



PGDM 2022-24

POST  
GRADUATE  
DIPLOMA IN  
MANAGEMENT

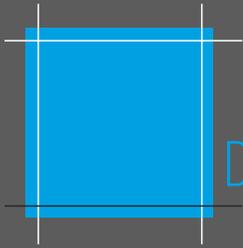


Shri Dharmasthala Manjunatheshwara  
Institute for Management Development



PGDM

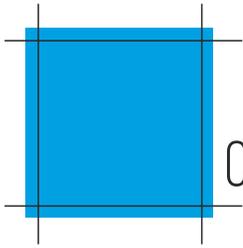




# DHARMASTHALA

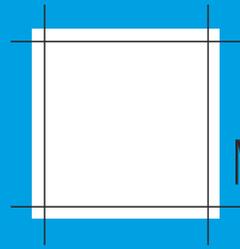
Sri Kshetra Dharmasthala is the encompassing force sustaining all SDM institutions, social initiatives and organisations. The temple town of Dharmasthala that fosters multiple faiths under the watchful eye of Lord Manjunatha is a pilgrimage, an attraction and a spiritual healing centre, keeping intact the values and ideals of institutions functioning under the guidance of the Dharmadhikari Dr. D. Veerendra Heggade





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## MESSAGE

Dear PGDM Aspirant,

Under the visionary leadership of Chairman Dr. D. Veerendra Heggade, the SDM Institute of Management Development (SDMIMD), which is a part of the Sri Dharmasthala Manjunatheshwara Educational (SDME) Trust, has been garnering positive vibes to provide world-class management education. SDMIMD has obtained worldwide accreditations such as EFMD, ACBSP, recognition of BSIS by EFMD, QS-I-gauge 'Diamond' rating, NBA, AIU equivalence to MBA. It has international tie-up arrangements with 15 global universities. While honouring this commitment for over 27 years, SDMIMD has also constantly achieved a 100% placement record over the last several years.

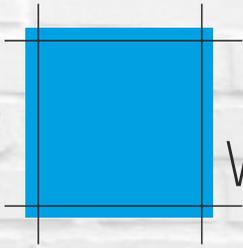
"Innovation distinguishes between a leader and a follower"- Steve Jobs. Business Management programmes across the world promise a few things: a comprehensive education in essential business fields, better job opportunities, and access to a prestigious network. SDMIMD has shown unwavering passion and tenacity in all these pursuits. The institute has an award-winning campus for learning and contemplation, as well as the best faculty team to lead the learning process. The great professional culture and a commitment to excellence are the forces that bind it all together.

In essence, the corporate world requires managers who can draw information from data and make well-informed decisions. It also envisions people who can work well in cross-cultural, global teams and use reverse-engineering methods when confronted with novel conditions, such as a global crisis, for which no framework exists. SDMIMD has responded to these pandemic issues by cultivating the resilience, change management, and self-awareness skills of Management graduates. With the great ray of hope, SDMIMD extends a heartfelt welcome to all students in the 2022-2024 batch.

We look forward to extending our wholehearted support in giving you an enriching learning experience and a fruitful career.

Happy Learning!

**L. Gandhi**  
Chairperson-Admissions



## VISION & MISSION

### **Vision**

SDMIMD will be internationally known as a unique management institution that has pioneered a philosophy of management education and governance that is Indian in ethos and character and global in relevance.

### **Mission**

SDMIMD will create inspirational business leaders and entrepreneurs who will relentlessly pursue individual and organisational excellence with creative tenacity, intellectual maturity, and social responsibility.

SDMIMD will advance management thinking and practices that draw upon the best in Indian wisdom, are successful in dealing with change and the contemporary marketplace, and effective and

### **Credos**

We believe that:

- Ethics and values are an integral part of cutting-edge competitiveness
- Honesty and integrity are non-negotiable
- Hard work and learning can and should be enjoyable
- Passion, commitment, and the single-minded pursuit of excellence will make true leaders of us all

### **SDMIMD Promises**

To students :

We will nurture, support, and inspire you to realise your full potential as a successful leader

To organisations:

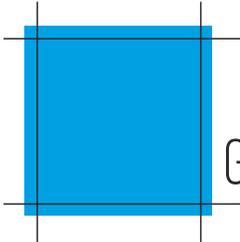
We will continually provide highly competent, motivated and committed talent with a yen for creativity and innovation

To society:

We will promote individual and corporate responsibility towards all segments of society aiming for dynamic and inclusive growth

To employees:

We will provide an environment for development that will enable you to achieve personal satisfaction, professional recognition, and an enhanced quality of life



## GOVERNING BOARD

**Dr. D. Veerendra Heggade**

Dharmadhikari, Shri Kshetra Dharmasthala  
Chairman, SDMIMD, Mysuru

**Sri. D. Surendra Kumar**

Vice President  
SDM Educational Trust, Ujire

**Prof. S. Prabhakar**

Secretary  
SDM Educational Trust, Ujire

**Dr. Prasanna Chandra**

Professor (Retd.), Indian Institute of  
Management, Bangalore  
Director, Center for Financial Management  
(CFM), Bangalore

**Sri. Sid Mookerji**

CEO / Founder  
Silver Spirit Investments LLC, Atlanta, USA

**Prof. Pradeep A. Rau**

Chairman & Professor of Marketing and  
International Business  
George Washington University  
Washington, D.C., USA

