



Shri Dharmasthala Manjunatheshwara
Institute for Management Development

PGDM 2023-25
POST
GRADUATE
DIPLOMA IN
MANAGEMENT





Dharmasthala

The word 'Dharma' traditionally means religion, ritual, duty, righteousness, and alms. It also implies justice, truthfulness, freedom from fear, faith, solace, fulfillment and peace.

Dharmasthala is the perfect embodiment of the word “Dharma” for it displays every shade of meaning with which this word is inspired from.

- ★ To those that come for worship, Dharmasthala represents religious tolerance wherein caste, creed and faith of pilgrims are no bars.
- ★ To those that come for justice at Dharmasthala without any legal formality or argument Shri Heggade dispenses justice, acting in the tradition of his ancestral role as the Heggade and as representative of the presiding deity.
- ★ To those that come in need, Dharmasthala is an Oasis, where succour, solace and hope abound in the serenity of the temple and in the free hosteleries that provide food and shelter.
- ★ And, to those that come in curiosity, Dharmasthala is a miracle of paradoxes. Here different faiths co-exist in harmony just as traditions make room for experimental services. High or low, rich or poor, devout or atheist, at Dharmasthala all are equal.

Having expanded the meaning of Dharma to encompass the advancement of society at large, Dharmasthala has played an active role in bettering the lives of communities far and wide. Its initiatives have aimed at renewing the faith and hope within, so that people may be helped to help themselves.

SDMIMD is promoted by Shri Dharmasthala Manjunatheshwara Educational Trust. Under the inspiring leadership of our Chairman, Dr.D.Veerendra Heggade, the trust has played an active role in empowering people and bettering the lives of communities in Southern Karnataka.

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Dr. L. Gandhi

Chairperson-Admissions
Assistant Professor - OB & HR

Dear PGDM Aspirant,

SDMIMD has been committed to develop socially conscious leaders, responsible managers, and entrepreneurs since its inception in 1994. These individuals make meaningful contributions to society and the world. Management Education has various components – learning from the classroom; from reading books and articles; from listening to and interacting with business leaders; from case discussions; from project work; from peer interaction and teamwork, etc. Ideally, all of these complement each other. At SDMIMD, we seek to provide a thoughtful mix of these learning components.

Being a part of Sri Dharmasthala Manjunatheshwara Educational Trust and under the visionary leadership of Dharmadhikari Dr. D. Veerendra Heggade, SDMIMD constantly gains positive vibes and strives to provide quality management education. While honouring this commitment for over 27 years, SDMIMD has achieved international accreditations such as EFMD, ACBSP, recognition of QS-I-gauge 'Diamond' rating, NBA, AIU equivalence to MBA. The institute has international tie-up arrangements with 15 global universities and established academic collaborations with TCS-iON and BCIC. Reflecting these strengths, SDMIMD is consistently ranked one of the top 50 Management Schools in India.

The objective of SDMIMD is to develop leaders through quality education that upholds moral principles. SDMIMD uses the modern learner-centric pedagogies & instructional techniques and forges a presence in the emerging areas of management education. Adapting technology in management education, use of case study, Contemporary Curriculum, Industry Interface, Academic Conferences, Student Clubs are some of the USPs of SDMIMD.

The PGDM programme is designed to combine the best of management and value systems. Also, the faculty members of SDMIMD are outstanding scholars in their respective disciplines with inspirational teaching, training, and publications in leading academic journals. SDMIMD has also been accomplishing 100 % placement records over the past many years. The students are constantly sensitized to the enriching experiences and learning for developing the perspective of harmonious coexistence with society and the business environment.

Welcome to the world of learning - SDMIMD Happy Learning!

L. Gandhi

Chairperson-Admissions

VISION & MISSION

Vision

SDMIMD will be internationally recognised as a unique 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 of Indian wisdom, are successful in dealing with change and effective and inclusive in value creation for the individual and society.

