



# Explore

Corporate Leadership



# C Contents

Explore Leadership Vistas **1**  
in Management Education

Key Contacts **39**

Explore Our Pursuit **3**

- Vision
- Mission
- Promise
- Credo

Explore Opportunities **35**

- Centre for Service Excellence
- Centre for Ethics and Governance
- Career Management Centre
- SDMIMD Recruiters

Explore Eminence **5**

- Message from the Chairman
- Message from the Director

Explore Expertise **23**

- Faculty Profiles
- Guest Faculty
- Governing Council
- Distinguished visitors on campus

Explore Experience **7**

**Our Core Offering:**

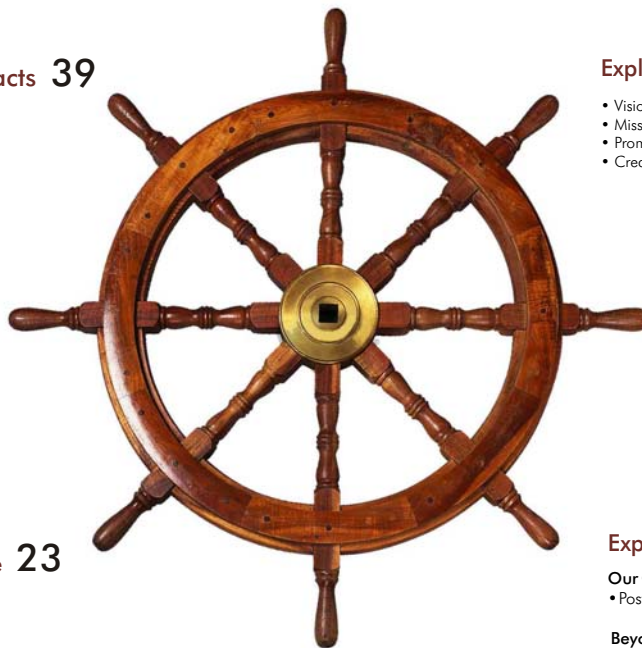
- Post Graduate Diploma in Management (PGDM)

**Beyond Boundaries:**

- Client Specific Programmes (CSP)
- Management Development Programmes (MDP)
- Consultancy
- Research and Training

Explore Our World **17**

- The Classrooms
- The Interaction Rooms
- The Library
- The Auditorium
- The Conference Hall
- The Amphitheater
- The Hostel
- Suvidha
- Yoga and Gym
- The Faculty Block
- The Administrative Block
- Student, Events and Achievements



# Explore

Leadership Vistas in  
Management Education



The serene environs of the Chamundi foothills form an ideal setting for the SDM Institute for Management Development (SDMIMD) whose portals have welcomed and nurtured some of the finest minds in business and management. The thought-leaders, entrepreneurs and skilled managers that have graduated from SDMIMD are testimony to the institute's commitment to maximise the potential of every student who walks through its gates.

Every SDMIMD graduate has grown and thrived on the excellent blend of learning managerial and motivational course content developed by the institute. Each student has felt impelled to follow a dream, sustained by a sense of encouragement and enthusiasm that emanates from the noble principles of the institute.

Quite naturally, all the students of SDMIMD are inspired to develop into high-performing industry professionals, determined to ascend the ladder of success, taking their peers along with them as they scale new heights of distinction.

The SDMIMD campus is a splendid mix of elegant buildings that blend well with time-honoured principles of traditional architecture and contemporary interiors, that together present a quaint, charming backdrop for state-of-the-art facilities in every area.

SDMIMD's distinguished faculty comprises professors and lecturers with wide-ranging knowledge and experience of both the academic and corporate sectors. The course content and lecture structure are completely relevant to industry practices and corporate governance. SDMIMD's faculty members are also frequent guest lecturers at other leading academic and training institutes, including IIMs.

The admission process is rigorous and only students with exceptional aptitude and potential are given the opportunity to explore the possibility of enrolling at SDMIMD. The institute is promoted by the Shree Dharmasthala Manjunatheswara Educational Trust, which has rich experience in managing educational institutes of repute for over 42 years. It is one of the foremost institutions of 40 educational establishments promoted by Shree Dharmasthala Manjunatheswara Educational Trust, in the realm of Medical, Engineering, Dental, Law and Management Sciences.



## **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 inclusive in wealth creation for the individual and the society



# Explore

## Our Pursuit



### Promise

#### To students:

We will nurture, support, and inspire you to realise your full potential as a future 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 work and personal development that will enable you to achieve personal satisfaction, professional recognition, and enhanced quality of life

### Credo

#### 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
- And that passion, commitment and the single-minded pursuit of excellence will make true leaders of us all



## Message from the Chairman

Over the last 15 years, SDMIMD has transformed talented youngsters into productive and inspiring business leaders, who have made a mark across all sectors and geographical regions in India's growing economy.

Founded on the belief that ethical practices and universal values are the nucleus of business excellence, the Institute has grown to set a benchmark in managerial education. Our growing number of recruiters, who return to the campus every year, are testimony to the rigour, contemporary relevance, and pedagogical innovativeness that prevails on SDMIMD's beautiful, well-equipped campus.

Every year, we re-dedicate ourselves to our goals and objectives, and in these challenging times, we believe we are an ideal choice for dynamic young men and women looking for a rewarding career.

**Dr D. Veerendra Heggade**



**Explore  
Eminence**



## Message from the Director



The international business, financial and economic environment has greatly increased in complexity, uncertainty and risk.

The world has now understood and acknowledged that a strong rooting in honesty and integrity, in addition to functional and managerial competence,

is indispensable for the modern manager. We at SDMIMD, in our short history, have always believed in creating such managers and result-oriented decision makers who do not take growth for granted, who create, inspire and lead teams that set and exceed demanding standards, whose every action is rooted in powerful understanding and business insight, and unshakable commitment to values.

We are proud to be part of the Dharmasthala Group of Educational Institutions. Shree Kshetra Dharmasthala boasts an eight hundred year history of service to the community. It is the bedrock of our values and the fount of our inspiration.

The institute is located on an award-winning, state-of-the-art campus with world-class facilities for living and learning. Our programmes are rich in academic content and relevant to business. Our talented faculty bring years of rich teaching and corporate experience to the education of students.

Given the small size of our batches, we ensure that students benefit fully from the rigour of our programme, while exploring many opportunities to involve themselves in various co-curricular and extra-curricular activities that help in shaping well-rounded personalities. The institute is a truly cosmopolitan community with students coming from all parts of the country. This gives all participants in the management programme an opportunity to experience the multi-hued cultures of India.

I have no doubt that every student of SDMIMD will find the two years spent at the institute very enriching and rewarding.

I look forward to seeing you on campus.

With best wishes,

**Ramesh Venkateswaran**



#### **Our Core Offering:**

##### **Post Graduate Diploma in Management (PGDM)**

The two-year, residential PGDM Programme, approved by the AICTE, Ministry of HRD, Government of India, is among the finest PGDM courses offered in the country. The course is compiled from contemporary industry practices and exceptional business case studies. A wide knowledge base and rich teaching experience matched by facilities of international standards, constitute the content and structure of this course. The educational method employed here has got a sharp competitive edge and it is interactive and application-based. Each student is driven from within to think and behave as a leader. Each is motivated to move a step closer to realising their dreams.

In their second year students reserve the option to specialise in up to two disciplines. The choice includes Marketing, Finance, Systems, HRM and Operations.