**Sri. R. Venkatanarayanan**

President-HR, IT and Education  
Rane Holdings Ltd., Chennai

**Sri. K.R. Viju Parameshwar**

Former President & CEO  
Klubber Lubrication India Private Limited, Bangalore

**Sri. Nishit Jain**

Special Advisor Asia,  
European Foundation for Management  
Development (EFMD) Global Network, New Delhi

**Dr. Raj Agrawal**

Director, Centre for Management Education  
All India Management Association, New Delhi

**Sri. Kamal Bali**

President & Managing Director  
Volvo Group India, Bangalore

**Dr. R. Indira Ramarao**

Rtd. Professor of Sociology & Former Director  
International Center, University of Mysore, Mysuru

**Dr. Vasanthi Srinivasan**

Professor  
Indian Institute of Management, Bangalore  
(Nominated by the AICTE, Government of India)

**Sri. Pavan G Ranga**

Managing Partner - N R Group  
CEO, Rangsons Technologies, Mysuru

**Dr. Julian Gaspar**

Professor Emeritus  
Mays Business School, Texas A&M University  
Adjunct Professor, International Business & Finance  
Busch School of Business, Washington

**Shri. T.R. Parasuraman**

President and Whole Time Director  
Toyota Industries Engine India Pvt. Ltd.

**Dr. Bhimaraya Metri**

Director  
Indian Institute of Management (Nagpur)

**Shri. Nagaraj Ijari**

Former Senior Vice President  
Global Head - HiTech Business Unit  
Tata Consultancy Services

**Dr. N.R. Parasuraman**

Director & Professor - Finance  
SDMIMD, Mysuru

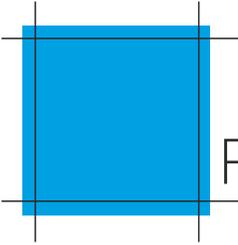
**Ex-officio Members**

**Dr.(Lt Col) Prasad SN**

Deputy Director  
Professor-Strategy & General Management  
SDMIMD, Mysuru

**Prof. C.V. Sridhar**

Assistant Professor  
SDMIMD, Mysuru



## FACULTY TEAM

**Dr. N.R. Parasuraman**

B.Com, LLB, FCS, FCMA, Ph.D  
Director & Professor - Finance

**Dr. (Lt Col) Prasad SN**

ME, PGDM, MDBA, Ph.D  
Deputy Director  
Professor - Strategy and General Management

**Dr. Nilanjan Sengupta**

M.A., Ph.D.  
Professor - OB & HR

**Dr. Mousumi Sengupta**

M.A. in HRM, GradIPD, Ph.D.  
Professor - OB & HR

**Dr. M.R. Suresh**

PGDRM, Ph.D  
Professor - Marketing

**Prof. Malathi Sriram**

MCA, P.G. Diploma in System Analysis, M.Phil  
Associate Professor - Systems

**Dr. Neetu Ganapathy**

M.Sc., MDBA, Ph.D  
Associate Professor-Systems

**Prof. Mohamed Minhaj**

MCA, M.Phil  
Associate Professor - Systems

**Dr. Srilakshminarayana.G**

M.Sc., Ph.D.  
Associate Professor - Quantitative Methods

**Dr. M. Sriram**

MBA, FCMA, M.Com, MPhil, Ph D  
Associate Professor - Finance

**Dr. Jayakrishnan S**

PGDM, PGCAM & PR, FPM  
Associate Professor - Marketing

**Dr. Venkatraja B**

MA, Ph.D  
Associate Professor - Economics

**Prof. L. Gandhi**

M.A., M.B.A., M.Phil.  
Assistant Professor - OB/HRM

**Prof. S. Kannadas**

MBA, M.Phil  
Assistant Professor-Finance

**Dr. Anand Sasikumar**

MBA,MS(IE),Ph.D(IE)  
Assistant Professor - Operations

**Dr. S Saibaba**

MBA, MFM, MA, MPhil, Ph.D  
Assistant Professor - Marketing

**Dr. K Riyazahmed**

B.Com (CSCA), MBA, Ph.D  
Assistant Professor - Finance

**Dr. Balaji Gopalan**

M.Sc., M.E. & D.Sc (Finland)  
Assistant Professor

**Prof. C.V. Sridhar**

BE, MBA  
Assistant Professor

**Dr. Sunil M.V**

M.LISc, Ph.D  
Assistant Professor

**Adjunct Faculty****Dr. Elango Rengasamy**

Associate Professor of Finance & Head of Management Studies Department, Middle-East College, Muscat, Oman

**Dr. Stephen Aro-Gordon**

Muscat College, Department of Business and Accounting

**Dr. Radhakrishnan S**

Telfer School of Management, University of Ottawa

**Dr. R. Indira**

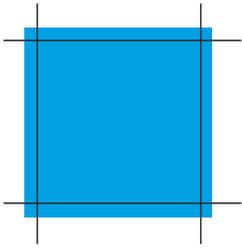
Rtd. Professor of Sociology & Former Director International Center, University of Mysore, Mysuru

**Shri. Rangan Mohan**

Independent Director  
Integra Software Services Private Ltd

**Shri. Sanjay Srinivasamurthy**

Director (India), Silicon Road Ideation Labs



## HONOURING A COMMITMENT OVER 25 YEARS

### Convocation Chief Guests

PGDM 1994-1996

**Dr. K. Kasturirangan**

Chairman, Space Commission,  
Chairman, ISRO & Secretary, DOS

PGDM 1995-1997

**Dr. S. Rangarajan**

Governor, Reserve Bank of India

PGDM 1996-1998

**Prof. S. Ramegowda**

Chairman, AICTE, New Delhi

PGDM 1997-1999

**Shri L. K. Advani**

Home Minister, Government of India

PGDM 1998-2000

**Dr. Rajaramanna**

Chairman, Indian Institute of Science  
Rajya Sabha Member

PGDM 1999-2001

**Shri P. S. Subramanyam**

Chairman, UTI, Bangalore

PGDM 2000-2002

**Sri K. Narsim Shenoy**

Chairman, Asea Brown Boveri Ltd. India

PGDM 2001-2003

**Shri. Dattaraj V. Salgaocar**

Managing Director, Salgaocar Group of Companies

PGDM 2002-2004

**Shri. S.M. Datta**

Chairman, IIM Bangalore  
Former Chairman, Hindustan Lever Ltd.

