

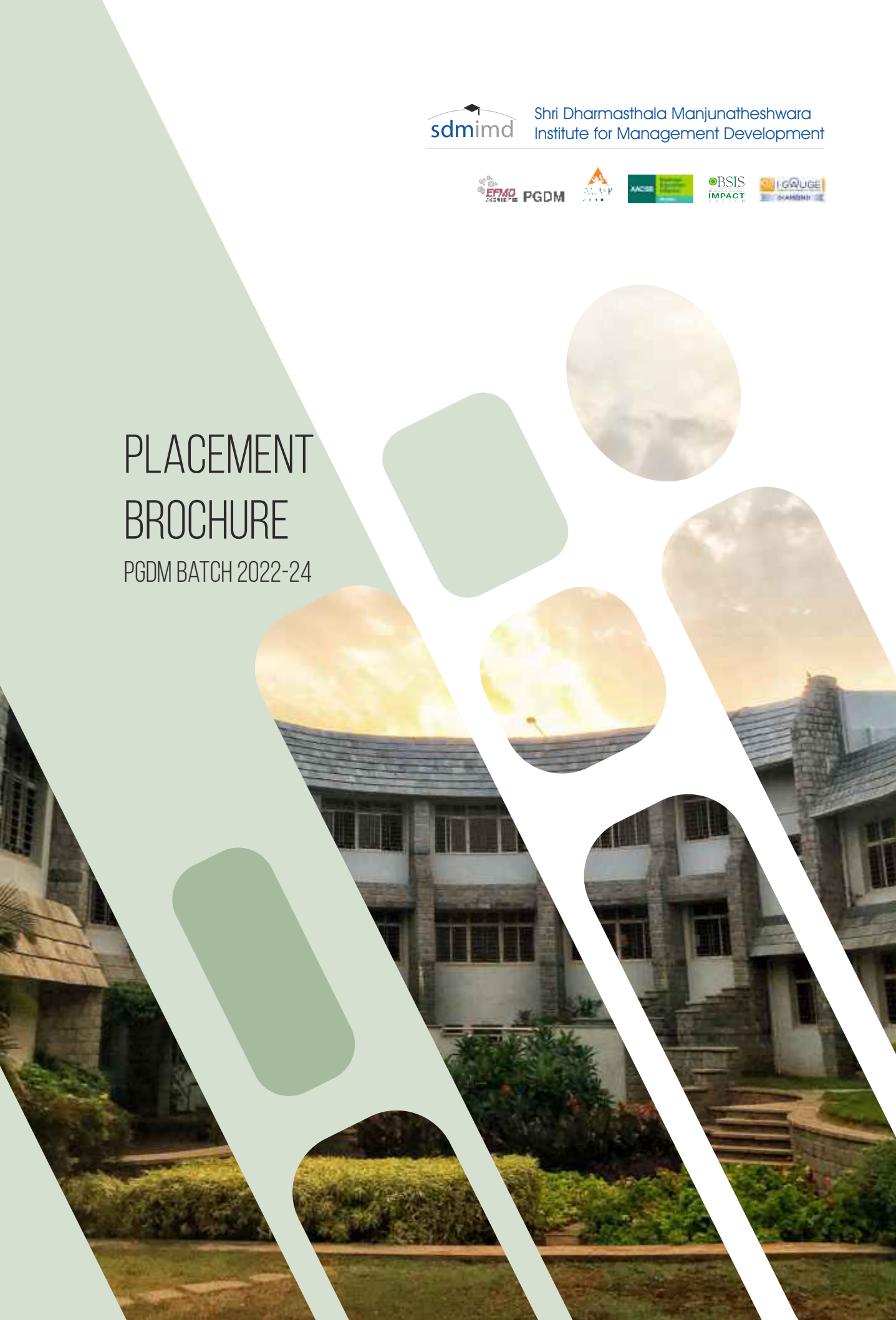


Shri Dharmasthala Manjunatheshwara  
Institute for Management Development



# PLACEMENT BROCHURE

PGDM BATCH 2022-24





## 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 hostelleries 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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## Message from **Director**

Dear Recruiter,

It has been a good placement season 2022-23 for SDMIMD in terms of placements and job profiles for our students thanks to the confidence shown by our regular recruiters. We could achieve 100% placements well before our PGDM Convocation with an overall increase in the salaries offered. I take this opportunity to thank you for being a well-wisher of SDMIMD, Mysore and for your belief in our Value based management education. We here at SDMIMD are always striving to meet the expectations of the industry and in that direction, are preparing our students to carry their credentials with competence, integrity, humility, and honour.