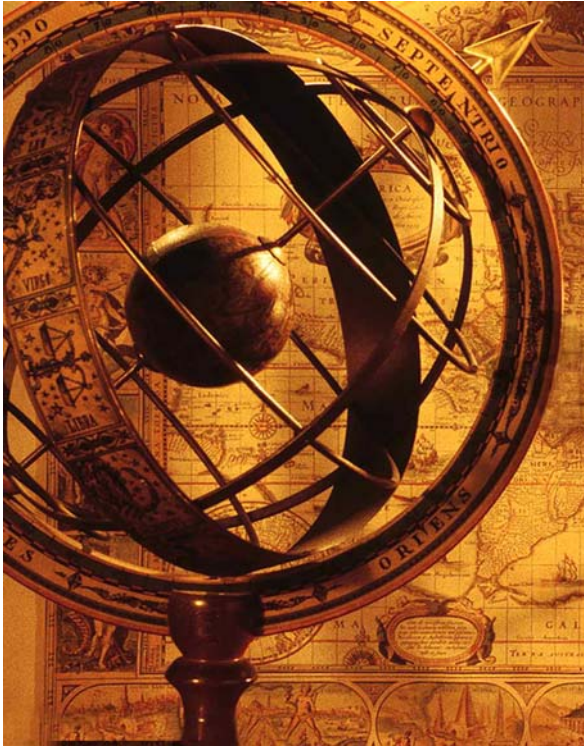
##### **Specialisations**

The crux of all teaching and learning at SDMIMD revolves around exploring and understanding the scope of management in every discipline. Working from this perspective builds the competence and skills of the students. The courses are interactive and application-oriented. Students find themselves highly-motivated to participate in programmes and to make their individual contributions to managerial thinking.

##### **Marketing-**

The emphasis in this course is to focus on the students' skill sets and acumen; to develop their abilities for the management of consumer services, products and business segments. Some of the prominent subjects include:

- CRM- Customer Relationship Management
- Brand-building
- e-business strategies



# Explore Experience



## **Finance-**

The latest most effective case studies, the most recent innovations in finance management and widely-accepted research findings of well-known finance firms form part of the curriculum in the course on Finance.

- Modern Finance
- Finance Analysis
- Treasury Management
- Global Finance

The content of these courses is centred on the study of financial management of companies: Securities and Portfolio Management, Investment Banking, Merchant Banking and Insurance.

## **Systems -**

Technology is often seen as the catalyst for successful development of effective managers. At SDMIMD students are inevitably perceived as future managers. They are afforded the multiple benefits of studying business applications software, which enables them to work with technologically advanced organisations - IT-specific, IT- related or IT-enabled.

## **Human Resources Management-**

The subject of Human Resources or People Development as it is also known today is still a new and fluid discipline. New concepts and methodologies are constantly emerging. The SDMIMD course is carefully structured to include the newest data and skills in Human Resource Development and Management. The key subjects covered are given below:

- Change Management
- Group Dynamics
- Recruitment and Training

SDMIMD ensures that students acquire knowledge of the industry and practical insights into real-life situations by consistently interacting with industry-practicing HR managers.

## **Operations-**

Operations is a relatively newer discipline that has come into the stream of industrial purpose. The key drivers of the course offered at SDMIMD are the development and management of efficient and effective processes. The support structure of these processes is composed of various tools and methods. The students are offered courses in:

- Operations Management
- Project Management
- Production, Planning & Control

On successful completion of the course, the student is awarded a Post Graduate Diploma in Management (PGDM).

## GENERAL MANAGEMENT

### COURSES OFFERED

Area	Course Title
Core	Quantitative Methods I Quantitative Methods II Operations Research Essentials of Communication Communicating at Work Managerial Economics Macroeconomics Business Policy and Strategic Management Business Law Ethics and Values in Management Knowledge Seminar Seminar on Contemporary Issues for Corporate Growth
Electives	Economic Environment and Policy Intellectual Property Laws Law of Investment and Securities Export Documentation Corporate Taxation Laws Business Negotiation Skills Law of Mergers, Amalgamation and Corporate Restructuring Knowledge Management Environmental Law Entrepreneurship and Management of Small and Medi Enterprises Nations and Markets Law of Business Process Outsourcing Legal aspects of Dispute Settlement under WTO

**COURSES OFFERED****FINANCE**

Area	Course Title
Core	Financial Accounting Cases in Finance Management Accounting Corporate Finance
Electives	Project Appraisal Securities Analysis and Portfolio Management Financial Derivatives Strategic Cost Management Fixed Income Securities Management of Banks and Financial Institutions International Finance Mergers and Acquisitions Global Reporting Investment Banking

**HUMAN RESOURCE MANAGEMENT**

Area	Course Title
Core	Organisation Behaviour Human Resource Management and I R laws
Electives	Recruitment and Selection Performance and Compensation Management Strategic HRM Training and Development Organisation Development and Change Management Emerging Trends in HR Talent Management

**COURSES OFFERED****MARKETING**

Area	Course Title
Core	Marketing Management I Marketing Management II
Electives	Advertising and Sales Promotion Brand Management International Marketing Sales and Distribution Management Business Marketing Product Management and New Product Planning Quantitative Methods for Market Research Retailing and Franchising Services Marketing Strategic Marketing Internet Marketing Rural and Social Marketing Strategic Selling to Large Accounts

**OPERATIONS MANAGEMENT**

Area	Course Title
Core	Production and Operations Management Operations Strategy
Electives	Production, Planning and Control Contemporary Issues Total Quality Management Project Management Technology Management Logistics and Supply Chain Management

## SYSTEMS



### COURSES OFFERED

Area	Course Title
Core	Information Technology for Management Management Information System Structured Systems Analysis and Design
Electives	Business Data Networks Management Relational Database Management Systems Object Oriented Analysis and Design and Unified Modelling Language Software Project Management IT Strategy Enterprise Resource Planning Information Technology Products and Services Management IT Outsourcing Trends and Strategies

#### Socially Relevant Project - SRP

The foundation of the SDM Education Trust is based on strong, uncompromising values. The accent is heavy on ethics, societal mores, social responsibility and philanthropy. The same principles underpin the core function of SDMIMD which is an essential segment of the Trust. Like all the other initiatives, Socially Relevant Project (SRP) is designed to instil and develop these values in the students of SDMIMD.

Why do students need to examine not-for-profit organisations in the social sector?

- Social organisations have multiple stakeholders with overlapping goals. Resolving such conflicts require finely-honed managerial skills
- Students become aware of the relevance of policies and the impact of the absence of them. The distinctive function of a social organisation opens minds to operations in areas other than business
- Eyes are opened to those parts of India where the fruits of progress have still not budded
- SRP expands the horizons of learning and helps students to develop well-rounded personalities

Objectives of SRP

- Allow students to experience how non-corporate organisations work
- Point to the links between policy making and implementation in the development sector and let insights develop

Participating organisations in SRP

- More than 20 Govt., Non-Govt. organisations and co-operatives provide space to SDMIMD students (excl. Dharmasthala institutions)
- Key NGOs: Arghyam, Everychild India (UK) and its associate grassroots organisations, Pratham (Mysore), Pratham (Bangalore), Odanaadi, Equitable Tourism, K-Yes (Vivekananda), C-LAMPS etc.
- Other organisations: Karuna Animal Welfare Assn., Mysore Pinjarapole Society, Karnataka Council of Science & Tech (initiative of GoK and IISc), Mysore Milk Union
- Govt. Departments: Horticulture Dept., Pollution control board, Women and Child Development, DIET (Education Dept.), ZP etc.



### **International Exchange Programmes**

Students of SDMIMD have the enriching educational opportunity of participating in foreign exchange programmes. SDMIMD has collaborated with high-profile, international management institutes of repute to conduct exchange programmes every year for an understanding of management from an international perspective.

SDMIMD's collaborations are with the **Global Management Institute of Shanghai University, China**; and the **MAYS School of Business, Texas A&M University, USA**. The students selected for the programme must have must have an exceptional record in academics with a consistent record of all-round excellence.

The exchange programmes have several benefits for students, one of them being that students find themselves well-equipped with razor-sharp interpersonal skills to successfully work in any workplace - multi socio-ethnic or multi cultural.

## Beyond Boundaries

### Client Specific Programmes (CSP)

Exclusively developed by the SDMIMD faculty in consultation with the management of the client organisation, Client Specific Programmes provide impactful long-term effective solutions to the students for typical workplace related situations. Client Specific Programmes represent the Institute's approach to On Demand Business.

### Management Development Programmes (MDP)

MDPs are uniquely-designed training programmes exclusively created for corporate houses. The programmes offer a solution customised for each individual corporation. The solutions show how to simplify the handling of complex issues by breaking them down into focus areas such as creation of new competencies in managing diverse businesses, technologies, people dynamics and global markets.