PGDM 2003-2005

**Shri. Amith Judge**

Managing Director, Turner Morrison Limited

PGDM 2004-2006

**Captain Gopinath**

Chief Executive Officer, Air Deccan

PGDM 2005-2007

**Shri. Venu Srinivasan**

Chairman & Managing Director of TVS Motor Company

PGDM 2006-2008

**Shri. R. Gopalakrishnan**

Executive Director - Tata Sons

PGDM 2007-2009

**Swami Sukhabodananda**

Prasanna Trust

PGDM 2008-2010

**Shri. Ramesh Ramanathan**

Founder & Chairman, Janaagraha

PGDM 2009-2011

**Shri. K.V. Kamath**

Chairman, ICICI Bank





PGDM 2010-2012

**Shri. S. Ramadorai**

Vice-Chairman, Tata Consultancy Services Limited  
 Advisor to the Prime Minister in the National Skill  
 Development Council (NSDC)

PGDM 2011-2013

**Shri. B. Muthuraman**

Vice Chairman, Tata Steel  
 Chairman, Tata International

PGDM 2012-2014

**Shri. Subroto Bagchi**

Chairman, Mindtree

PGDM 2013-2015

**Shri. R. Seshasayee**

Executive Vice Chairman, Hinduja Group

PGDM 2014-2016

**Shri. Arun Maira**

Former Chairman, Planning Commission of India  
 Former Chairman, Boston Consultancy Group (BCG)

PGDM 2015-2017

**Shri. Rajeev Dubey**

Group President - HR & Corporate Services  
 CEO - Aftermarket Sector, Mahindra & Mahindra

PGDM 2016-2018

**Shri. N.S. Vishwanathan**

Deputy Governor, Reserve Bank of India (RBI)

PGDM 2017-2019

**Shri Kamal Bali**

President and Managing Director, Volvo Group

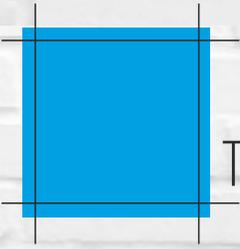
PGDM 2018-2020

(was deferred on account of the Covid-19)

PGDM 2019-2021

**Shri. T.R. Parasuraman**

Deputy Managing Director  
 Toyota Industries Engine India Pvt. Ltd.



## THE INSTITUTE

Shri Dharmasthala Manjunatheshwara Institute for Management Development (SDMIMD), a premier B School located in Mysuru, was established in 1993 with the objective of providing quality management education based on a firm foundation of Indian values and ethics.

SDMIMD is promoted by Shri Dharmasthala Manjunatheshwara Educational Trust, a much admired non-profit educational trust that runs over 40 recognized educational institutions in Karnataka, including Engineering, Medical and Dental colleges. Part of the venerable 700 year old Shri Dharmasthala Temple, the Trust under the able leadership of our visionary Chairman, Dr. D. Veerendra Heggade has played an active role in empowering people and bettering the lives of communities in Karnataka.

SDMIMD's flagship offering is a two year, full time, residential Post Graduate Diploma in Management (PGDM) program which is approved by AICTE and accredited by NBA. The program has also been recognized as equivalent to MBA by Association of Indian Universities.



The other programs run by the institute are:

- One year AICTE approved PG Certificate in Management (PGCM)  
Specializations-Business Analytics, Entrepreneurship and Family Business, General Management, Investment Banking
- Ph.D in Management (University of Mysore)

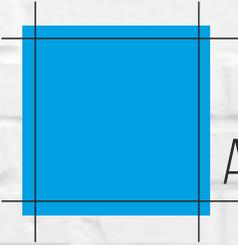
SDMIMD's PGDM Program is accredited by ACBSP (Accreditation Council for Business Schools and Programs), USA, and EFMD (European Foundation for Management Development), thus becoming the first institute in India to get the dual accreditation of ACBSP and EFMD-EPAS and we continue to be the only school which has EPAS (now this is called EFMD accredited). The Institute is also now a Member of AACSB (Association to Advance Collegiate Schools of Business) bringing it on a contact base with leading B Schools of the world. SDMIMD is only the second school in the country to be assessed for comprehensive impact assessment and has been awarded BSIS (Business School Impact System) certification by EFMD. The Institute also has Diamond Rating by QS-I Gauge, Indian wing of the global ranking agency QS World Rankings, London.

With the intention of strengthening the PGDM program and providing students and faculty with international exposure, the Institute has entered into partnership with over fifteen universities across the globe.

The picturesque campus located at the foot of Chamundi Hills is an amalgamation of modern infrastructure and classic architecture, where the indoors and outdoors blend seamlessly. Green courtyards, tree lined avenues and the chirping of birds welcome every visitor to the verdant environs. The campus has won several architectural and landscape awards, and provides an atmosphere conducive for the germination of managerial intellect.

