

## Post Graduate Diploma in Management

An AICTE approved program for working professional, executives and entrepreneurs

## Post Graduate Certificate Program in Management

A SDMIMD Certification

**Shri Dharmasthala Manjunatheshwara  
Institute for Management Development  
Mysore**



## Contents

1.	About Institute	-	Page 03
2.	Faculty	-	Page 04
3.	Dual Certification.	-	Page 05
4.	Admission	-	Page 05
	a. Application	-	Page 05
	b. Eligibility	-	Page 05
	c. Selection	-	Page 05
	d. Fees	-	Page 05
5.	AIMA-PGDM SDMIMD-PGCPM Program Structure	-	Page 06
6.	Calendar		
	a. Modules	-	Page 06
	b. Course Evaluation & Exams	-	Page 06
7.	SDMIMD-PGCPM Program	-	Page 07
	Appendix A – First Year Course List	-	Page 07
	Appendix B – Specialization modules	-	Page 08
8.	Contact	-	Page 08

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**Course Commences in July 2013**  
**Last date for application 25 June, 2013**

### About the Institute

Shri Dharmasthala Manjunatheshwara Institute for Management Development (SDMIMD), ranked among the top Business Schools in India, is located at the foot of Chamundi Hills in the heritage city of Mysore in Karnataka, 140 kilometers from Bangalore. Its charming campus has won architectural and landscape awards, and provides a great setting for learning and germination of managerial intellect. The institute is promoted by the Shri Dharmasthala Manjunatheshwara Educational Trust, a non-profit educational trust that runs over 40 recognized educational institutions in Karnataka, including engineering and medical colleges. Dharmasthala, 'the abode of dharma', has been a renowned pilgrimage centre for hundreds of years and canons of selfless service, integrity, and social development stand embedded in all of the Trust's activities. The Trust and all the associate Institutions benefit from the visionary leadership of our Chairman, Padma Bhushan Dr. D. Veerendra Heggade.

SDMIMD's flagship full time residential PGDM is approved by AICTE and accredited by NBA. The institute is well known for its research activities and the dedicated research publications have come in for praise from the world of academics. It also is a recognized centre for Ph.D programs, affiliated to Mysore University and Tumkur University



## Faculty

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## Dual Certification

The Dual Certification Program – PGDM-PGCPM - Post Graduate Diploma in Management (PGDM) & Post Graduate Certificate Program in Management – is jointly offered by AIMA-CME (Center for Management Education) and SDMIMD. The PGDM – AIMA-CME is approved by All India Council for Technical Education (AICTE), Ministry of Human Resource Development, and Government of India.

The Program awards dual certification. The Program is not mutually exclusive of each other. The dual certification PGDM-PGCPM is a unique combination that integrates the academic rigour, ethos, values and environment of SDMIMD with the pervasive reach of AIMA-CME.

## Admission

- a. Application
  - i. The Candidate has to apply for the Dual Certification Program – PGDM-PGCPM by filling in the Applications Forms of AIMA-PGDM and SDMIMD-PGCPM.
  - ii. The filled-in application form has to be submitted along with fees of Rs. 550/- at SDMIMD, Mysore.
- b. Eligibility
  - iii. A Bachelor's Degree in any discipline.
  - iv. Candidates with 2-3 years of corporate work experience may apply. Professionals such as engineers / CA / CFA / ICFA / Technologists, Entrepreneurs, Small-scale industrialists may apply.
  - v. Candidates with minimum 50% in Graduation (under 10+2+3 scheme) from a recognized University are exempted from the entrance test for admission.
  - vi. Interested candidates with less than 50% in graduation are required to appear in the test (MAT/ CAT/ XAT/ ATMA / any other state level test.) to be eligible for the interview. There will be no cut off score.
  - vii. Interested candidates who have not appeared in any of the mentioned tests and with less than 50% in graduation, desirous for admission in the same session are required to appear for the Aptitude test to be conducted by AIMA / SDMIMD Study centre from time to time. They may be given provisional admission with an undertaking that they will appear in the Aptitude Test whenever finalized.
  - viii. No re-admission to any module / term is allowed.
- c. Selection

Selection is on the basis of merit.

