choose the electives to complete a minimum 42 credits of electives)

List of Electives (Offered in Term IV, V and VI)

Human Resource Management :	Credit	Finance :	Credit
1. Learning and Development	3	1. Investment Analysis and Portfolio Management	3
2. Performance Management	3	2. Derivatives and Risk Management	3
3. Industrial Relations & Labour Laws	3	3. Advance Financial Statement Analysis	3
4. Strategic and Sustainable HRM	3	4. International Corporate Finance	3
5. Cross Culture & International HRM	3	5. Corporate Restructuring and Business Valuation	3
6. Organizational Change and Development	3	6. Management of Banking & Financial Institution	3
7. Talent Management & Competency Mapping	3	7. Project Appraisal & Finance	3

8. Creativity and Innovation	3	8. Forensic Accounting & Corporate Governance	3
9. HR Analytics	1.5	9. Treasury Management	1.5
10. Managing Millennials and Multi- Generationa Workforce	3	10. Fixed Income Securities	3
11. Psychometric Testing and Measurement	3	11. FinTech	3
12. Applied Psychology in Management	3	12. Financial Market	1.5
Marketing Management :	Credit	Supply Chain Management :	Credit
1. Brand Management	3	1. Project Management	3
2. Consumer Behaviour	3	2. Service Operations Management	3
3. Sales & Distribution Management	3	3. Supply Chain Management	3
4. Marketing of Services	3	4. Operations Strategy	3
5. Advertising Management	3	5. Management of Quality	3
6. Retailing and Franchising	3	6. Systems Approach to Materials Management	3
7. Digital Marketing	3	7. Suppliers Management	3
8. Product Management	3	8. Agribusiness Supply Chain Management	3
9. Customer Relationship Management	3	9. Business Technology Consulting Strategies	3
		10. Artificial Intelligence and Machine Learning	3
Economics :			Credit
1. Basic Econometrics			3
2. International Economics			3
3. Environmental Management and Green Accounting			3
4. Application of Game Theory in Business			3
Strategy :			
1. Mergers & Acquisitions			3

Note: The above list of core and elective subjects are tentative based on PGPM (2019-21) batch and are not binding on the Institute. Actual offerings will depend on the size of the group, which shows interest in a course. The Institute also will consider new electives in line with recent developments and availability of expertise to offer the same.



Admission Process

Eligibility

- The candidates should be able to furnish score of CAT 2019
- The candidates must have at least 50% marks or equivalent CGPA in both X and XII.
- The candidate must have minimum 3 year's Bachelor's Degree, with at least 50% marks or equivalent CGPA in any discipline from any University incorporated by an Act of the Central or State legislature in India or other educational institutions established by an Act of Parliament or declared to be deemed as a University under Section 3 of UGC Act, 1956, or possess an equivalent qualification recognized by the Ministry of HRD, Government of India. The Bachelor's Degree or equivalent qualification obtained by the candidate must entail a minimum of three years of education after completing higher secondary schooling (10+2) or equivalent. Candidates appearing for the final examination for the Bachelor's degree (or equivalent examination) and completing all requirements for obtaining the Bachelor's degree by 30th June, 2020 can also apply, subject to furnishing evidence to that effect latest by 1st October, 2020; otherwise they may be asked to withdraw from the programme.
- The basis for computing the percentage obtained by the candidate would be based on the practice followed by the university/ institution/board from where the candidate has obtained the degree/certificate. In case of the candidates being awarded grades/CGPA instead of marks, the equivalence would be based on the equivalence certified by the university/institution/board from where they have obtained bachelor's degree/certificate. In case the university/institution/board does not have any scheme for converting CGPA into equivalent marks, the equivalence would be established by MDI M by dividing obtained CGPA with maximum possible CGPA and multiplying fraction so obtained by 100".

Online Application

Online application forms of MDI, Murshidabad (MDI M) and MDI, Gurgaon (MDI G) are common. Applicants can apply by visiting MDI, Murshidabad website and MDI, Gurgaon website and follow the process mentioned.