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. Bhimaraya Metri

Director
Indian Institute of Management (Nagpur)

Dr. R. Indira Ramarao

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

Dr. Julian Gaspar

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

Sri. Kamal Bali

President & Managing Director
Volvo Group India, Bangalore

Shri. Nagaraj Ijari

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

Sri. Nishit Jain

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

Shri. T.R. Parasuraman

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

Sri. Pavan G Ranga

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

Dr. Prasanna Chandra

Professor (Retd.), Indian Institute of
Management, Bangalore

Prof. Pradeep A. Rau

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

Dr. Raj Agrawal

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

Sri. Sid Mookerji

CEO / Founder
Silver Spirit Investments LLC, Atlanta, USA

Dr. Vasanthi Srinivasan

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

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

Dr. N Muthukumar

President & Chief Operating Officer
Meritor HVS (India) Limited

Mr. Niranjan N Naik (Alumni)

President - Prerana (SDMIMD Alumni Association)

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-General Management
SDMIMD, Mysuru



FACULTY TEAM

Dr. N.R. Parasuraman

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. Mousumi Sengupta

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

Dr. M.R. Suresh

PGDRM, Ph.D
Professor - Marketing

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

Dr. Nanda Kishore Shetty

PGDPM, Ph.D
Associate Professor - Marketing

Dr. L. Gandhi

M.A., M.B.A., M.Phil., Ph.D
Assistant Professor - OB & HRM

Prof. S. Kannadas

MBA, M.Phil
Assistant Professor-Finance

Dr. S. Saibaba

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

Dr. K. Riyazahmed

MBA, Ph.D
Assistant Professor - Finance

Dr. Balaji Gopalan

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

Prof. C.V. Sridhar

MBA
Assistant Professor-General Management

Dr. Sunil M.V.

M.LISc, Ph.D
Assistant Professor-General Management

Dr. Suresh Naidu Boddu

MBA, Ph.D
Assistant Professor-Systems

Dr. Mamta Hegde

PGDBM, MBA, Ph.D
Assistant Professor -OB & HRM

Adjunct Faculty

Dr. R. Indira

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

Dr. Elango Rengasamy

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

Shri. Rangan Mohan

Independent Director
Integra Software Services Private Ltd

Dr. Radhakrishnan S.

Telfer School of Management, University of Ottawa

Dr. Stephen Aro-Gordon

Muscat College, Department of Business and Accounting



HONOURING A COMMITMENT OVER 26 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.

PGDM 2020-2022

Smt. Pankajam Sridevi

Managing Director
Commonwealth Bank of Australia (India)

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)
- 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 Program 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.

THE NEW INITIATIVE FOR PGDM

ESG - Environmental-Social-Governance

The flagship program of the Institute being the two-year full-time residential PGDM (Post Graduate Diploma in Management) program has incorporated the ethical and value-based components in all the courses wherever possible to inculcate the ethical orientation among students who eventually become the drivers and captains of the industry after passing out in the near future.

In line with the movement to align with the Sustainable Development Goals (SDGs) announced by the UN, and the prominence being given to the Environmental-Social-Governance (ESG) dimensions, SDMIMD will be offering a modular specialization and certification for students to study ESG-related courses in addition to their chosen PGDM specialization. The Institute has planned several activities in this regard including MDPs, conferences, and conclaves.

In summary, this initiative on the ESG in several associate ways is focused at,

- Enhanced value creation for the student in terms of knowledge, openings for analysis, synthesis and creativity
- Enhanced opportunities for esteemed employers who value the ESG focus to employ our students certified with ESG courses



SDMIMD has entered into a major 5-year tie up with TCS iON for academic enhancement.

- This will be applicable from the batch 2021-23 onwards (current first year students)
- Entire batch of first year students will be enrolled every year
- 10 courses have been identified initially which we are offering in the first year and early in the second year. For these courses, TCS iON will organize supplementary lectures on practical relevance. In addition, TCS iON will conduct internship (online) during the course program. Further, students will be entitled to appear for the National Qualifier Test, a prestigious test run by TCS for recruitment purposes. A Joint certificate will be issued by SDMIMD and TCS iON on completion of the above orientation.

CENTRE FOR EXCELLENCE IN MANAGEMENT WITH BCIC



SDMIMD has entered into a collaboration with Bangalore Chamber of Industry and Commerce (BCIC) for setting up a joint Centre of excellence in Management Studies in the institute campus. The Nodal Centre in Mysore will be called the BCIC SDMIMD Centre for Excellence in Management and will focus on holding corporate programs, training sessions, workshops and leadership conclaves with the support of the corporate executives of the member Institutions of BCIC.

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.