The students of SDMIMD are much sought after by the industry not only for their intellectual capability, but also for their values and ethos. This is validated by the 100% placement that the Institute has been achieving consistently.





# ACCREDITATION



## EFMD Program Accreditation

Recognizing the quality of management education and internationalization, Global accreditation body European Foundation for Management Development (EFMD) has renewed the prestigious EFMD Program Accreditation to SDMIMD's flagship PGDM program. SDMIMD is the first Indian B-school to receive EFMD Program Accreditation.

## ACBSP

SDMIMD received the International accreditation from Accreditation Council for Business Schools and Programs (ACBSP), USA, for the 2-Year Residential flagship programme – Post Graduate Diploma in Management (PGDM). The accreditation is valid for 10 years. SDMIMD is the first and only B School in India to get dual accreditation from EFMD and ACBSP. These accreditations help students to learn from an environment that meets global quality standards and international orientation.



## QSI Gauge

Recognizing the overall excellent practices at SDMIMD, QSI Gauge, the Indian wing of the global ranking agency QS World Rankings, London, has rated us in the highest Diamond category.

These rankings and accreditation are a vindication of our efforts towards total quality. These have certainly helped us in our visibility and consequently better acceptance by the corporate houses and admission-aspirants.



## BSIS

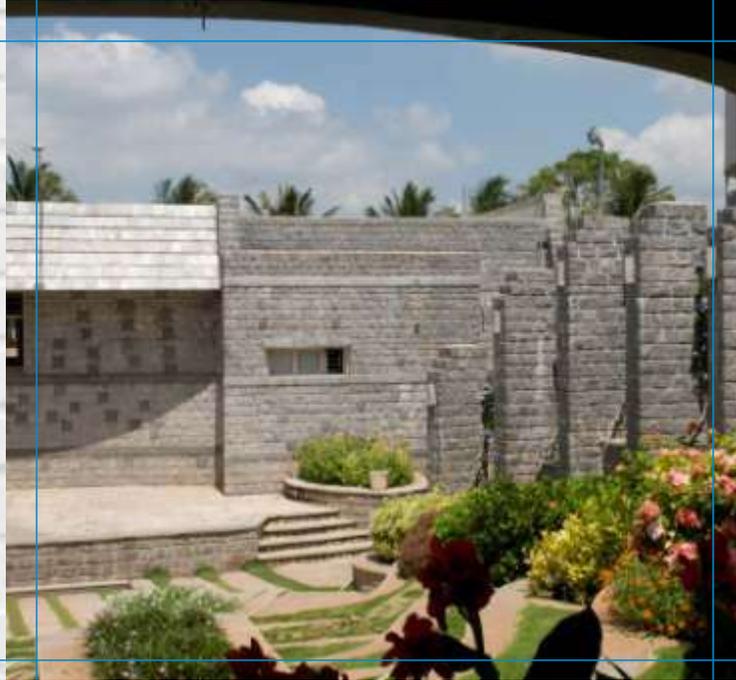
The BSIS Impact quality stamp to SDMIMD has added another feature to the cap with 2 International Accreditations. The BSIS impact has made SDMIMD to identify, measure and assess the impact on society at large.



## NBA

The renewed accreditation by National Board of Accreditation (NBA) has continued to inspire us to maintain the best practice.





## B-School Rankings

Apart from being accredited nationally and internationally, SDMIMD has been consistently ranked among top B-schools.

### **Chronicle**

28th among Top B-Schools (Overall Ranking)  
9th among Top B Schools in South Zone

### **Competition Success Review**

10th among Top (Private) Leading B Schools of Super Excellence

### **MBA Universe**

35th among leading B Schools

### **Outlook-ICARE India**

29th among the Top 100 Private B-Schools  
11th among the Top 50 Private Standalone Institutions

# INTERNATIONAL LINKAGES

Student exchange programs enable students to understand each other's countries, business practices and culture. This gives students an edge in seizing opportunities in global companies. SDMIMD has collaborated with fifteen high-profile, international management institutes and universities of repute for Faculty & Student Exchange Programs. Select SDMIMD students get opportunity to spend a term pursuing courses at these institutes. 27 select students spent a term/semester at different institutes/universities with whom SDMIMD has collaborative arrangements.

## USA



Texas A&M University, USA

## South America



University of Montevideo, Uruguay

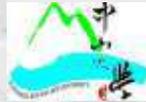


Universidad Sergio Arboleda, Colombia

## Asia



Shanghai University, China



National Sun-Yat-Sen University, Taiwan

## Scotland



## Europe



Business Analytics Institute, France



Heilbronn University, Germany



Montpellier Business School, France



EAE Business School, Spain



University of Bordeaux, France



University of Dundee, UK



La Rochelle Business School, France



ESC Pau, France

## Middle East

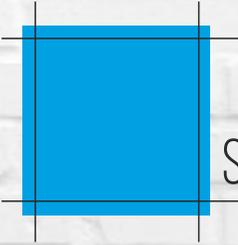


British University in Dubai



Abu Dhabi University, UAE





## STUDENT EXCHANGE PROGRAMS 2020-21

As part of the students exchange program 27 select students visited seven different international foreign universities for a whole term of study in last academic year. During the program SDMIMD students will be studying with many international students and get taught by several faculty from different nationalities. The experience of having different pedagogy is invaluable for their growth. Besides the facility to do cases and projects with students of other nationalities and background affords cross-cultural understanding. Further, the evaluation technique used in these schools enables students to be on their toes and prove their mettle.