The common Application Form has the following options:

MDI, Murshidabad (MDI M)

MDI, Gurgaon (MD IG)

Both

Application Form fees is as under:

Rs.1180/- for MDIM (inclusive of GST)

Rs.3000 /- for MDIG (inclusive of GST)

Rs.3590/- for both (inclusive of GST)

Online registration will be Open till Friday, 22 November 2019, 17:00 hrs. Candidates have to make an online payment using Credit/Debit card/Net Banking.

Selection Process

Candidates who are able to furnish score of CAT 2019 would be short listed on the basis of the details in the application form and the CAT scores. Only the short listed candidates will then be called for Group Discussion followed by Personal Interviews at one of the centres, viz. Kolkata, Gurgaon and Bangalore/ Mumbai/Chennai/Hyderabad (centres other than Kolkata and Gurgaon are tentative).

Foreign / OCI/ PIO/ Children of Indian Workers in Gulf Countries Applicants

Foreign / OCI/ PIO/ Children of Indian Workers in Gulf Countries applicants can be considered for admission on the basis of their valid GMAT scores (taken not before 1st January, 2019 and not later than 20th November, 2019). Applicants have to apply online by visiting MDI M website <https://www.mdim.ac.in>. Online registration for Foreign / OCI/ PIO/ Children of Indian Workers in Gulf Countries applicants will be Open till Friday, 22 November 2019, 17:00 hrs. 2019. Candidates have to register for MDI Programme at GMAT website at the time of taking GMAT Examination. Applicants shortlisted on the basis of their GMAT score will be interviewed by MDIM. Government of India (GOI) rules will be followed related to admission of these categories of candidates. GOI guidelines will be applicable in determining the status of applicants. Candidates have to make an online payment of Rs.1180 (inclusive of 18% GST) using Credit/Debit card/Net Banking.

Admission Offer

Successful candidates will be intimated of their final selection by March 2020. The fees and schedule of payment details are given below:

Fees Structure

Particulars	1st Year (Amount in Rs.)	2nd Year (Amount in Rs.)
Tuition Fee	3,69,500.00	4,36,000.00
Study Materials	25,000.00	25,000.00
Students Welfare Activities	10,000.00	10,000.00
Library Fees	10,000.00	10,000.00
Alumni Fees	5,000.00	--
Boarding Charges	60,000.00	60,000.00
Lodging Charges	54,000.00	54,000.00
Mediclaime Insurance Premium (2 yrs.)	1,500.00	--
Security Deposit (Refundable)	20,000.00	--
Total	5,55,000.00	5,95,000.00
Grand total		11,50,000.00

Schedule of Payments

Installment	Amount (Rs.)
At the Time of Admission (Term – I)	190,000.00
September – 2020 (Term – II)	1,85,000.00
December – 2020 (Term – III)	1,80,000.00
June – 2021 (Term – IV)	2,00,000.00
September – 2021 (Term – V)	2,00,000.00
December – 2021 (Term – VI)	1,95,000.00

Note: Same fees will also be applicable for Foreign / OCI/ PIO/ Children of Indian Workers in Gulf Countries applicants.

Students Committees @ MDIM

Welfare activities are student driven and development oriented apart from being a redressal forum for addressing the critical problems faced by them. The students socially responsible have four pronged objectives: make the students socially responsible citizen, strengthening their managerial skills, learn by doing and teach them to abide law and order.

In order to fulfill such objectives, we are having following committees as part of student welfare:

- Cultural Committee
- Sports Committee
- SR Committee
- PR and Media Committee
- Alumni Committee
- Mess Committee

Clubs @ MDIM

The students at MDI Murshidabad also participate in the different clubs related to the specialization area: Marketing, Finance, Operations, HR and Economics Club. The clubs stimulate the logical thinking of the students to spread awareness in the respective area and to provide opportunities to put the theoretical foundations into practice.

The club are involved in organizing quizzes, debates, symposiums in their interest areas.