### Consultancy

Extensive experience in consultancy has instilled into the faculty of SDMIMD keen ability to tackle concerns faced by a client on any subject. The faculty members group themselves into teams or work individually when undertaking in-depth research to arrive at an optimal solution.

### Research and Training

SDMIMD's faculty members frequently meet to find ways of improving the current course material. The faculty's intense desire is to always introduce fresh perspectives and ideas for the development of young management students. A body of research papers and articles on new theories and concepts on management training are produced in-house every year. The articles have appeared in National as well as International journals covering diverse functional areas such as: Marketing, Finance, Systems, HRM, Quantitative Methods, Economics and Production Strategy.

The faculty also specialises in developing case studies that assist in students' understanding of management issues in the market place.



## Explore Experience

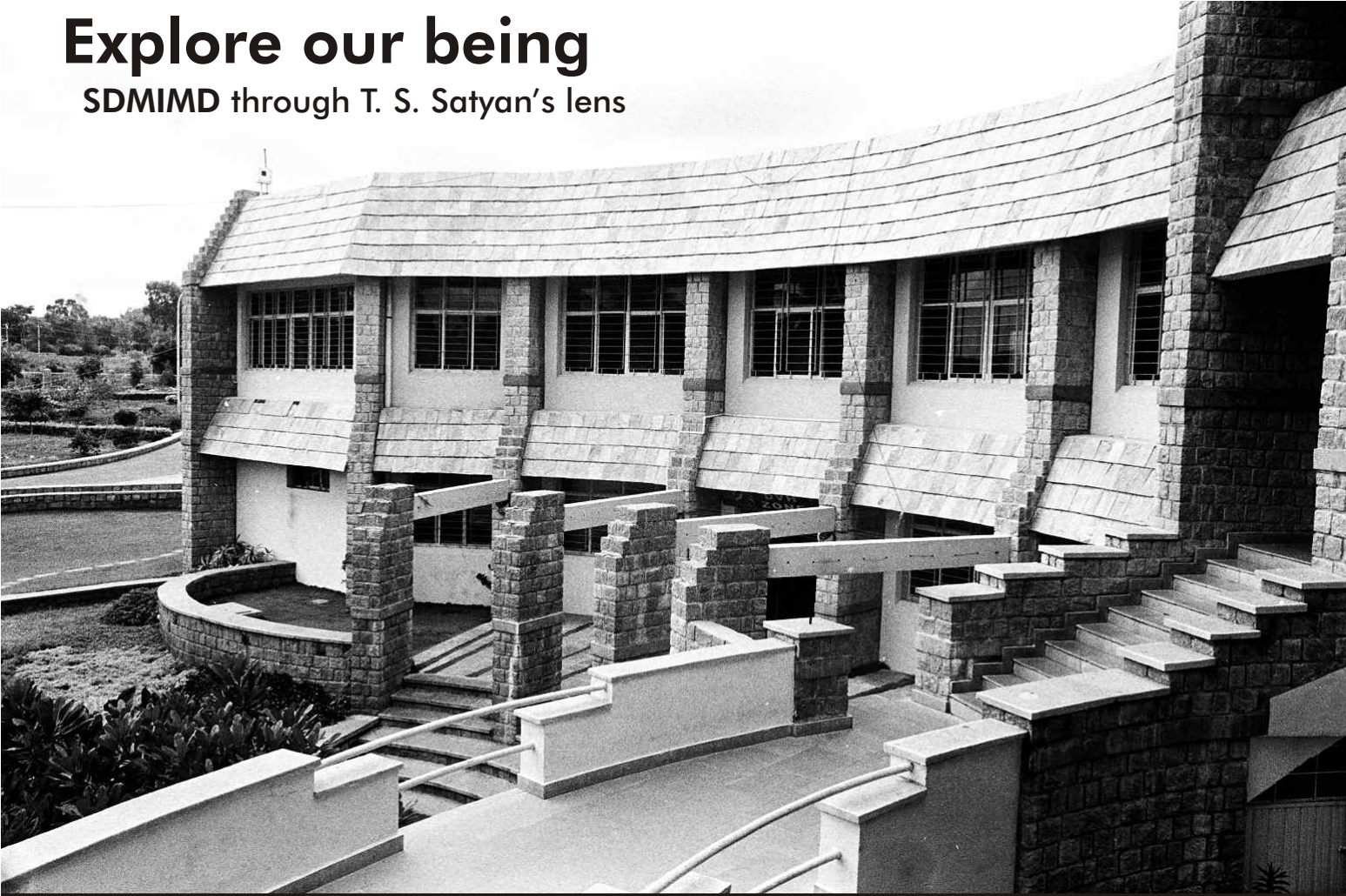
*"Apart from the intensive 'knowledge sessions' within the classroom, all day-to-day activities help in shaping our corporate persona. The institute has been a pillar of strength for all students, in shaping our ideas and talents, and building our dreams for the future."*

Dushyant R. Prasad,  
PGDM, 2008-10  
Student Co-ordinator, 2009-10



# Explore our being

SDMIMD through T. S. Satyan's lens





A well-integrated learning experience awaits students in a beautiful setting where modern, well-equipped interiors blend seamlessly with the breathtaking scenery of the SDMIMD campus location - at the Chamundi foothills - and Mysore's salubrious weather. It is an exceptional setting, perfect for students to explore the ocean of resources available at SDMIMD. Here, truly are many corporate leaders of the future, shaped and sent forth.

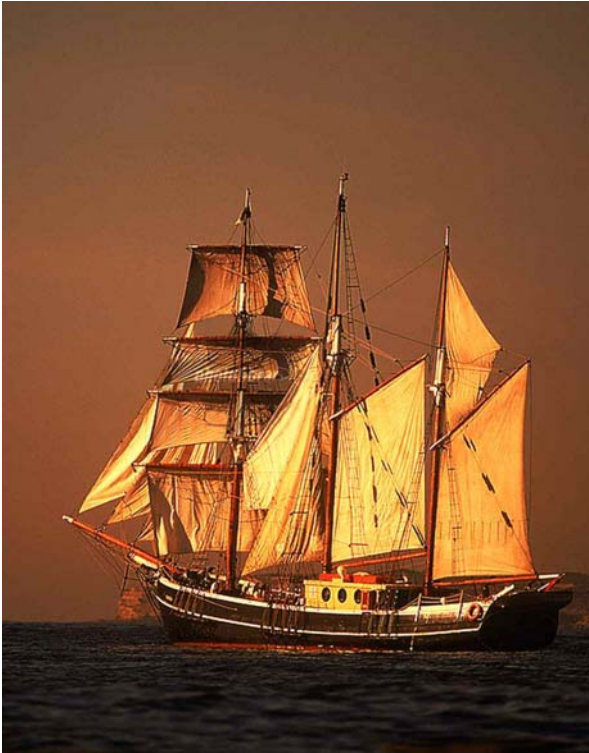
A handful of utility-based services created around the learning requirements of students help the students to improve their efficiency and areas of core competencies.

## The Classrooms

Brainstorming, interaction and friendly debates are encouraged and practiced in areas within the classrooms.

The classrooms are also equipped with high-tech support equipment:

- LCD Projectors
- OHP's Computers
- White Boards
- AV Systems



**Explore**  
Our World



## The Interaction Rooms

The Interaction Rooms are the students' hub for exchange of ideas, sharing knowledge, group discussions and other such activities. Healthy exchange of ideas and thoughts help the students to broaden their knowledge horizons and break old mind sets. SDMIMD prides itself on having four well equipped Interaction Rooms.

## The Library

Here is the true student's haven an IT-enabled resource centre for teaching, learning and research at the heart of the academic centre with an aim to provide 'Anytime, Anywhere Access' to information and knowledge.

The library is a repository of printed as well as electronic resources which include: books, journals, databases, AVs, CDs/DVDs, e-books, e-journals, reports, course materials, case studies, conference proceedings, training manuals, etc. Currently the library holds over 12000 books, 140 print journals, provides access to 2100 e-journals, electronic corporate databases, newspapers and business magazines, abstractive databases, database pertaining to case studies and additionally, 120 multimedia resources.