QS I Gauge

Recognizing the overall excellent practices at SDMIMD, QS I 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) to flagship program PGDM 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



Kennesaw State University, USA

South America



University of Montevideo, Uruguay

Asia



Shanghai University, China



National Sun-Yat-Sen University, Taiwan



Europe



Business Analytics Institute, France



Heilbronn University, Germany



Porto Business School, Portugal



Montpellier Business School, France



EAE Business School, Spain



University of Bordeaux, France



United Business School, Belgium



La Rochelle Business School, France



ESC Pau, France

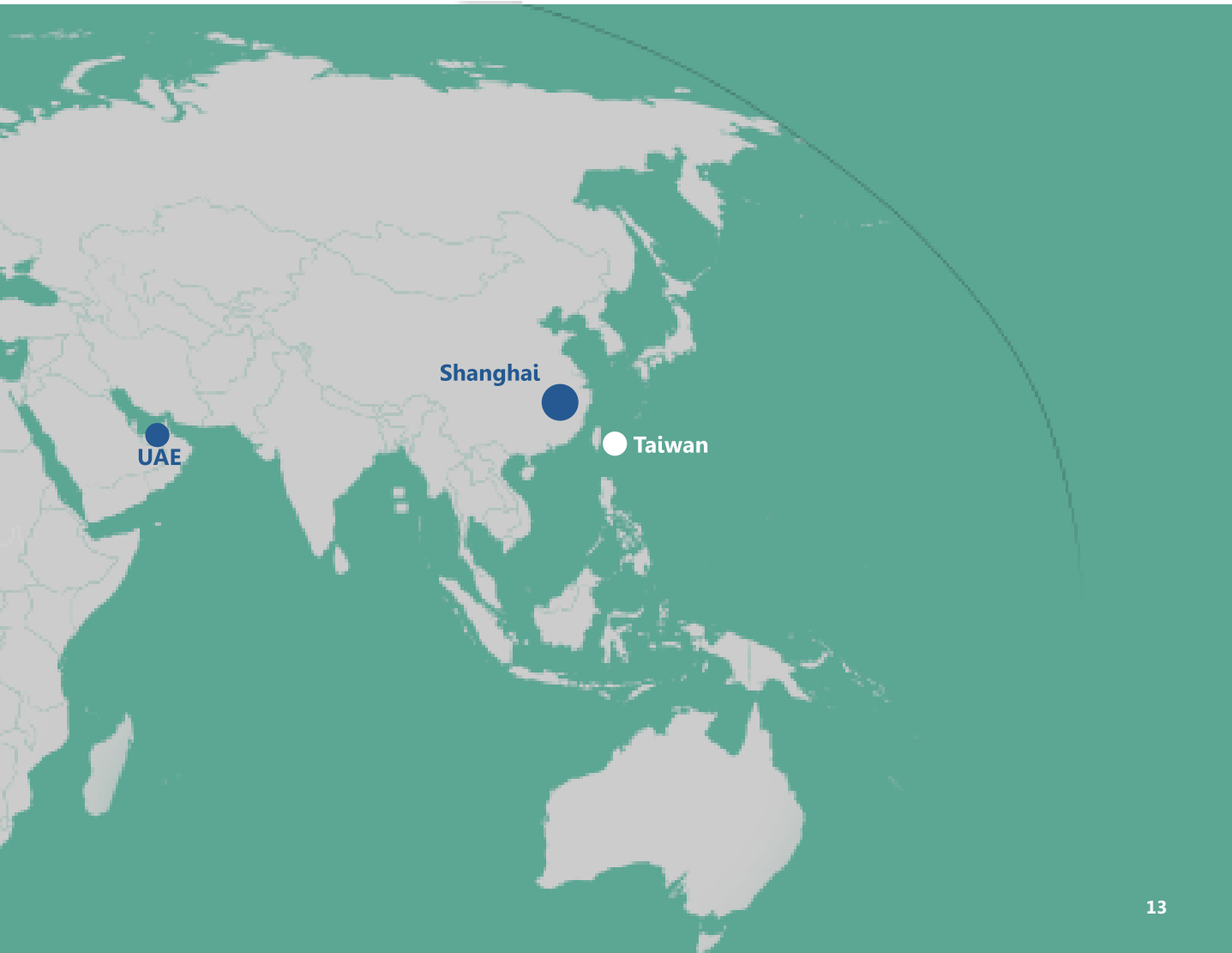
Middle East



British University in Dubai



Abu Dhabi University, UAE



STUDENT EXCHANGE PROGRAM

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 techniques used in these schools enable students to be on their toes and prove their mettle.