- Markrone-The Marketing Club
- Finartha-The Finance Club
- Opecellence-The Operations Club
- HR Udbhav-The HR Club
- Eco Minds- The Economics Club
- Adventure Club

ANNUAL EVENTS

- CampXotica (Student Fest)
- Frenite: A cultural event for fresher
- Vicarana
- Business Quiz
- Independence Day Celebration
- Diwali Celebration
- Ganesh Puja
- New Year Eve

- Republic Day
- Saraswati Puja
- Holi Celebration
- Adieu

Activities of the Student Driven clubs

MarKrone: The **Marketing Club of MDI M** An amalgamation of theory and practice, the perfect blend of rigor and recreation, the Marketing Club at MDI M stands for all this and more. A club is created with the purpose of grooming marketing talent within the campus and providing a platform to the marketing enthusiasts to showcase their skills. The club aims at keeping members abreast with the latest on marketing while integrating the vast experience of its members across functions and industries such as advertising, research, sales, branding communication and digital marketing to name a few.

Objective

1. To be an instrumental force in propagating marketing knowledge among the emerging marketers
2. To help the marketing fraternity of MDIM sharpen their skills through putting knowledge to practice
3. To facilitate the process of practice based learning for the marketing fraternity of MDIM by promoting application of skills and knowledge

FINARTHA: Finartha, the Finance Club of Management Development Institute Murshidabad formed with the ambitions of bridging the gap between the academic and professional worlds. The club brings together students with a shared interest in Finance to enjoy presentations from industry professionals, competitions, quizzes, finance-related discussions, casual and formal networking events as well as a variety of social events. It provides the platform for interactive discussions and orients oneself towards the world of business and commerce. The club plans to get into media through social as well as print medium to update the students, academic professionals and industry veterans about its various activities. It relentlessly makes attempt to provide students with additional resources to create industry readiness.

Objective- 1. Aims to keep acquainted with the current developments in the field of finance and focuses on research in areas such as financial markets, instruments, regulations, etc.

2. Creates opportunities and provides a platform for simulation of real world scenarios so that each and every student is equipped with right kind of financial acumen.

3. Organizes events where in the participants self-assess their financial quotient.

OPCELLENCE: The Operations club of MDI Murshidabad is the platform for students to harness their potential in the field of Operations Management. The name is derived from the objective we desire to achieve i.e. Operational ex CELLENCE. OPCELLENCE is a hub where innovative ideas are garnered and nurtured for execution. Brainstorming, case discussions, simulation games, publications, quizzes, etc. are some of the activities conducted round the year to instill interest in the field of operations research and operations management.

Objective- To update the students about current trends in the field of operations and notify students about the practicality in the corporate world

HR Udbhav : HR club at MDIM, aims to provide a platform for students to learn basic concepts and applications in the field of human resources through various effective tools such as Role Play, Management Games, and Guest Lectures by professionals held on regular basis. The club focuses on the development of all the basic HR skills not only for the people in the field of HR but for all the stakeholders.

Objectives- 1. To update students about the current trends in HR.

2. To notify students about the applications in the corporate world.

3. To provide students with an insight into the best practices existing in HR domain.

Ecominds: Ecomind is the Economics Club of MDIM Economics govern the life of the individual, Society and the modern country of the world.

The club aims to make understanding economics a joyful affair and an effortless activity. Learn economics from an insightful and common sense, rather than as a subject involving mathematical equations and not so obvious theories. Market theory based games, competitions, opinion based articles, fun discussions, and guest lectures are some of the core activities of the club. Others include regularly following and sharing global as well as domestic affairs. The club also provides

a platform to debate and discuss the prevalent policy issues that governing institutions continue to tackle with.

Objective-The objective of Ecominds is to learn economics from an insightful and common sense, rather than as a subject involving mathematical equations and not so obvious theories. Market theory based games, competitions, opinion based articles, fun discussions, and guest lectures are some of the core activities of the club. Others include regularly following and sharing global as well as domestic affairs.

Adventure Club : Adventure club currently is a part of the Sports committee. It encourages students to take adventure as a team sport and also gives them the opportunity to experience the thrill and excitement involved, go out in nature and enjoy its beauty and serenity with a thought to keep it preserved for the generations to come. The members of this club work to develop a spirit of adventure among the students. Adventure does not necessarily mean climbing mountain, swimming with sharks or climbing of cliffs. It means risking yourself by leaving a little piece of you behind in all those you meet along the way.