The year 2022 has been eventful in terms of our academic rigour and international accreditation. SDMIMD became one of the first B School in India to achieve second successful renewal of the EFMD accreditation for the PGDM Programme. Our association with the Bangalore Chamber of Industry and Commerce (BCIC), TCS ION and Infosys Springboard have enhanced the student experience and value addition. Currently, over 32 students are studying abroad with our reputed international academic partners and our partnerships are increasing year on year.

The passing out batch of 2023 whose student profiles are in this brochure have already started their 2nd year of PGDM and our placement season starts in the month of Sep-Oct 2023. This batch has a higher number of ladies as compared to the previous batches.

SDMIMD faculty, have excelled in producing quality research publications in world renowned journals. Several new MNC recruiters have now joined the campus recruitment process. We look forward to having a continued and fruitful relationship with you and assure you that our academic rigour, contemporariness of our pedagogy and curriculum is among the best in offer from India. SDMIMD also provides customized executive training programs for corporates.

Welcome for the campus placements in 2023! We look forward to your gracious presence in the Campus.

Thanking you with Warm Regards,

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

Director, SDMIMD



## **Invite....**

The PGDM Class of 2022–24 is prepared to discover their place in business. The batch has the ideal balance of new graduates and experienced students. This group consists of graduates from a range of academic fields, including engineering, business, management, and allied fields. The batch consists of a vibrant, varied group of people from 18 different states.

The SDMIMD students are ready to meet the demands of the corporate world as well as the highest academic standards. The curriculum of the postgraduate program is designed to provide students a deep understanding of the subject matter and to set them up for success in their chosen fields.

Through our different industry exchanges and a variety of events held at SDMIMD, students gain knowledge and exposure to the corporate sector. Several students have flown to France, Belgium, Portugal, and the United States as part of the foreign exchange program and gained priceless insights.

Students at SDMIMD have always had great internship and career opportunities with both well-known corporations and start-ups. Numerous positions, including those in consulting, marketing, business analytics, operations, finance, and strategy, have been filled by graduates of our program. Thanks to corporates for having a great faith in the abilities of our students.

I cordially invite recruiters to come and interact with the PGDM batch of 2022–2024.

Regards

**Deepak Chandrashekar**

Manager - Career Services



## Our 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.

## 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

## Our 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.

## Our 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



# 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

**Sri. Kamal Bali**

President & Managing Director  
Volvo Group India, Bangalore

**Prof. Pradeep A. Rau**

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

**Dr. Julian Gaspar**

Adjunct Professor, International Business & Finance  
Busch School of Business, Washington

**Sri. Nishit Jain**

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

**Sri. R. Venkatanarayanan**

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

**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

**Shri. Nagaraj Ijari**

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

**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. Vasanthi Srinivasan**

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

**Dr. N. Muthukumar**

President & Chief Operating Officer  
Meritor HVS (India) Limited

**Dr. H. Chaturvedi**

Director at BIMTECH and Alternate President - EPSI  
Noida, Uttar Pradesh

**Mr. Niranjana N Naik**

President - Prerana (SDMIMD Alumni Association)

**Dr. N.R. Parasuraman**

Director Emeritus and Professor-Finance  
SDMIMD, Mysuru

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

Director  
Professor-Strategy & General Management  
SDMIMD, Mysuru

**Prof. C.V. Sridhar**

Assistant Professor-General Management  
SDMIMD, Mysuru

# FACULTY TEAM

## **Dr. N.R. Parasuraman**

LLB, FCS, FCMA, Ph.D

Director Emeritus & Professor - Finance

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

ME, PGDM, MDBA, Ph.D

Director

Professor - Strategy and General Management

## **Dr. Mousumi Sengupta**

M.A. in HRM, GradIPD, Ph.D.