  - i. SDMIMD conducts a Personal Interview of the applicant to assess their suitability for the program.
  - ii. The final selection is made considering the applicant's performance in Personal Interview and Work Experience.



## d. Fees

The fees and the payment schedule are indicated below for the two-year PGDM-PGCPM Dual Certification Program.

Year	Month	AIMA-PGDM	SDMIMD-PGCPM
1.	July 2013 – Dec 2013	Rs.25,000	Rs.50,000
2.	Jan 2014 – Jun 2014	Rs.25,000	Rs.50,000
3.	Jul 2014 – Dec 2014	Rs.25,000	Rs.50,000
4.	Jan 2015 – Jun 2015	Rs.25,000	Rs.50,000
	<b>Total</b>	<b>Rs. 1,00,000</b>	<b>Rs. 2,00,000</b>

Subject to rules, SDMIMD offers additional facilities to the students as in

- computer lab usage with Internet usage and wi-fi enabled campus
- library membership with access to 10,000 books and research journals
- Access to online databases such EBSCO, Capitaline etc.
- Yoga, Gym and other Sports facilities.

## AIMA-SDMIMD PGDM-PGCPM Program structure

The general structure of the PGDM-PGCPM program is designed to enable working executives to adapt to the changing requirements, challenges and opportunities of the corporate scenario.

The PGDM-PGCPM Course is a two-year part time program. The Program is Module based. The Program consists of 4 terms of 6 months each. Each term is a Module. Each Module has a number of courses. AIMA awards Modular certifications after the completion of each module. SDMIMD does not award Modular Certifications. The final diploma from AIMA and certification from SDMIMD will be awarded after the completion of the program. Placement assistance is precluded from the Program.

## Calendar

### A. Module

The Module and the number of hours of class contacts are given below

Month and the Year	Module #	Courses in hours
July 2013 – Dec 2013	1	150
Jan 2014 – Jun 2014	2	150
Jul 2014 – Dec 2014	3 (Specialization Module)	150
Jan 2015 – Jun 2015	4	150
Total Program Hours		600

The classes will be held on three days of the week from 6.00 pm – 9.00 pm.

### B. Course Evaluation & Exams

The AIMA-SDMIMD PGDM-PGCPM Program follows a continuous evaluation process. Generally the following are the components used for evaluation in all the courses

1. Quizzes
2. Class Participation
3. Assignments / Projects / Case Analysis / Presentations
4. End term examination

It should be noted that the students have to attend all the evaluation exercises as prescribed by the faculty and no exemptions are allowed.

#### AIMA PGDM Program

The Assessment of student's performance is based on the Assignments, Class Participation, Term-End Examination, Quizzes and Project work, with a weightage of 60% that will be common for the both the AIMA PGDM and SDMIMD-PGCPM for the final grade calculation.

- Examinations are normally held towards the end of June and December every year at several Centers (SDMIMD is also likely to be one among them) in India and abroad.
- The examination will carry a weightage of 40%.
- The minimum Modular Grade Point Average (MGPA) of 2.67 (B-) must be secured by the student for passing each Module.
- MGPA is the average of overall grades for all the subjects of a module.
- Students are allowed to reappear in the exams to meet the criteria of MGPA.
- Examination form is available at SDMIMD Office or at AIMA website.
- The tentative Examination schedule is put on AIMA website on March 15 and September 15 for the June and December examinations respectively.
- Hall Tickets for examinations are put on the AIMA website much before the examination. Students should take a print of hall - ticket from the web site and produce it along with the AIMA Identity Card at the examination center.
- The term end examination for a student will be cancelled if it is found that a student has appeared without submission of assignments.
- Examination fee payable for the first and second chance (whether availed or not) is Rs.200/- per paper. For third chance an examination fee of Rs.500/- per paper will be charged. After the third attempt, a student is required to reregister against a payment of Rs.1700/- per paper for all Programmes (Rs.1500/- Reregistration Fee and Rs.200/- examination fee)
- Please note that students will be allowed to appear for four consecutive Modules: (Mod I , Mod II ,Mod III and Mod IV).