The SDMIMD library is approved by the Union Ministry of Human Resource Development as a Training Centre. SDMIMD graduates are trained in the area of Library and Information Management. The SDMIMD library holds corporate membership with prominent libraries in Bangalore and Chennai. The increased range of resources would certainly invoke hunger for more knowledge.

## The Auditorium

The large, acoustically-sound auditorium is a showcase of discourses, seminars, films, presentations and theatre for management and general education. It seats 300 and is a constant witness to cultural, educational and recreational feats for and by the students.

## The Conference Hall

The plush conference hall hosts a number of special events for guests on campus such as corporate houses, the press and the faculty. Fully air-conditioned, the conference hall accommodates 20 people and it is ideal for laptop presentations as well as smaller group interactions.



## The Amphitheatre

The ambience and the structure of the amphitheatre is breath-taking. Over 500 people can watch the cultural extravaganzas produced by students and others. The amphitheatre is also a meeting place where students can relax.

## The Hostel

The SDMIMD hostel is indeed a home away from home. Fully furnished single rooms, lounge/study area, recreational facilities, and a common dining area create a mini world of its own. The facilities in the hostel include broadband internet access, housekeeping, dry cleaning and laundry services.

## Suvidha

Suvidha is an equity-funded departmental store conceived and run by students as a co-operative venture with the objective of providing daily necessities to students at the lowest cost. It provides an opportunity for students to apply their knowledge to professional, practical management of a micro-institution.

## Yoga and Gym

To help students cope with the mental and physical stress of a management career SDMIMD encourages students to participate in activities like Yoga. It is mandatory for students to exercise and practice Yoga on a regular basis. A spectacular sports block of 4000 sq. feet, indoor walking, jogging, table tennis courts, and a private fitness centre is available to the students to stay healthy as they pursue their sport of choice.

## The Faculty Block

The Faculty Block is driven by staff with an eclectic mix of state-of-the-art industry practices and teaching experience. The support infrastructure is benchmarked against global standards.

## The Administrative Block

The Reception, the Accounts and the Office sections of SDMIMD form part of the Administrative Block.

# Explore Our World

*"My life at SDMIMD has given me a new outlook on management studies. The freedom we get here has helped me to think out-of-the-box and work towards achieving all my goals," says an ecstatic Naveen, after winning a case study contest, beating students from IIMs, IMT, and SP Jain, organised by CreaADivity and Management Paradise.*

R. Naveen Kumar  
PGDM 2008-10



## Student Events and Achievements

**Naissance** is one of the major events on SDMIMD's calendar and one of the grand year-round festivals organised by the students. Naissance brings together the finest of B-school talent - from students to corporate executives - from all over the country, to vie for victory on an open stage. It is also part of SDMIMD's major emphasis that the subject of academics is not sufficient to shape a student's managerial ability. Extra curricular activities need to be an essential part of every student's day.

Naissance is one of SDMIMD's prime cultural initiatives to showcase students' talents in areas apart from academics. Students find expression for their non-academic talents in similar cultural events, which is why SDMIMD produces more than academic excellence in its students. When they graduate, the students from this institute are well-trained, all-round; to become significant contributors to the companies they join.

To understand and experience the cultural ambience of other institutes SDMIMD sends its students to participate in management fests at other prestigious institutes. Coming home with awards for the best paper presentations, business plans, best manager, and other trophies won at vertical-specific events, has become routine for the students of SDMIMD. IIM Bangalore, IIT Kanpur, TAPMI Manipal, NIT Warangal and Amrita Business School Coimbatore are a few of the top-ranking institutes where the overall championships and awards have been swept away by SDMIMD students. The SDMIMD students have also participated keenly in fests conducted by Indian Business Academy Bangalore, MS Ramaiah Institute of Management Bangalore, MIM Manipal, Mount Carmel College of Management Bangalore.

**Pratigam**. Old friends and former students meet again. A buzz of excitement hits SDMIMD alumni when the event Pratigam is about to take place. Pratigam is a forum for former students to return to their alma mater to organise campus placements, hold forth on discourses or just return to relive their days of camaraderie and nostalgia. The entire programme is spearheaded by the Alumni Networking Team of SDMIMD (ANTS).

**Samprathi** is also the connection between SDMIMD and the world of commerce and industry. Samprathi's priority is social issues. A variety of management games are arranged annually and the proceeds of these events go to the underprivileged.

Inter-class cricket, volleyball, table tennis matches form part of every day life at SDMIMD. Special days such as Independence Day, Diwali, Republic Day, Fresher's parties, Farewells are again, an opportunity for students to showcase their talent.

'**Dimensions**' is a quarterly, published by the students of SDMIMD. Slick and polished, 'Dimensions' is as good as many a business magazine on the news stands. 'Dimension's is a channel for the students to exhibit their writing skills, their editing prowess and their design abilities. 'Dimensions' is also a medium for students and industry professionals to speak out on issues of importance to them. 'The B-Street Buzz' is a regular campus newsletter that is informative and fun to read.



# Explore Our World

*"We are happy to be associated with SDM since the last five years. Students from SDM have been of a high caliber and have integrated very well with Feedback's culture and work ethics. We wish the Institute well and are confident of a long-term association with them."*

**I V Rajashree**  
SDMIMD Recruiter  
Vice President

Feedback Consulting Services Pvt. Ltd.,

## SDMIMD students excel wherever they go



Pratik Shah, Mahesh M, Prashant Talreja, Vishal Shanghavi, Pradeep Keerthi and Subrahmanya Rao N S emerge winners at Atharva 08-09 at T.A. Pai Management Institute, Manipal



Vikas Nigam, Abhijith A. And Bhavyank Shah Won the Second Place in Samanvay 2008 held at Indian Institute of Technology (IIT) Madras



Shashank Singh and Vinay Wadhwa (First Row) Kapil Kapoor, Ashish, Ashok and Anubhav Jain (Second Row) won events in Megabucks 09: International Business and Entrepreneurship Festival held during at Indian Institute of Technology (IIT), Kanpur



The group that won the Overall Championship at Archish 09 the Management Fest held at Indian Business Academy (IBA), Bangalore



The group that won the Overall Championship of Kurukshetra '09 the Management Fest held at Manipal Institute of Management, Manipal



Shashank Singh won the First Prize in NMRSMS 2008 paper presentation (Innovative Business Plan Contest) at Indian Institute of Technology (IIT), Kanpur



## FACULTY PROFILES



**H. Gayathri**  
**MBA, Ph.D.**  
**Marketing**  
**Visiting Faculty at IIM Kozhikode**

Dr. H. Gayathri has over twenty two years of teaching experience at the Mysore University and at SDM Institute for Management Development. In addition to this, she has assisted various companies in Market Research Studies and has helped in developing strategic marketing plans. Her areas of interest are Business Negotiation Skills, Marketing, Services Management & Service Quality, Self Empowerment and Leadership Influencing Skills. She has published articles in the area of Marketing, and has also taken up consultancy assignments and management development programmes.

She is an Adjunct Faculty at IIM (K) and visiting faculty at HAL Management Academy. She is also a resource person with the Staff Training College of SBM. She is a member of Membership Services Panel, CII and NHRD and a licensed NLP practitioner.

### Areas of Interest:

- Marketing Management
- Services Marketing
- Business Negotiation



## Explore Expertise

'A wealth of fine knowledge and practical experience acquired in the workplace, and in the crucible of learning' - an apt description of the faculty of SDMIMD. These are the men and women who steer and mould young aspirants into inspiring corporate leaders. These are the professors and lecturers who help students to navigate their way through the challenges of the learning curve. These are also the encouragers who work with students to expand their knowledge and vision. Each person in the faculty contributes to the mission of the institution, which is to enable students to excel in their respective fields.



**N.R.Govinda Sharma**  
**M.Tech., (IIT, Madras),**  
**MBA, FIE, FACCE, MICI**  
**Marketing**

Prof. Govinda Sharma has over two decades of consultancy experience and five years of teaching experience. He has taught a number of subjects such as Managerial Economics, Business Environment, Consumer Behaviour, Strategic Brand Management and Knowledge Management.