Objective- 1. To promote healthy adventure activities, especially camping, trekking and climbing etc.
2. To develop a sense of importance of adventure sports.

3. To promote integrity and solidarity through adventure sports.

4. To explore new dimensions of adventure.

AAKRITI - AAKRITI is the Cultural Committee of MDIM, responsible for all the intra as well as inter college cultural events in the college in an academic year. The cultural Committee has several clubs under it namely the Choreo Club, Drama Club, Singer's Club, Art & Photography Club etc.

Objectives -1. TO CREATE an environment which cherries the life of the campus.

2. TO PROMOTE the hidden talents inside the population of the campus.

3. TO TAKE an active interest in the cultural welfare of the college.

4. TO UNITE the population in bonds of friendship, good fellowship and mutual understanding.

5. TO PROVIDE a platform to everyone to cherish life and interacting with each other.

6. TO ENCOURAGE tech-savvy minded people to get involved into cultural activities and set their emotions free.

Sports Committee: SPORTSCOMM is the sports committee of MDIM which is responsible for all the sporting activities and also organizes events from time to time which are beneficial for both the physical and mental health of the students, professors and staff. We also represent the institute in external tournaments and competitions.

Objective- Our objective is to nurture the passion for sports of all the members of our institute and provide them with an opportunity for showcasing their talents and skills. We also want to help and support them in growing their skills while bringing glory to both the individual and the institute.

Socially Responsible (SR) Committee: Social Responsibility has become increasingly important to companies over the last several years. Whether it's by empowering women, helping the environment, or trying to end poverty, more and more companies are incorporating social responsibility into their overall business strategy. Prayas, the SR committee MDI Murshidabad which is a student driven body, aims to make the managers of tomorrow socially responsive by organizing various events which are in tune with the problems of the society.

Creative and Designing Committee : The College magazine is published by the Creative and Designing Committee. It highlights student achievements, important annual events organized in the MDIM campus, write-ups by students of their interest area and choice, alumni in news, coverage on online contest etc. It is used as a communication tool for keeping MDIM fraternity members informed about all landmark events. It is also used as a tool for branding, public relations and goodwill. Archives of it are maintained in the institute website for avid viewers to get insight into campus life.

The PR and Media Committee

The purpose of 'The Communique Society' (Media, PR & Editorial Committee) is to develop and maintain the media guidelines that support the campus community as well as review, assess and maintain internal as well as external presence. The committee has a Quarterly Newsletter- INGENIUM which has gained a lot of appreciation by students of various B-schools after its first online call for articles. The Society plans to

expand its horizon in the eastern part of the country and then plans to establish its name through various online forums, blogs, competitions and popular newspaper joint ventures. It plans to create structured social media campaigns and events for students and academic fraternity of other B-schools along with the professionals from the industry to participate or endorse to get regular updates of the institute. The society has also established tie up with Business Standards (Newspaper) to showcase its media pursuit. Also, it will periodically review the quality, branding and relations to meet MDI Murshidabad standards. The Society plans to roll out a magazine on an annual basis which will contain information regarding student activities, student-competition mapping, upcoming events, faculty talks, professional experiences etc.

Sports Club - MDI Murshidabad

The sports club of MDI Murshidabad serves as a recreational release from the rigors of academics. The club offer opportunities for learning a new sport, improving existing sport skills, practicing and playing for fun, and/or competing at various levels. The club helps to develop valuable leadership skills, through successful management of administrative affairs and intra-club dynamics. MDIM annual sport event "BURNOUT" is held every year on 15th of august.

The Cultural Committee

We here in Culture committee organize various fest and events. The festivals celebrate as a family so you are home away from home. The committee celebrates functions including annual day, Independence Day, fresher's party etc.

Socially Responsible Committee

Blood Donation Camp: The feeling of desolation when the most popular blood bank organization denies blood at the hour of need, Jangipur populace could be the most empathetic towards it. They face this miserable situation customarily. The CSR committee of MDI Murshidabad felt they could appease the situation to some extent. The CSR team got a wonderful opportunity to organize a social welfare activity in the form of Education Awareness Campaign arranged by the students in collaboration with NGO Charsha which is primarily into rural primary School Ambidexte Mission located at Chandni Chaukhat, Jangipur, West Bengal. The aim of the activity was to address the parents

and guardians of the children about the importance of imparting education and knowledge.