EXCHANGE PROGRAM & SUBSIDY

International Exchange Details	2019-20	2020-21	2021-22
No. of students who have gone on exchange to overseas universities in the last 3 years	29	27	28
Subsidy Given (Rs.)	1405000	975000	1305000

STUDENT EXCHANGE PROGRAM 2021-22



Texas A&M University, USA



Lakshminarasimha K



Saksham Choudhary



Heilbronn University, Germany



Ruchika Mali



Shanghai University, China



Akshay Srivastava



Akshay P. Chore



S Hemanth



Pramod K A

université de BORDEAUX University of Bordeaux, France



S Aloka



ESC Pau, France



Kshitij Shukla



Shreeja R



Jahnvi S



Harshith Mohan



Rushikesh Rangnath Shaik Mohd Faizaan Raza



Nandu Krishnan R Adwaid P.S D.R. Sravya Reddy

In addition twelve students were selected for exchange to universities abroad, but because of visa issues related to the pandemic, they could not take up the visit.

FACULTY EXCHANGE PROGRAM



Dr. N.R Parasuraman was invited to conduct a 25-hour course on “Accounting and Decision Making” for the students of Shumba MBA, University of Shanghai, during August 2021



Dr. S.N. Prasad was invited as part of exchange program to handle a one week course on "Responsible Human Resource Management" for Esc. Pau. Business School, during November, 2021.

Faculty from Foreign Universities for 2021-22 courses at SDMIMD



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



Dr. Elango Rengasamy
Head of Finance and Banking Program
Faculty of Business,
The British University in Dubai, Dubai.



Dr. Stephen Aro-Gordon
Assistant Professor
Department of Business and Accounting
Muscat College



Dr. Akshaya Sreenivasan
Clinical Assistant Professor
Mays Business School
Texas A&M University



Dr. Charlotte Fontan Sers
Economics Professor,
ESC Pau Business School, France



Dr. Radhakrishnan S
Telfer School of Management
University of Ottawa, Canada



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 15000 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.

PGDM QUALITY MODEL





ACADEMIC CALENDAR FOR THE YEAR 2023-25

Term-1	July to September 2023
Term-2	October to December 2023
Term-3	January to March 2024
Term-4	June to August 2024
Term-5	September to November 2024
Term-6	December 2024 to February 2025

General Structure

- a) The 2-year fully residential PGDM program comprises of 6 trimesters each of duration varying from 10 to 13 weeks.
- b) 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.
- c) All the courses in the first year are compulsory core courses. These courses equip the students with basic knowledge in various areas of management.
- d) 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.
- e) 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.
- f) 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



A Joint certification by SDMIMD and TCS iON as added academic value without additional fees.

ESG Certification

SDMIMD will be offering a modular specialization and certification for students to study ESG-related courses in addition to their chosen PGDM specialization without additional fees.



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.

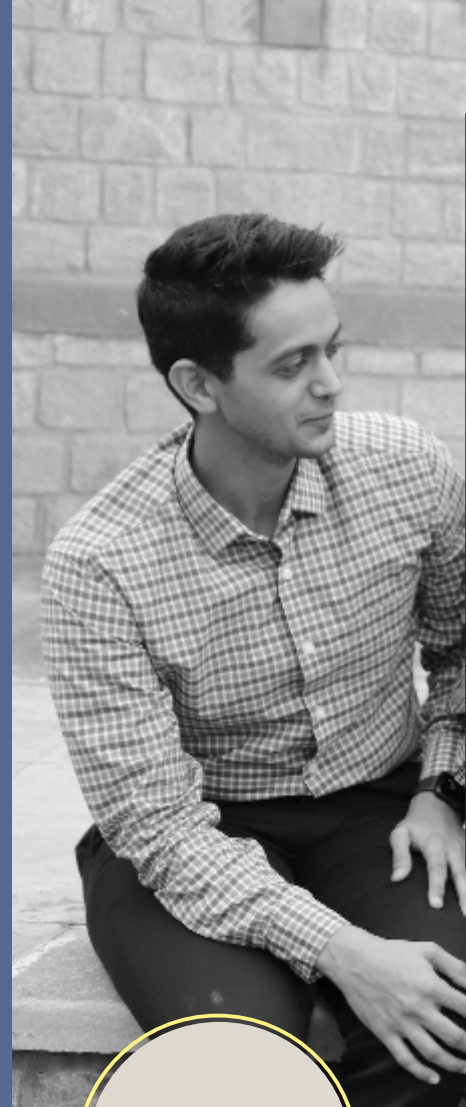


Professional Diploma in Business Analytics

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
- Suvidha - 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 Studies¹
- LIFE @ School²
- Socially Relevant Projects
- Support for Schools³

Industry Projects

- Summer Internship Projects
- Live Projects⁴
- Applied Research (Jointly with Faculty)⁵

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.