He has presented a number of research papers in India and abroad. He recently presented a paper titled "Are Small and Medium Enterprises Agents of Social Justice?" at the International Conference jointly organised by the International Society for Marketing & Development and Macro-Marketing Society at Washington DC, USA.

He has worked as Project Management Consultant for the Karnataka Urban Development & Coastal Environmental Management Project funded by the Asian Development Bank. He has worked for premium consultancy firms in India including Tata Consulting Engineers and Fichtner Consulting Engineers. Overseas, he has worked with MinConsult, Malaysia and Electrowatt (UK) at Dubai.

### Areas of Interest:

- Business Policy
- Strategic Management
- Ethics and Governance



**R. Jagadeesh**  
**M.E (Madras University)**  
**Ph.D (IIT, Bombay)**  
**Operations Management and**  
**Quantitative Techniques**  
**Visiting Faculty at Temple**  
**University, Philadelphia, USA**

Dr. R. Jagadeesh has over 25 years of experience in academics. His qualifications include B.E. (Mysore University), M.E. (Madras University), Diploma in

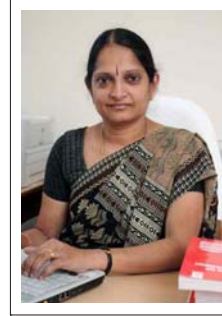
Production Management (Annamalai University), Diploma in Software Capability Maturity Model, and Ph.D. (IIT, Bombay). Besides, he holds certifications in Six Sigma Green Belt and Project Management.

He has worked as full time faculty at S J C E, Mysore and also served as Director of Bhavan - SIET Institute of Management, Bangalore. Since 2006, he has been invited as Visiting Professor by Richard J Fox School of Business and Management at Temple University, Philadelphia, USA, where, he teaches a course on Operations Management.

He has co-authored the Indian adaptation of the book 'Operations Management' by Jay Heizer and Barry Render, published by Pearson Education. He has published more than 70 papers in reputed national and international journals and conferences. He is the Advisor (India Operations) Emerald, UK, which publishes a large number of international publications and also acts as a referee for several international journals. His areas of interest include Logistics and Supply Chain Management, Quality Management, Quality in Education, and Operations Management.

**Areas of Interest:**

- Quantitative Techniques
- Operations Management
- Logistics and Supply Chain



**M.A. Malathi Sriram**  
**MCA, M.Phil.**  
**Systems**

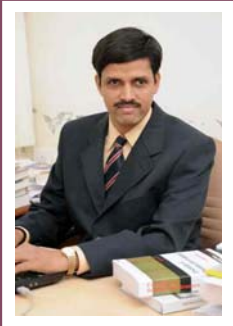
Prof. Malathi Sriram has eighteen years of varied work experience in academics and industry. She has worked as a software engineer and consultant in the industry, developing and designing web-enabled applications. Added to this, she is an SME for MeritTrac.

She has delivered guest lectures at the JSS International Institute of Professional Studies in the area of Systems Analysis and Design. She has conducted a number of corporate training programs in the areas of RDBMS, Systems Analysis & Design, OOAD and UML. She handles IT related courses at the Bharathidasan Institute of Management, Bangalore Campus. She was Academic Head, Aptech Computer Education, Mysore and was the guiding force for many students in different projects. For the past 10 years, she has been teaching various courses at SDMIMD, Mysore. She has presented a number of papers in National and International Conferences.

Her areas of interest are Database Management Systems, Networks, e-Learning and Knowledge Management. She has adapted two books with Pearson Education for its sub continent editions. She is pursuing her doctoral studies in the area of e-learning and knowledge management from Bharathidasan University.

**Areas of Interest:**

- Systems analysis & Design
- Database Management
- E-Learning



**Mihir K. Mahapatra**  
M.A., (University of Hyderabad)  
M.Phil. (Jawaharlal Nehru University)  
Ph.D. (Utkal University), NET (UGC)  
Economics

Dr. Mihir Mahapatra obtained his Ph. D in Economics from Utkal University on a Reserve Bank of India Doctoral Fellowship. His area of interest and the papers he teaches include Microeconomics, Macroeconomics and Economic

Environment of Business. He was earlier with the Goa Institute of Management (GIM), Goa and has also worked with the Centre for Multi-Disciplinary Development Research (CMDR), Dharwad, Karnataka and the Economic and Political Weekly Research Foundation (EPMRF), Mumbai. He has published papers in national and international refereed journals and contributed articles in edited books published by Springer-Verlag, Tata-Mcgraw Hill and New Century.

He has worked on or been associated with, various research projects sponsored by national and international agencies, including the Planning Commission (Government of India), Canara Bank, European Economic Commission, Confederation of Indian Industry (CII), and the Netherlands Inter-Disciplinary Demographic Institute (NIDI), the Hague.

He also participated in capacity building programmes sponsored by the World Bank, UNCTAD and organised by National Institute of Public Finance and Policy (NIPFP), New Delhi and Centre for Development Studies (CDS), Thiruvananthapuram. Currently, he is a life member of prominent economic organisations/associations including the Indian Economic Association, Indian Society of Labour Economics, Orissa Economics Association and member of AIMS International.

#### Areas of Interest:

- Microeconomics
- Macroeconomics
- Economic Environment and Policy



**Mohamed Minhaj**  
MCA and M.Phil  
Systems

Prof. Minhaj specialises in Web Services, Digital Libraries and Information Management. He has completed his MCA and M.Phil in Computer Science and many software courses.

He has over eight years of teaching and consulting experience serving many organisations like APTECH, ECIL, St. Philomena's College, University of Mysore in different capacities.

He has done many IT consulting assignments with State Government, Central Government, Industries and NGOs. He was the lead software consultant for the Indian Educational Digital Library Project undertaken by EDC, which is an international non-profit organisation, head quartered in United States.

Has delivered lectures for many under graduate and post graduate students of University of Mysore, Kuvempu University and Karnataka State University.

#### Areas of Interest:

- Object Oriented Analysis and Design
- IT for Management
- Management Information Systems



**Neetu Ganapathy**  
M.Sc., Masters Diploma in Business Administration (SIMS, Pune)  
Systems & Communication

Prof. Neetu Ganapathy has wide-ranging experience in the training industry in the areas of soft skills and IT. Her research interests include Information Management Systems and their usage, Knowledge Management and E-learning.

She has taught IT at Aptech Computer Education, Mysore, and worked in various capacities, including Group Leader and Academic Head. Soon after, she did a brief stint with Softgate Technologies, San Jose, California, as an IT consultant. Before joining SDMIMD she taught IT at the Mahajana First Grade College, Mysore. EMMRC, Mysore, has recorded a few programs with her which are part of the UGC CEC Countrywide Classroom series. She has presented papers in both National and International conferences.

Currently she is pursuing her doctoral degree in Management from the Kuvempu University in Davangere in Enterprise Resource Planning (ERP) System Implementation in Small and Medium Enterprises (SMEs).

**Areas of Interest:**

- Business Communication
- Knowledge Management
- E-Learning



**N.R. Parasuraman**  
LLB, FCS, FICWA, DBF, Ph.D.  
Finance  
Visiting Faculty at IIM Kozhikode

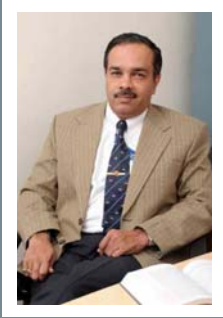
With twenty-seven years of experience in diverse areas of Finance, Dr. N. R. Parasuraman was the Company Secretary of Federal Bank Ltd., for five years and the Vice President (Finance) in charge of Securities Analysis for Joindre Capital Services Ltd., for two years. Earlier, he was the Finance Manager of KEK Group of Companies, Thiruvananthapuram.

He has been researching and teaching in the areas of Strategic Finance, Financial Derivatives, Cost Management, Portfolio Management and also International Finance.