Alumni Committee:

Objectives:

The vision of Alumni Committee is to inspire all alumni to share a lifelong commitment, pride and passion for MDIM which will be beneficial to scale up the brand.

The mission is to act as the catalyst for building a vigorous alumni network to pave way for new opportunities in the social and professional networking domain. A focused and persistent effort to increase alumni engagement will lead to a greater alumni voice and improve pride with a measurable impact of the corporate world on MDIM family.

The alumni website serves to inform, entertain, and educate users — primarily alumni, honorary members, acquaintances of the institution and others — about the

MDI Murshidabad Alumni Association and institution. The Alumni relations committee encourages the MDI Murshidabad alumni to contribute towards re-imagining their Alma Mater.

Aim of association:

Alumni Committee wants to provide an avenue for alumni to reconnect or keep connected to the university they love and to each other. We are committed to connecting and bonding with the MDI Murshidabad alumni, engaging them as brand ambassadors of MDI Murshidabad. The association exists, wholly and solely, to help our alums, and by extension, the Institute itself.

Mess and Hostel Committee

It provides high quality satisfying food to everyone at MDIM along with customized menu. It attempts to maintain balanced, quality & variety in food and even ensures hygiene

Mega Events

CampXotica

CampXotica is the student fest of MDI Murshidabad is held (Use to held) from during January or February each year. The event is attended by top management of reputed companies, interacting with young business minds. Quizzes, case studies and managerial games, various other inter-college competitions and many more are conducted by Academic clubs like HR, Marketing, Operation, Finance, Eco, Entrepreneurship-cell and budget express with premier Institutions like FMS, IIT Roorkee, IIM Raipur, IIM Udaipur, IMI Kolkata, IMT-G, JBIMS Mumbai, L N Welingkar, IIM Ranchi, NMIMS, IIT, IIM Rohtak, IRMA, DSE, AMU Murshidabad as participants in CampXotica 2k18 events. Numerus sponsors are received for the event and has been running successfully since its inception.

Vicarana

Convergence of minds of industrial experts and panel discussion on the current business practices and corporate challenges.

Fingyan

Discussion and deliberation on contemporary financial market issues and challenges by the experts from Industry

Entrepreneurship Day

Entrepreneurship day's objective is to create awareness for entrepreneurship, innovation and leadership and encourage students to push philanthropic, social and ethical business practices via conferences, awards and initiatives.

Budget Xpress

Discussion by the financial experts from the industry and a budget analysis and presentation competition among the students

Industrial Visit

The institute arranges visit to different industries for the students with the purpose of having exposure to industry practices and to have a link with them

Placements

Our Placement Partners

Final Placements

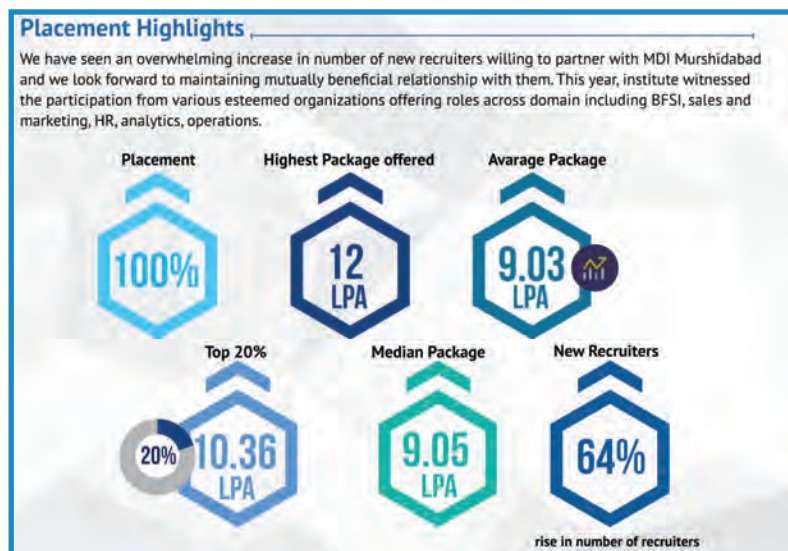
2019

ICICI Bank, HDFC Bank, IDFC First Bank, Federal Bank, ICICI Securities, Arohan, TIL, SKF, Total, Linde, Berger Paints, OYO, Coffee Day Beverages, EazyDiner, MarketsandMarkets, VLCC, Donaldson, Vinod Kothari Consultants