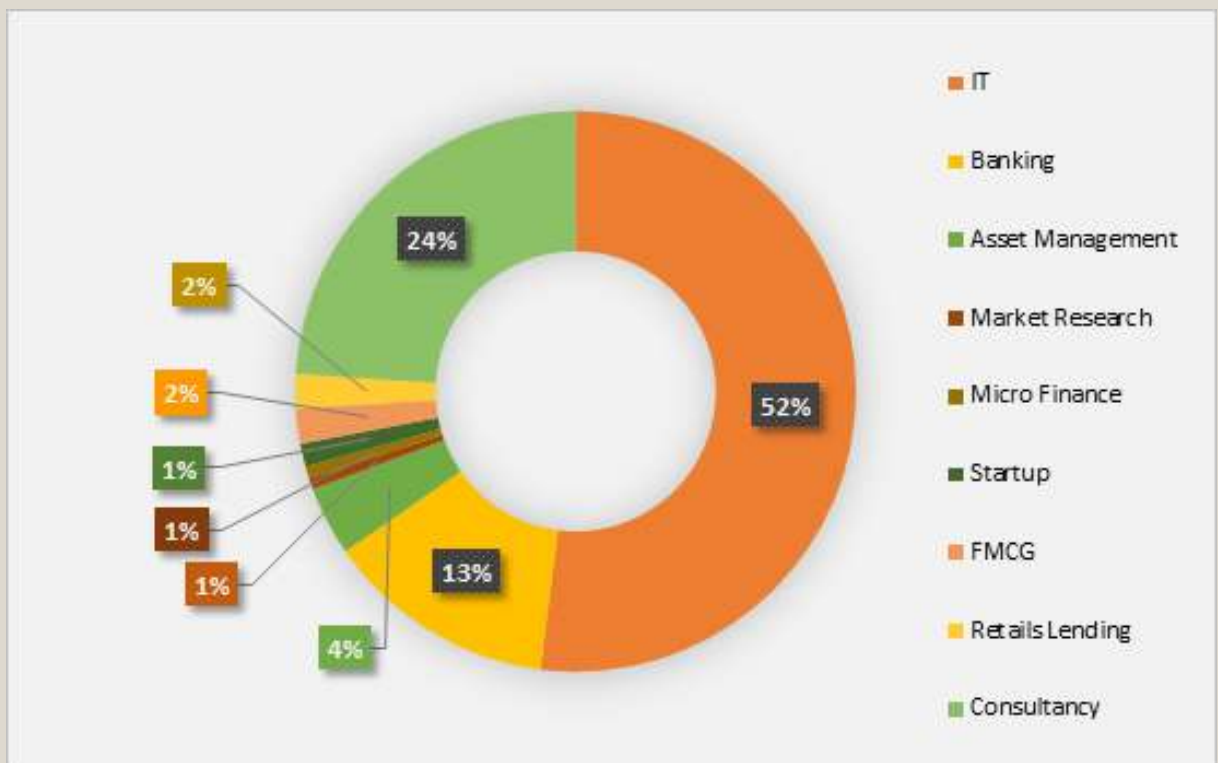
PLACEMENTS 2021-22

Top Recruiters

- Hindustan Unilever
- Deloitte
- Ernst & Young GDS
- Morgan Stanley
- IBM
- Capgemini
- L&T Infotech
- Infosys
- TCS
- Oracle
- Tech Mahindra
- Federal Bank
- Ujjivan SFB
- TTK Prestige
- HDFC Limited
- Feedback Consulting
- ICICI Bank
- Wipro



SECTORIAL DISTRIBUTION



LIFE @ SDMIMD





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:

Selection process consists of Written Ability Test (WAT) and personal interviews (PI). Applicants will be shortlisted based on consistent academic performance, competitive exam score and interview performance. Short listed applicants will be called for an interview process in February-March 2023 to be held at several centers across India as mentioned in the Application Form (online interviews are also held on specific request) Selected students will be intimated by email/ phone/mobile.

Last date to apply : 28th February 2023

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

Email: admissions@sdmimd.ac.in

Toll-free number: 1800 121 1535

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Admission Faculty Committee

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