Texas A&M University, USA



Rashmi M R



Abinaya



Karthikeyan n



V. Anushka



University of Bordeaux, France



Haritha Haridasan



Souradip Baksi



Sayani Roy



Nithish Ballal



ESC Pau, France



Vardhineedi



Padmavathi Behara



Sree Sowmya



Kanak Maheshwari



La Rochelle Business School, France



Bavithra K



Anjali V C



Charulekha C



Soumya



Heilbronn University, Germany



Shubham Dubey



Neeriksha M



Vinaya Prasad S



EAE Business School, Spain



Akshay Soni



Sri Harsha



Nishkala Gowda



Pratheeksha Chandra Babu



جامعة أبوظبي

ABU DHABI UNIVERSITY

University of Abu Dhabi



Sanjana Vijaykumar



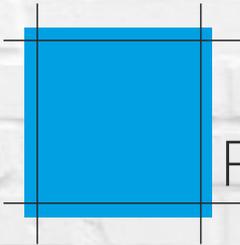
Seetalakshmi Hegde



Vineeth Bharadwaj



K M Prajwal K V



# FACULTY EXCHANGE PROGRAMS 2020-21

## Our Faculty teaching in Overseas Universities



**Dr. N.R Parasuraman** was invited to conduct a 12-hour special orientation for the students of Shumba MBA, University of Shanghai. The course was on Accounting for Managers and was held in December 2020.



**Dr. S.N. Prasad** held an online 15-hour course on Sustainable Human Resources Management for ESC, PAU, France, during November 2020. This is the third year running that Dr. Prasad is conducting this course in PAU.

## Faculty from Foreign Universities

### **Prof. Sheb True**

Dean, College of Graduate & Professional Education  
Associate Vice Provost, Division of Global Affairs  
Kennesaw University, Atlanta

### **Dr. Ullas Rao**

Associate Professor of Finance, UG Programme Director for  
Business & Finance,  
Edinburgh Business School, Heriot-Watt University, Dubai

### **Dr. Stephen Aro-Gordon**

Department of Business and Accounting, Muscat College

### **Charlotte Fontan Sers**

Economics Professor,  
ESC Pau Business School, France

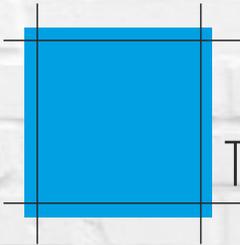
### **Dr. Lee Schlenker**

Professor of Business Analytics and Community Management  
& Principal Consultant of the BAI, France

### **Dr. Elango Rengasamy**

Head of Finance and Banking Program, Faculty of Business,  
The British University in Dubai (The BUiD), Dubai.





## THE CAMPUS

SDMIMD is located in a picturesque campus at the foot of Chamundi Hills in the heritage city of Mysuru in Karnataka, 140 kilometers from Bangalore. The campus is an amalgamation of modern infrastructure with classic architecture where the indoors and outdoors blend seamlessly. Green courtyards, tree lined avenues and the chirping of birds welcome every visitor to the verdant environs. The campus has won several architectural and landscape awards and provides an atmosphere conducive for the germination of managerial intellect.

### **Library**

The SDMIMD Library is a repository of printed as well as electronic resources which include books, journals, databases, AVs, CDs/DVDs, eBooks, e-journals, reports, course materials, case studies, conference proceedings and training manuals. Currently the library holds over 14000 books, provides access to 1400 plus journals and financial databases. SDMIMD Library also has single click access to all Harvard Business School Publishing materials.





### **Classrooms**

The classrooms are designed for active learning and allow for high levels of student engagement. Students engage in brainstorming, discussions and debates within and outside the classrooms. The classrooms are also equipped with high-tech support equipment such as LCD Projectors, AV Systems, Interactive Board and Wi-fi facility.

### **IT Infrastructure**

The campus is equipped with contemporary IT infrastructure. The computer center is furnished with many databases, analytics and office productivity tools along with storage, printing and scanning facility. The campus alliance with Microsoft facilitates access to all their latest software. Google services have been deployed for the communication and collaboration. The internal and external learning resources can be accessed on Wi-Fi across the campus. The Computer center also houses Learning Management System which is extensively used for dissemination of learning materials, online discussions and conduct of quizzes.

### **Gym & Yoga**

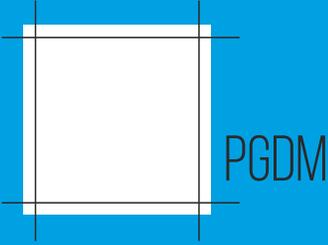
A well-equipped gym, indoor badminton court and outdoor basket-ball court provide students the means to pursue their favorite sport and stay fit and healthy. The "Wellness Center" at the campus has facilities for Yoga and Aerobics.

### **Auditorium and Amphitheatre**

All major events like conferences, lectures and cultural events at SDMIMD are held either in the auditorium or the picturesque amphitheatre.

### **Hostel & Mess**

The SDMIMD hostel is indeed a home away from home. With fully furnished single rooms, lounge/study area, recreational facilities, and a common dining area, the hostel is a mini world of its own. The facilities in the hostel include broadband internet access, housekeeping, dry cleaning and laundry services. The SDMIMD Mess is student-managed and serves a variety of north and south Indian vegetarian cuisine.