2018

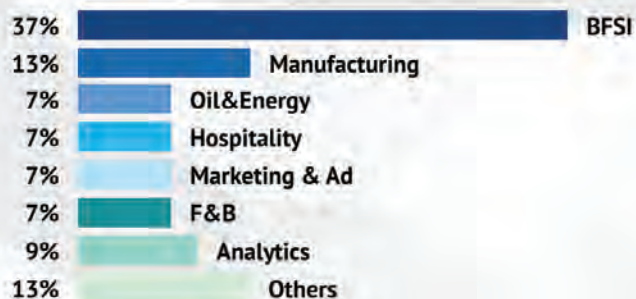
ICICI Bank, SBI Life, TIL, SVG Media, Ken Research, Ipsos, VLCC, Arohan, Linde, Coffee Day Beverages, Furnace Fabrica, Vinod Kothari, Consultants, Bell Weather Advisirs, Tautus, Chola, Ameriprice Financial, TATA Class Edge, Infor, Magicpin, Home Credit, Tara Safe, OYO, Force Motor, Mavenmagnet

Final Placements 2018

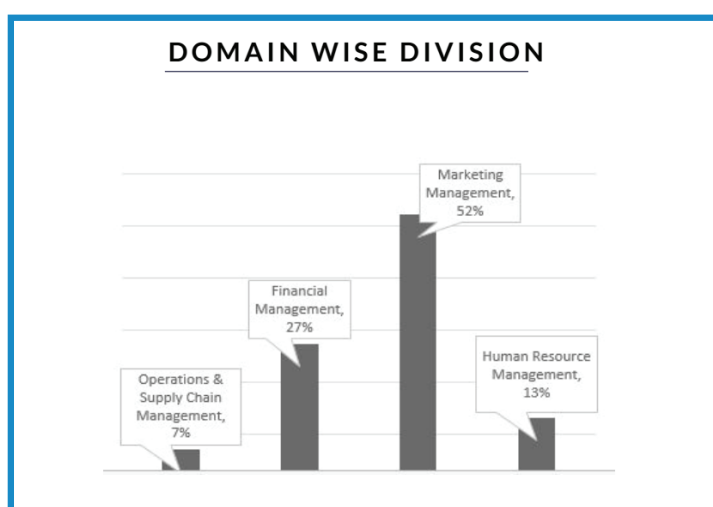


Sector Wise Division

Placement Season 2017-19 Witnessed Esteemed Recruiters Across All The Sectors And Maximum Numbers Of Recruiters Were From Bfsi Sector Followed By Manufacturing And Consumer Goods & Services. This Year We Have Also Seen Onset Of New Recruiters From Mnc's And Analytics Domain.



Summer Internship



Our Placement Partners

Summer Internship

2018

Kantar IMRB, VLCC, IDFC Limited, Small Industries Development Bank of India (SIDBI), Kalpataru,

Keventer agro, IDBI Federal Life Insurance Co. Ltd, Big Bazaar, RBI, Ador welding, Berger paints, Blue star, Healthmug, Peerless, Linde, KREDX, autosense, mobcast, dealwithus.com, Starfing, Cloud9india

2019

American Express, HDFC, Bajaj Capital, IDFC, Karvy Fintech, RBI, SREI, Urban Clap, Stallion Barware, DS Group, Britannia, ITC, KPMG, Black Turtle, Ichelon Consulting, Kantar Imrb, GMI Research, Peepal Consulting, Tata Motors, Maruti Suzuki, Tega Industries, Balmer Lawrie, Linde, Donear, Zomato, Adventure Sindbad, Happ Coach, Oyster Connect, Business World

Our Placement Partners







MDI
MURSHIDABAD

Management
Development
Institute

Management Development Institute Murshidabad

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