He has published 25 papers in leading journals on various topics in finance and has also authored a book titled 'Fundamentals of Financial Derivatives', published by Wiley India. He is an Adjunct Faculty of Finance at the Indian Institute of Management, Kozhikode which features in the Business World's top 10 management bestsellers in August, 2008. The book has currently gone into a second edition.

**Areas of Interest:**

- Strategic Finance
- Financial Derivatives
- Cost Management



**Lt Col (Retd) S.N. Prasad**  
**B E - University of Mysore**  
**Masters' Diploma in Business**  
**Admin (Personnel Management)-**  
**SIMS, Pune**  
**Post Graduate Diploma in**  
**Human Resource Management-**  
**SIBM, Pune**

Lt Col (Retd) S.N. Prasad has more than 20 years experience as an officer in the Indian

Armed Forces. After completing BE (Mech) from SJCE, Mysore in 1987 with Distinction, he passed out of the Indian Military Academy, Dehradun in 1989 and was commissioned into the Corps of Electronics and Mechanical Engineers (EME). He specialised in Aeronautics at the Airforce Technical College, Bangalore. He has published a research paper on a composite material for battle field applications. He was cited for Outstanding Academic Performance on completing the Post Graduate Diploma in Human Resource Management at SIBM, Pune. He was on the faculty at the Defence Institute of Advanced Technology, Pune, and has taught Administration, HRM, Materials Management, Equipment Life Cycle Management, Logistics.

He has served in the Army Aviation Corps for over 8 years as an aeronautical engineer. One of his innovations was chosen as standard equipment in the Army Aviation Corps. He took part in combat operations at Kargil in 1999 and in Counter Insurgency operations in Jammu and Kashmir in 2004. Lt Col Prasad was awarded the Chief of Army Staff's Commendation medal in the Siachen Glacier sector in 2002. He has commanded Army units in desert, high altitude and peace locations.

#### Areas of Interest:

- Human Resource Management
- Organisational Behaviour
- Strategic Leadership



**Ramesh Venkateswaran**  
**B.Tech. (Hons.) (IIT, Mumbai)**  
**PGDM (IIM, Bangalore)**  
**Marketing**  
**Visiting Faculty at IIM Bangalore**

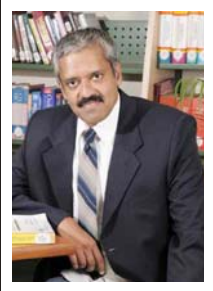
Mr. Ramesh Venkateswaran has over thirty five years of experience in the corporate sector as a management consultant and trainer and has worked with leading international and national organisations in the spectrum of industries.

His areas of strength and interest are Service Quality and Customer Satisfaction, Product Management and Marketing Strategy, and Strategic Sales Management for Large Accounts. He conducts workshops for organisations on the same topics. He has been a visiting faculty in the Marketing discipline at IIM Bangalore since 1990 and the courses offered by him have gained in popularity over the years. In addition to this, he is a Director on the Board of Patni Computer Systems Limited. He was also the Head of The Lawrence School, Lovedale, Ootacamund a prestigious 150 year old Public School.

His special achievements include a Gold Medal of his batch of 1980 at IIM Bangalore, the winner of the Glaxo Marketing Scholar of the year and he is also a certified Auditor for ISO 9000 and QS 9000 Quality Systems.

#### Areas of Interest:

- Product Management
- Strategic Selling to Large Accounts
- Service Quality and Customer Satisfaction



**Sridhar K. Chari**  
**M.A., (International Relations,**  
**University of Leicester, U.K.)**  
**Communications**

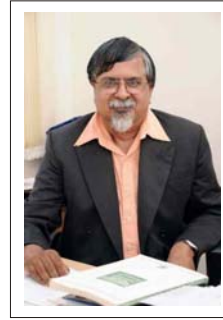
Prof. Sridhar K. Chari has more than 15 years of experience in the media, having worked with the Indian Express, the Times of India and the Tribune. As a specialist in

defence and international affairs, he has also done policy-oriented research and analysis at the National Institute of Advanced Studies, Bangalore, and presented papers in international conferences.

Prof. Chari holds an M.A. (with distinction) in International Relations and World Order from the University of Leicester, U.K., preceded by a Bachelor's degree in English from the University of Madras. He was also on a Fulbright programme on US foreign policy and world affairs (the Fulbright American Studies Institute) hosted by the University of Delaware in the US.

**Areas of Interest:**

- Managerial Communications
- International Relations
- Media Management



**Sunil K. Parameswaran**  
**PGDM (IIM, Bangalore)**  
**Ph.D. (Duke University)**  
**Finance**

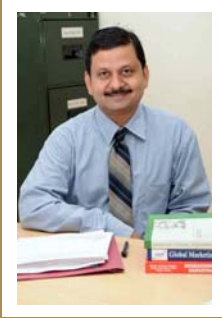
Sunil K. Parameswaran is the CEO of Tarheel Consultancy Services, Bangalore, a corporate training and management consultancy firm promoted by him.

Tarheel offers training on various aspects of Finance, such as Securities Market, Fixed Income Securities, Derivatives, Investment Banking, Commercial banking. His clients include leading companies in the field of Information Technology, based in Bangalore, Chennai and Pune. Prior to setting Tarheel, Dr. Parameswaran was a professor of Finance at the T.A. Pai Institute, Manipal. He has taught at the University of Iowa, and the National University of Singapore, and has been a visiting faculty at La Trobe University, Melbourne, and XIM Bhubaneswar.

Dr. Parameswaran obtained his Post Graduate Diploma in Management from IIM, Bangalore, and his Ph.D. in Finance from Duke University, North Carolina. He has published a number of books in the area of Financial Derivatives and Securities Markets both in India, with McGraw-Hill, and in Singapore, with John Wiley.

**Areas of Interest:**

- Fixed Income Securities
- Derivatives
- Investment Banking



**M.R. Suresh**  
PGRM (IRMA)  
Ph.D. (MSU, Baroda)  
Marketing

Prof. Suresh's total professional experience exceeds two decades. Of this 10 years were with leading consultancy / research firms such as TERI, New Delhi and Tata Economic Consultancy Services. His professional interests include

Marketing, Innovation, Inclusive Growth and Entrepreneurship.

He has contributed to the development of Renewable Energy research group in TERI and helped in the expansion of the Bangalore Division of TECS. Prof. Suresh has handled assignments, as a Principal Consultant, in a variety of organisational contexts, for both profit and non-profit sectors. He was a Faculty Member in IRMA, Indian Institute of Plantation Management (Ministry of Commerce) and ICFAI Business School. He has taught marketing courses and designed electives and has held academic administration positions such as Alumni Coordinator in IRMA, Special Focus Area facilitator in IIPM. He has also designed and coordinated MDPs. He is also associated with initiatives in developing Leadership in Public Services. He has also completed various modules of NEN-IIMB Entrepreneurship Educators Programme.

#### Areas of Interest:

- Rural Marketing
- Retail Marketing
- Social Marketing



**Ullas Rao**  
M.Com (University of Mysore)  
Finance

Prof. Ullas Rao, a Rank Holder and Gold Medalist in M.Com., has 4 years of teaching and research experience. He is also a recipient of the All India Commerce Commemoration award for excellence in M.Com Degree.

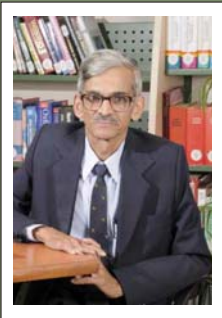
He has completed FDP in Case Methodology from IIMK. Prior to joining SDMIMD, he was associated with SBMJC-SGS, Bangalore as Lecturer in Department of Commerce, where he taught courses on Financial Management and Management Accounting.

Currently, his teaching and research interests include Contemporary Techniques in Management Accounting, Innovative Financial Instruments, Mergers & Acquisitions and Econometric applications in Finance. He is also a resource person on Financial Derivatives with KSOU, Mysore.