## PGDM

The PGDM program runs for six terms over two years with an acclaimed quality and academic rigour. The curriculum and pedagogy are planned in an elaborate manner every year, which takes into account the best practices in other leading management institutions across the globe and also incorporates the views of leading academics and business leaders.

The course is compiled from contemporary industry practices and probing business case studies. The faculty has a wide and in-depth knowledge base with rich teaching experience. This complements the Institute facilities of international standards, creating a state-of-the-art environment for learning and overall development of each student. The principal objective is to offer and practice a high degree of academic rigour to ensure that each student is motivated and propelled from within to think, behave and act as a leader.

In their second year, students can opt to specialize in the areas of **Marketing, Systems, Finance, Operations, or Human Resource Management**. Students have the option of dual specialization. Students can also decide to be a generalist and not specialize in any area and instead opt for courses from various streams to make up the required minimum of 34 credits. For detailed curriculum visit our website

The Institute has student exchange programs with thirteen international management institutions/Universities. Students for these exchange programs are chosen based on their academic performance and by a comprehensive interview process.



# ACHIEVE

Employability Initiatives

Versatile Competencies

Empowered Self

International Perspective

Harmonized Learning

Contemporary Electives

Academics



Core Courses derived from Vision and Mission Statement

## ACADEMIC CALENDAR FOR THE YEAR 2022-24

Term-1	July to September 2022
Term-2	October to December 2022
Term-3	January to March 2023
Term-4	June to August 2023
Term-5	September to November 2023
Term-6	December 2023 to February 2024



### General Structure

- The 2-year fully residential PGDM program comprises of 6 trimesters each of duration varying from 10 to 13 weeks.
- The general course contents and curriculum are revised periodically taking into account the latest development in business environment and managerial thought and in line with practices in other leading B-Schools the world over.
- All the courses in the first year are compulsory core courses. These courses equip the students with basic knowledge in various areas of management.
- The courses in the second year emphasize the multifunctional and strategic dimensions in decision – making, and include courses related to different functional areas as well general areas.
- In the second year, students can opt to specialize in the areas of **Marketing, Systems, Finance, Operations, Human Resources Management along with additional modular specializations. Students have the option of single / dual specialization along with modular specialization in Microfinance or Business Analytics.** Students can also decide to be a generalist and not specialize in any area and instead opt for courses from various streams to make up the required minimum credits.
- SDMIMD has built into its curriculum some unique courses and programs that distinguish it from other Institutes, such as Ethics and Values in Management, Yoga and Socially Relevant Project.

## Add-on Certification



### **Certification on BFSI**

(Banking Financial Services and Insurance)

SDMIMD has MoU with BFSI Skill Development Council under the aegis of Ministry of Skill Development and Entrepreneurship, Govt of India to offer BFSI certification.



### **Certification on NCCMP**

(NSE Certified Capital Market Professional)

This certification is jointly offered by NSE Academy and SDMIMD.



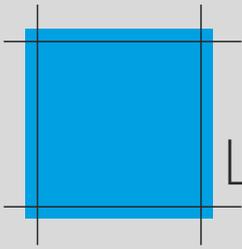
### **Certification on KPMG Lean Six Sigma**

This certification is jointly offered by KPMG and SDMIMD to embellish their profile with skills in Lean manufacturing and Six sigma.

## **AIMA**

### **Professional Diploma in Business Analytics**

This diploma is jointly offered by All India Management Association (AIMA) and SDMIMD.



# LEARNING BEYOND CLASSROOM

At SDMIMD, learning does not stop with classroom lectures, case discussions, projects, internships and assignments, Students learn and adapt key skills like leadership, initiative, creativity, problem solving, networking, working in team etc. through multifarious “beyond the classroom” activities. These include clubs and associations, conferences and industry programs, student-led events etc.

## International Conferences

International Conference on Finance, Accounting and Banking

International Conference on Economic Growth and Sustainable Development- Emerging Trends

International Conference on Managing Human Resources at the Workplace

International Conference on Value driven Marketing

**Students are the co-organizers of the Conferences**

## Student Clubs

- Samprati – Organizes the students events
- Finnacle - Finance club
- Club Silicon – IT Club
- MPoria - Marketing Club
- HunaR – HR Club
- Club - Data Tech
- Toastmasters Club – Leadership Events
- e-Dimensions - Student Magazine
- Swayam - Entrepreneurship Cell
- Drishti - Film and Photography club
- Suvridha - Equity-Funded Departmental Store
- Kalanubhav - Cultural Awareness
- Gnosis - Corporate talks and Management games.
- Admissions Committee
- Placement Committee
- Mess Committee
- Sports Committee
- Social Media Committee

## Annual Events

- Annual Leadership Talk
- Foundation Day Lecture
- Convergence 3i - Industry, Institution interaction
- International Symposium
- Budget Conclave
- Startup Charcha
- Naissance - B-School Fest
- Abhigyan  
(Under Graduates Fest)



### 100 Plus Guest Lectures

- Alumni Lecture Series
- Corporate Speakers
- International Speakers
- Guests from Academia

### Social Initiatives

- Centre for Developmental Studies <sup>1</sup>
- LIFE @ School <sup>2</sup>
- Socially Relevant Projects
- Support for Schools <sup>3</sup>

### Industry Projects

- Summer Internship Projects
- Live Projects <sup>4</sup>
- Applied Research (Jointly with Faculty) <sup>5</sup>

1. Centre for Developmental Studies pursues research in the area of management and social development

2. Library Initiative for Education at School

3. Institute routinely contributes uniform, stationery, sports equipments, books & financial support to financially deprived children in the schools.