Professor - OB & HRM

## **Prof. Mohamed Minhaj**

MCA, M.Phil

Professor - Systems

## **Dr. Neetu Ganapathy**

M.Sc., MDBA, Ph.D

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. Venkatraja B.**

MA, Ph.D

Associate Professor - Economics

## **Dr. Nanda Kishore Shetty**

PGDPM, Ph.D

Associate Professor - Marketing

## **Dr. Keerthan Raj**

MBA, Ph.D

Associate Professor-Marketing

## **Dr. L. Gandhi**

M.A., M.B.A., M.Phil., Ph.D

Associate 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

## **Prof. C.V. Sridhar**

MBA

Assistant Professor-General Management

## **Dr. Anand Sasikumar**

B.Tech, M.S. MBA, Ph.D

Assistant Professor - Operations

## **Dr. Sunil M.V.**

M.A., M.LISc, Ph.D

Assistant Professor-General Management

## **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



# INITIATIVES

## TCS iON & SDMIMD Educational Partnership



The First batch of the 5-year agreement with TCSiON for value-adding supplementary courses and internship, was completed during 2022-23. Joint certificates by TCSiON and SDMIMD are being awarded to the students. This association has been found to be of great value for students. Supplementary courses were run by TCSiON in the following areas; Financial Reporting and Analysis, Fundamentals of Data Analysis, Information Technology for Management, Advanced-Data Analysis, Operations Management, Marketing Research, Project Management, Strategic Management, Understanding Information Systems in Organizations, MIS and Essentials of Business Analytics. In addition, all the students underwent a 100-hours of online internship in Crowdsourcing Content and its Influence on Digital Marketing Customer Feedback and Analysis, Excel Records Processing Using RPA, Market Research on Effectiveness of Infomercial Vs Commercial and Millenials' attitude towards interview and jobs in Engineering

## SDMIMD and Infosys MoU for Springboard Platform

SDMIMD has entered into a Memorandum of Understanding (MoU) Infosys Ltd. which will enable SDMIMD to have a string of supplementary offerings for the benefit of students. There are many courses onboarded on the platform for the SDMIMD's ESG Modular Specialization and the seminar courses designed for the flagship program - Post Graduate Diploma in Management (PGDM). Following are the courses which SDMIMD students will opt for.

- Global Environmental Management
- Introduction to Sustainability
- Circular Economy - Sustainable materials management
- Cities & Consumption: Urban Sustainability
- Environmental Management & Ethics
- Introduction to Environment Law