#### Areas of Interest:

- Management Accounting
- Financial Management
- Mergers & Acquisition

## Adjunct Faculty



**Bhat, Marakini**  
**MA (Stat.) (Karnataka University)**  
**P.G.D.M. (IIM, Calcutta)**  
**Quantitative Methods**

Prof. Bhat holds a Master's degree in statistics from Karnataka University and PG Diploma in Management (PGDM) from IIM Kolkata. He started his professional career as a management trainee at

HAL Bangalore and then became a trainer (faculty) in their training department. He later worked as a marketing officer at Hyderabad Engineering Works (Usha Group at Hyderabad). After which he switched over to the Banking industry and worked in various capacities in Andhra Bank, Head Office for more than 20 years in the departments of Planning, Economics, O & M, Credit cards, Marketing, HRD & Training college (as faculty).

For the last 12 years he has been associated with imparting knowledge and experience in the area of Quantitative Technique at various management institutes in Bangalore & Mysore. Prof. Bhat is currently associated with SDMIMD and University of Mysore (MBA & M.Com., Departments) and UGC academic staff college. He handles QT & Research methodology courses. His areas of special interest include research methodology and QT for research Scholars and counselling for students.

### Areas of Interest:

- Quantitative Techniques
- Operations Research



**S. Ravinder**  
**B.E., PGDM (IIM, Bangalore)**  
**Production and Operations**

Prof S. Ravinder is a Mechanical Engineer with nearly 3 decades of experience in Manufacturing Operations, Planning and Supply Chain Management.

He has a track record of setting up and establishing the Distribution Centre for receiving bearings from the Pune and Bangalore factories of S.K.F Bearings and delivering the same on time, in the right packing modules to customers and dealers. He set up the manufacturing unit at Bangalore from scratch and commenced production of Electronic Connectors at Amphetronix Ltd., An electronic connectors factory in E.I.D. Parry (I) Ltd.

After moving into academics, he was Programme Director and later Director, TASMAL Limited, responsible for Admission, Academics, Administration, Placements and all related activities and functions, besides teaching.

### Areas of Interest:

- Production and Operations Management
- Supply Chain Management
- Operations Planning

## Guest Faculty

### H.L. Cadambi

PGDM (IIM, Calcutta)  
Marketing  
Senior Executive, IMRB International

### N. Chandrasekhar

B.E., M.Phil  
Operations  
Consultant

### L. George Selvam

B. Sc, B.Tech, M.Tech, PGHRM (XLRI)  
HRM  
CEO, 5ESerprise

### V. Krishnan

B.E.  
Marketing  
Senior Executive, Mico Bosch Ltd

### Mousumi Bhattacharya

Ph.D (IIT, Kharagpur)  
HRM  
Professor, IFIM Business School

### R. Mohan

B.E., PGDM (IIM, Ahmedabad)  
Marketing  
Ex CEO, Hinduja TMT

### N. Muralidharan

B.E.  
Marketing  
Ex MD & VP, Jobstreet.com Pvt. Ltd

### Nilanjan Sengupta

Ph.D, Jawaharlal Nehru Vishwavidyalaya  
HRM  
Professor, IFIM Business School

### H.C. Ram Prasad

B. Sc, Certificated Associate of Indian Institute of Bankers  
Finance  
Treasury Consultant

### S. Radhakrishnan

PGDM, (IIM, Bangalore), B.E.(REC, Trichy)  
Marketing  
President, Special Projects  
Mudra Communications Ltd



### Ramanujam Sridhar

PGDM (IIM, Bangalore)  
Marketing  
CEO, Integrated Brand-Comm Pvt. Ltd

### S. Raghuram

MCA, PGDBM (XLRI)  
Systems  
IT Consultant

### Rakesh Godhwani

PGSEM (IIM, Bangalore)  
Marketing  
Consultant

### Srinivasan Sunderasan

MBA, Ph.D  
Finance and Economics  
Consultant, Verdurous Solutions Pvt Ltd

### P. S. Srinivasan

PGDHRM  
HRM  
Principal Consultant  
Totus Consulting

### R. Sukumar

PGDM (IIM, Bangalore)  
General Management  
Managing Director, Ace Components & Electronics Pvt. Ltd

### Sunder Venkatesh

Ph.D, C.A, B.L., B.Sc.  
Finance  
Visiting Faculty  
IIM, Bangalore, Asian Institute of Technology, Thailand

### A. S. Vasudevan

B.A, PG Dip  
HRM  
Consultant  
Wisdom Consulting Pvt. Ltd

### Vinod Kumar Huria

M.Sc. (Hons), M.Sc. (Tech), Dip in Mgmt.,  
PG Dip in Marketing Mgmt., PG Dip in Mgmt  
Operations  
Scientist, Central Food Technological Research Institute

**D. Veerendra Heggade**

Chairman  
SDM Institute for Management Development

**D. Surendra Kumar**

Vice President  
SDM Educational Trust

**S. Prabhakar**

Secretary  
SDM Educational Trust

**Amarlal. H. Kalro**

Executive Director  
AES Post Graduate Institute of Business Management  
Formerly Director, IIM Kozhikode

**Amit Judge**

Managing Director  
Bodhiart Ltd.

**Bhaskar Bhat**

Managing Director  
Titan Industries Ltd.

**T.V. Mohandas Pai**

Director (HR & Administration)  
Infosys Technologies Ltd.

**R. Guru**

Managing Partner  
N. Ranga Rao & Sons

**K. Jairaj,**

IAS  
Principal Secretary to Government  
Energy Department

**K. P. Surendranath**

IAS (Retd.)

**K.R. Srinivas Murthy**

Formerly Director, IIM Bangalore

**Ramesh Venkateswaran**

Director  
SDM Institute for Management Development

# Governing Council

## Distinguished visitors on campus



Capt. G. R. Gopinath  
Director, Air Deccan



R. Gopalakrishnan  
Executive Director, Tata Sons



Julian Gaspar, Director  
Mays Business School,  
Texas A&M University



K. Kasturirangan  
Director, ISRO



Loek Van Den Boeg  
Former Europe Head of  
Oracle Corporation



Michael Cusumano  
Professor,  
MIT Sloan School of Management



N. R. Narayanamurthy  
Co-founder & Chief Mentor,  
Infosys Technologies Ltd.



Peter Koestenbaum  
Founder & Chairman of  
PiB and the Koestenbaum Institute



Venu Srinivasan  
Chairman & MD,  
TVS Motor Company



S. M Dutta  
Chairman, IIM, Bangalore &  
Former Chairman, Hindustan Lever Ltd.



Wesley Robertson  
Information Officer, US Consulate



Roland Sullivan  
Organisation Development (OD) pioneer



Dr. Jagdish N. Sheth  
Professor, Charles H. Kellstadt of Marketing  
Goizueta Business School, Emory University, USA



## **custommerce** **Centre for Service Excellence**

The Custommerce Center for Service Excellence (CCSE) is a product of SDMIMD and Servion Global Solutions. The CCSE will provide the much needed interface between three communities - the industry, academia, and students - to create and sustain a body of knowledge and a meaningful curriculum for the education and training of students in customer service excellence.

The CCSE will design conferences and seminars, conduct research and publish papers, prepare case studies and assist in the formulation of course curricula. In July, 2009, it held a well-received and widely-publicised conference on 'Service Strategies for Global Leadership,' which brought together top names in academia and industry.

## **Centre for Ethics and Governance**

SDMIMD believes passionately in the principles of Corporate Governance and in the uncompromising pursuit of a culture where stringent ethics are closely followed. Research, teaching, and disseminating knowledge on corporate governance is essential for an awareness of its importance. Ultimately, it is not the presence or absence of corporate governance that prevents a questionable situation but the people who uphold and fight for establishing ethics in an organisation. Building this kind of an ethos is a slow task. Conscientious leaders are not moulded overnight. That is why a Centre for Ethics and Governance with continuous and on-going events and projects is crucial for learning, understanding and experiencing corporate governance.



# Explore Opportunities



Besides conducting courses on this subject the Center aims to facilitate continuous interaction with the industry to study and document the cases of good governance as much as cases of failures and offer Management Development Programmes (MDP) on Corporate Governance and Ethics, conduct National and International Seminars and Workshops on issues of Corporate Governance and Ethics.