4. Students pursue live projects to enable the hands on corporate exposure.

5. Applied research are study on contemporary management issues taken up by the faculty members; students support the faculty in data collection & secondary research.

# PLACEMENTS

Placements at SDMIMD is the culmination of a series of activities that empowers the students to take on the challenges of today's complex and tough business with aplomb. The institute has adopted the "ACE framework" that equips the students to take on tomorrow's challenges.



The institute prides in providing 100% placement consistently. The graduates of SDMIMD are sought after by the industry for not just their business acumen and intellect, but also for their ethics and value system.

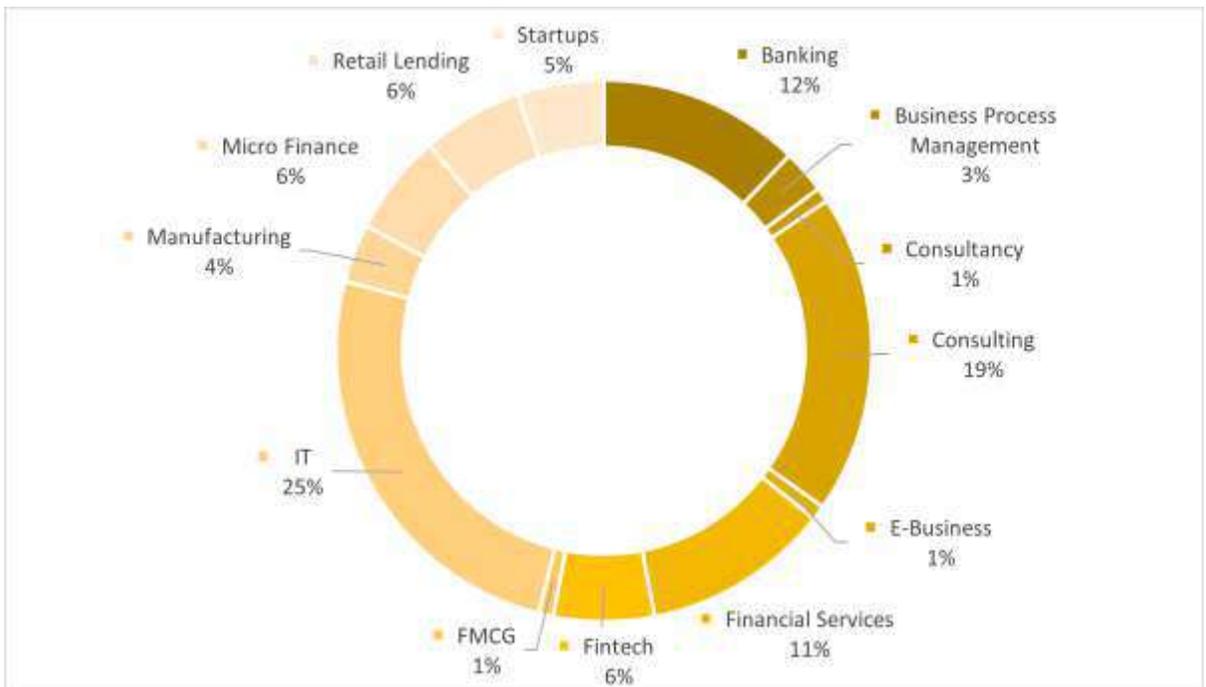
# PLACEMENTS 2020-21

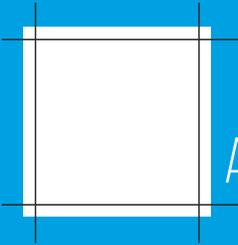
## Top Recruiters

- Deloitte
- Ernst & Young GDS
- Morgan Stanley
- IBM
- Infosys
- TCS
- Oracle
- Tech Mahindra
- Federal Bank
- Ujjivan SFB
- TTK Prestige
- Freudenberg
- HDFC Limited
- Sundaram Home Finance
- Feedback Consulting
- Target Corporation
- ICICI Bank



## SECTORIAL DISTRIBUTION





# ADMISSION PROCESS

## Step 1 Eligibility

- Graduates/Final Year Graduation students appearing for CAT/XAT/GMAT/ CMAT/ATMA/MAT or who already have valid CAT/XAT/GMAT /CMAT/ATMA/MAT scores.
- Full-time graduation courses in any discipline recognized by the UGC/AIU.
- Consistent academic record of not less than 50% aggregate in 10th Std, 12th Std. and Degree. Students in final year of Degree to consider their percentage up to the Second Year/Last completed semester.

## Step 2 How to Apply?

The application needs to be submitted online. The application is available at the following link:

<http://sdmimd.ac.in/application/online.html>

Application Fee: Rs. 1250/-

Mode of Payment (Online/ Cheque/DD) and other relevant information available at <http://sdmimd.pgdm.co.in/admission-process>

## Step 3 Selection Process:

Interview process consists of Written Ability Test (WAT)\*. Applicants will be shortlisted based on consistent academic performance, competitive exam score and work experience (min 6 months) as applicable. Short listed applicants will be called for an Interview Process in March 2021 to be held at several centers across India as mentioned in the Application Form (online interviews also held on specific request). Selected students will be intimated by email/ phone/mobile.

### Fees

Rs 11.40 Lakhs for the 2-year PGDM program including Tuition fees + Hostel Stay (Fees can be paid in six instalments, distributed through six Terms - Schedule of payment will be given with the offer letter). Breakfast, Lunch & Dinner will be served at Mess. Food will be charged on a monthly basis which is approximately Rs. 3000 /- per month, In addition to the above.