## Appendix A - LIST OF MODULES - I & II YEAR

### COURSES OF FIRST YEAR

Module I\*  
 Management Functions & Behaviour  
 Human Resource Management  
 Economic and Social Environment  
 Accounting & Finance for Managers  
 Introduction to Information Technology

Modular Certification Award :  
 Diploma in Management

Module II \*  
 Operations Management  
 Marketing Management  
 Quantitative Techniques for Managers  
 Managerial Economics  
 Strategic Management

Modular Certification Award :  
 Advanced Diploma in Management

### COURSES OF SECOND YEAR

Module III Specialization Module \*\*  
 Marketing Management (MM)  
 Financial Management (FM)  
 International Business (IB)  
 Human Resource Management (HR)  
 Operations Management (OM)  
 Information Systems (IS)  
 Insurance Management (IN)

Modular Certification Award :  
 Professional Diploma in Management

Module IV  
 Business Law & corporate Governance  
 International Business  
 Management Information Systems  
 Research Methodology  
 Project Work

Modular Certification Award :  
 Post Graduate Diploma in Management

\* The modular certificate to be awarded. \*\* Only one specialization is to be opted.

## SDMIMD - PGCPM Program

- A common 60% evaluation weightage is shared between the AIMA-PGDM and SDMIMD-PGCPM. The evaluation system followed for the AIMA-PGDM and SDMIMD-PGCPM are different. SDMIMD conducts a separate end-term exam with 40% weightage.
- The students must compulsorily complete the previous term exams to take the next term exams. In case the student fails, the student will be allowed to appear for the exam with the next batch of students.
- The grades for the SDMIMD-PGCPM are calculated on the basis of the 60% shared weightage of Assignments / Project work / Quizzes and the 40% end-term exam conducted by SDMIMD. The marks (out of 100) thus scored by the student are finally converted into grades. The grading system is as follows:

Letter Grade	Description	Grade Point
A	Excellent	4.00
B+	Very Good	3.5
B	Good	3.0
C+	Fair	2.5
C	Satisfactory	2.0
D	Low Pass	1.5
U	Unsatisfactory	1.0
I	Incomplete (Final Grade pending)	NIL

A mark-sheet will be awarded for the SDMIMD-PGCPM with the Cumulative Grade Point (CGPA)

## Appendix B - LIST OF MODULES - Specialization Modules (Only one specialization is to be opted.)

MARKETING MANAGEMENT (MM)	Sales and Distribution Management, Advertising and Sales Promotion Management International Marketing Management Marketing of Services, Consumer Behaviour
FINANCIAL MANAGEMENT (FM)	Management Control Systems, Security Analysis & Portfolio Management, International Finance, Corporate Finance, Management of Financial Services
INTERNATIONAL BUSINESS (IB)	Import Export Documentation Indian Foreign Trade International Human Resource Management International Marketing Management International Finance
HUMAN RESOURCE MANAGEMENT (HR)	Performance Management Training and Development HRD for Competitive Advantage, International Human Resource Management, Managing Change through Organisational Development
OPERATIONS MANAGEMENT (OM)	Technology Management Project Management Business Process Re-engineering Supply Chain Management Knowledge Management
INFORMATION SYSTEMS (IS)	Computer Networks Fundamentals of E-Commerce Software Engineering Database Management Management of Information Technology
INSURANCE MANAGEMENT (IN)	Fundamentals of Risk & Insurance Management Principles & Practices of Life Insurance Principles & Practices of General, Insurance Investment Management Marketing of Insurance Services

### Contact

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