## Career Management Centre

The Career Management Centre of SDMIMD provides valuable career advice, guiding students towards choosing the right vocational path. SDMIMD is individualistic in its approach and offers personalised advice. Students are given an opportunity to explore their capabilities. The centre also facilitates students in the process of placement in the industry by various programmes and exercises.

## SDMIMD Recruiters

SDMIMD aims at ensuring that students secure a position in the profession of their choice. The placement programmes are directed towards this cause. The institute not only trains students well, but also gives them the chance to find their way into the corporate world. These are some of the recruiters who have given SDMIMD students the opportunity to gain this experience in the previous year.



# Getting noticed



## GLOBAL MBA

You can now understand the economy of China as you study for a global MBA from Shanghai University.

**BY OUR CORRESPONDENT**

The MBA Institute for Management Development (IMD) has signed an agreement with the Global Management Institute (GMI) to launch a joint MBA program in Shanghai, China.

The program will be a two-year, full-time MBA program. It will be the first of its kind in China and will be the only one to offer a global perspective on business.

The program will be taught in English and will be open to students from all over the world. It will be a joint effort between the two institutions and will be a landmark in the history of international education.

**“ Faculty exchange, research tie-ups and seminars ”**

## Business practices here impress US students

A GROUP OF MANAGEMENT STUDENTS FROM THE UNIVERSITY OF MINNESOTA, ON A MANAGEMENT VISIT, IN THE CITY OF SHANGHAI, CHINA, WERE IMPRESSED BY THE BUSINESS PRACTICES THEY OBSERVED.

The group of students, led by Professor John D. Coughlan, visited Shanghai University of Finance and Economics (SUFE) for a week. They were impressed by the high quality of education and the modern facilities of the university.

The students also observed the business practices of the Chinese companies. They were impressed by the efficiency and the quality of the products.

The visit was a success and the students are looking forward to future visits to China.

**campus**

## B-school to go for foreign tie-up

B-schools are looking for foreign tie-ups to improve their quality and to provide a global perspective to their students.

The Ministry of Education has approved the tie-up between the University of Mumbai and the University of Minnesota. This is a landmark decision and will be a boost to the Indian education system.

The tie-up will be a joint effort between the two institutions and will be a landmark in the history of international education.

## Education

### IT'S NOT THE END OF THE WORLD

IT'S NOT THE END OF THE WORLD, but it is the beginning of a new era in education. The Ministry of Education has approved the tie-up between the University of Mumbai and the University of Minnesota. This is a landmark decision and will be a boost to the Indian education system.

The tie-up will be a joint effort between the two institutions and will be a landmark in the history of international education.

**66** is the percentage of getting an MBA primarily to get a job in the IT sector or in the banking sector. **99** is the percentage of getting an MBA to get a job in the corporate sector.

## Intl. conference begins at SDM-IMD

The 10th International Conference on Management Education (ICME) is being held at SDM Institute of Management Studies, Deemed to be University, Vellore. The conference is a landmark event and will be a boost to the Indian education system.

The conference will be a joint effort between the two institutions and will be a landmark in the history of international education.

**10th** International Conference on Management Education (ICME) is being held at SDM Institute of Management Studies, Deemed to be University, Vellore.

## Here's how to choose the right biz school

When choosing a business school, it is important to consider the following factors:

- 1. Accreditation: The school should be accredited by a recognized body.
- 2. Faculty: The faculty should be experienced and qualified.
- 3. Infrastructure: The school should have modern facilities.
- 4. Location: The school should be in a good location.
- 5. Cost: The cost should be reasonable.

By considering these factors, you can choose the right business school for you.

## 'An experience of a lifetime'

First Person: A student's experience of a lifetime at a business school. The student describes the challenges and the opportunities that he faced during his studies.

The student says that the business school provided him with a global perspective and helped him to develop his leadership skills. He is grateful to the school for providing him with such a great experience.

**PUC-BELL GIRL**

**INTERVIEW**

## All about ranking B-SCHOOLS

The ranking of business schools is an important factor for students and parents. It helps them to choose the right school for their child. The ranking is based on various factors such as faculty, infrastructure, and placement.

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**66** is the percentage of getting an MBA primarily to get a job in the IT sector or in the banking sector. **99** is the percentage of getting an MBA to get a job in the corporate sector.

## Get the BEST out of B-SCHOOL

The emphasis laid on functional specialization at the MBA level is misplaced, as management is an inter-disciplinary subject, stresses Ramesh Venkateswaran.

The author argues that management is an inter-disciplinary subject and should be taught in a holistic manner. He says that the current focus on functional specialization is not the best way to prepare students for the challenges of the business world.

The author suggests that the curriculum should be revised to include a wider range of subjects. He also suggests that the teaching method should be changed to focus on practical learning.

## Here's how to choose the right biz school

When choosing a business school, it is important to consider the following factors:

- 1. Accreditation: The school should be accredited by a recognized body.
- 2. Faculty: The faculty should be experienced and qualified.
- 3. Infrastructure: The school should have modern facilities.
- 4. Location: The school should be in a good location.
- 5. Cost: The cost should be reasonable.

By considering these factors, you can choose the right business school for you.

## B-schools get quality advice

B-schools are getting quality advice from the Ministry of Education. The Ministry has issued guidelines for the improvement of the quality of business education in India.

The guidelines are aimed at improving the quality of the curriculum, the faculty, and the infrastructure. They also emphasize the importance of practical learning and the development of leadership skills.

The Ministry has also issued guidelines for the accreditation of business schools. These guidelines will help to ensure that all business schools meet the required standards.

**66** is the percentage of getting an MBA primarily to get a job in the IT sector or in the banking sector. **99** is the percentage of getting an MBA to get a job in the corporate sector.

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**66** is the percentage of getting an MBA primarily to get a job in the IT sector or in the banking sector. **99** is the percentage of getting an MBA to get a job in the corporate sector.

"When I entered SDMIMD, I was an Engineering graduate with two years of professional work experience. I was skeptical and lacked confidence in my own abilities. Post SDM, my confidence level shot up and that gave me the courage to take on the challenges that the world was throwing at me and win hands down. It also gave me insights into the way the business world operates. With the confidence and the insights that I have gathered, I have been able to establish three Start-ups and am on the way to taking them to great heights. I have been able to confidently engage in high level negotiations including M&A negotiations with multi-nationals without any hesitation. One of the companies that I started has grown into an organisation worthy of emulation in the Construction Industry.

All these skills I probably could have gotten in any similar Business School. However, what SDM has given me more than confidence and business skills is the 'Culture of Ethics and the Culture of Social Responsibility'. This came from the uncompromising and unconditional commitment of the SDM society for the social transformation. This has helped me build an organisation which Employees, Clients, Associates and Competitors trust and respect. Contribution of SDMIMD in the success of my business and life is unmatched by any other. Thank you"

**Susheema V**  
**SDMIMD Alumni (1994-96 Batch)**  
**Director- Corporate Affairs**  
**SYConE CPMC Pvt. Ltd**

## The SDMIMD Family: The foundation for organisational excellence



## Key Contacts



**Mr. C.V. Sridhar**  
Manager Administration  
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**Ms. Sone Selvavinayagam**  
PGDM Co-ordinator  
Extn: 2003



**Mr. V. Ashwini Kumar**  
Accounts Officer  
Extn: 2006



**Mr. Shashidhar M**  
PGDM Co-ordinator  
Extn: 2015



**Mr. Deepak Chandrashekar**  
Admissions Officer  
Extn: 2012



**Mr. M.V. Sunil**  
Librarian  
Extn: 3006



**Ms. Kamakshi**  
Admission Coordinator  
Extn: 2010



**Mr. K. Ashwini Kumar**  
Systems Administrator  
Extn: 3011



**Mr. G. Muddaraj Urs**  
Placement Officer  
Extn: 2011



**Mr. N. Jinesh**  
Superintendent (Hostel/ Mess)  
Extn: 2007



**Ms. Rekha Ganapathy**  
Director's Secretary  
Extn: 2001



**Mr. A. R. Dwarakanath**  
Teacher-Physical Education & Yogic Sciences  
Extn: 3022

Call (0821) 2429722 / 161 followed by their respective extension number.



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