### Education Loan

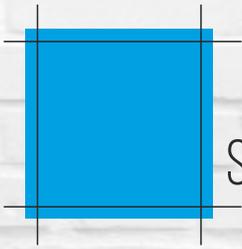
#### SBI Scholar Loan

SDMIMD is added in SBI Scholar Loan scheme by State Bank of India under Premier Institutions

- The education loan up to 20 lakhs can be availed without tangible collateral security
- SBI Ashoka road branch, Mysore will be a single point of contact for all the students for the SBI Scholar loan scheme

#### HDFC - Pre Approved Education Loan

- Pre-approved loan upto 12 lakhs
- Attractive Interest Rate
- No security required
- Quick & hassle free services



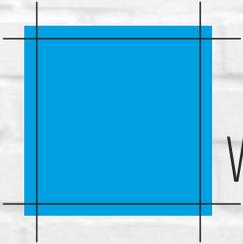
# SCHOLARSHIPS

## Scholarships

- Entry Merit Scholarship (Code: EMS) – Rs. 75,000 for finally selected applicants with minimum 70% each in – 10th Standard; 12th Standard / PUC 2; and Degree.
- Empowering Woman (Code: EW) – Rs. 50,000 scholarship for finally selected woman applicants with minimum 60% each in – 10th Standard; 12th Standard / PUC 2; and Degree.
- Student Exchange Subsidy (Code: SES): Students selected for student exchange programs abroad during the SDMIMD PGDM program may, on satisfying the conditions thereof, qualify for a subsidy ranging from Rs. 40,000 to Rs. 1,25,000 based on the location of the host institute/university.
- Student Merit Scholarship (Code: SMS) – 3 Students will be awarded Merit-cum-means Scholarship for Outstanding Academic Performance in each Term during the PGDM Program as follows

Term	Rank	Amount in Rs.
I	1	10,000.00
	2	5,000.00
	3	2,500.00
II	1	20,000.00
	2	10,000.00
	3	5,000.00
III	1	25,000.00
	2	15,000.00
	3	10,000.00
IV	1	30,000.00
	2	15,000.00
	3	10,000.00
V	1	40,000.00
	2	20,000.00
	3	15,000.00
VI	1	50,000.00
	2	25,000.00
	3	20,000.00

- Scholarship Codes EMS.& EW are mutually exclusive. That is, an eligible student is entitled to any one scholarship out of EMS & EW
- Scholarship amounts, except SES will be adjusted against the last instalment of fees during the PGDM program.
- All Scholarships are subject to students joining & successfully completing the SDMIMD PGDM program on schedule.
- 50% of the amount in respect of eligible candidates under SES will be paid before the overseas trip and the balance 50% on return after successfully completing the program



## WHY SDMIMD?



Innovative and contemporary pedagogy



100% Placement Record



Faculty with rich experience in academia and industry



15 International Student Exchange programs with renowned universities



Merit Scholarship Scheme and Merit cum Means Scholarship Scheme worth of 70 lakhs



An active Research Centre dedicated to focused faculty research and Ph.D. (Doctoral) Program recognised by the University of Mysore and Centre



4 International conferences on Campus in several management domains, attended by academicians from across India and abroad



Single-occupancy hostel rooms



Yoga as a part of the PGDM program



Students from 20 states across India



Student Clubs



Students Annual Fests



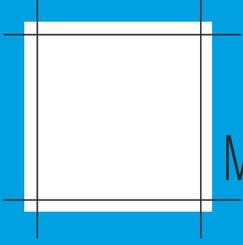
Social Responsibility Orientation



Student Involvement in Research



Air-conditioned Classrooms



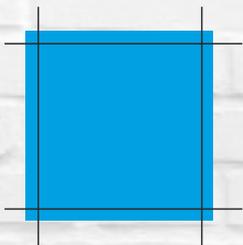
## MYSURU, INDIA



The city of Mysuru is the cultural capital of the state of Karnataka. The city is known for its majestic, mystical and mesmerizing beauty. Located 770m above sea level and 140 kms from Bangalore. Also known as the City of Palaces, Mysuru retains a quaint charm that never fails to enchant. From ancient times, this district has played a significant role in the history of South India. Mysuru District is a popular tourist destination offering several attractions ranging from the royal splendour of Mysuru City and its fabulous Dasara Festival to exquisite temples, pilgrimage centres and scenic spots. Mysuru is ranked the fifth-best city in India in which to conduct business and the second-cleanest city in India. Mysuru has emerged as the hub of the tourism industry in Karnataka, attracting about 2.5 million tourists every year. Some of the places of interest in the city are Mysuru Palace, Krishna Raja Sagara, Jaganmohan Art Gallery, Brindavan Gardens, Lalitha Mahal, Chamundi Hills, Mysuru Zoo, Folk Lore Museum and many more. Traditionally, Mysuru has been home to industries such as weaving, sandalwood carving, bronzework, and the production of lime and salt. The planned industrial growth of the city has led to the establishment of many industries and also projected as alternative IT hub for Bangalore.

### **Connectivity**

Mysuru is well connected with trains from all major cities. From Bangalore to Mysuru, there is a train running every hour. It is also well connected through roads. Every five minutes, luxury buses run between Mysuru and Bangalore. Also Mysuru is connect to Hyderabad, Chennai and Cochin directly through flight.



## CONTACTS

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**Toll-free number: 1800 121 1535**

**Board+91-821-2429722**

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