## ESG - The new initiative for PGDM

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

# 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.





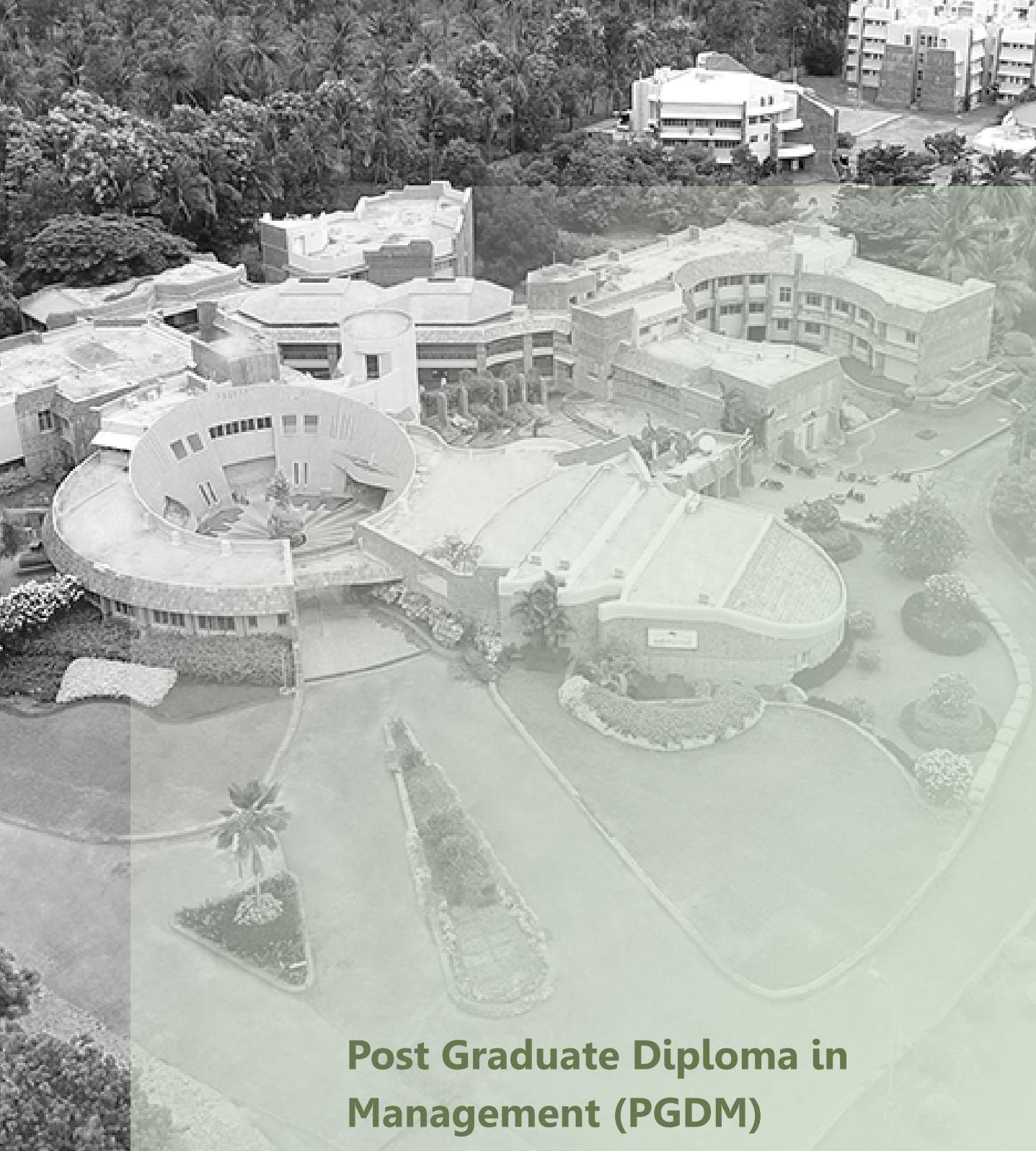


SDMIMD's PGDM Program is accredited by ACBSP (Accreditation Council for Business Schools and Programs), USA, and EFMD (European Foundation for Management Development), thus becoming the first institute in India to get the dual accreditation of ACBSP and EFMD-EPAS and we continue to be the only school 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.



# Post Graduate Diploma in Management (PGDM)

The flagship program of the Institute is the two year fully residential PGDM programme approved by AICTE, Ministry of HRD, Government of India. The PGDM programme is also accredited by National Board of Accreditation (NBA) and has been granted equivalence to MBA by Association of Indian Universities(AIU).

The PGDM program is designed and structured to enable students to adapt and deliver high performance in the rapidly changing business environment and also meet the challenges of the global business scenario.







# COURSES IN THE PGDM PROGRAM

## General Management

### Core

Fundamentals of Data Analysis  
Managerial Communication I  
Managerial Economics  
Business Ethics, Governance and Social Responsibility  
Essentials of Data Analysis for Decision Making  
Managerial Communication – II  
Socially Relevant Project (SRP)  
Yoga & Wellness Management  
International Business  
Knowledge Seminar  
Macro-Economics  
Social Entrepreneurship Research  
Universal Human Values  
Summer Internship Project  
Strategic Management  
Business Landscape

### Electives

Indian Economic & Policy Environment  
Strategy in Action: Case Analysis  
Public Relations & Media Interactions  
Intercultural Communication  
How to Build a Happy Life  
Entrepreneurship & Family Business

## Finance

### Core

Financial Reporting and Analysis  
Costing for Decision Making  
Corporate Finance

### Electives

Financial Derivatives  
Financial Inclusion and Microfinance Management  
Financial Markets and Institutions  
Investment Analysis and Portfolio Management  
Artificial Intelligence and Analytics in Finance  
International Finance  
Mergers & Acquisitions  
Project Appraisal  
Advanced Corporate Finance  
Behavioural Finance  
Cases in Finance  
Corporate Tax Planning

## Marketing

### Core

Marketing Management-I  
Marketing Management – II  
Marketing Research

### Electives

Business Marketing  
Integrated Marketing Communication  
Marketing Metrics  
Strategic Marketing  
Digital Marketing  
Marketing Analytics  
Pricing  
Retail Management  
Sales & Distribution Management  
Services Marketing  
Consumer Behaviour



## **Systems**

### **Core**

Information Technology for Management  
Understanding IS in Organizations

### **Electives**

Data Analysis using R  
Designing and Managing Business Databases  
Managing Software Projects  
Big Data Technologies  
Business Intelligence  
Enterprise Resource Planning  
Managing Cloud Services  
Blockchain Basics  
E-Business  
IT Security, Audit & Governance

## **Human Resources Management**

### **Core**

Human Resource Management  
Understanding people in Organizations  
Organizational Dynamics

### **Electives**

Compensation Management  
Future of Work  
Leadership Development  
Organizational Change & Development  
Talent Management  
Workplace Learning and Development  
Advanced Recruitment and Selection  
Cross Cultural Management  
HR Metrics & Analytics  
Introduction to HR Consulting  
Performance Management  
Emotional intelligence and understanding self  
International HRM  
Strategic HRM

## **Operations**

### **Core**

Operations Management  
Project Management

### **Electives**

Production, Planning & Control  
Lean & Green Management  
Strategic Quality Management  
Logistics & Supply Chain Management  
Business Process Modelling

## **Business Analytics**

### **Electives**

Data Visualisation for Decision Making  
Business Analytics in Action  
Statistical Methods for Machine Learning Using Python  
Machine Learning in Practice  
Applied Statistics for Analytics  
Operations Analytics



# ACCREDITATION

SDMIMD has been accredited by two leading international agencies – EFMD and ACBSP. The processes involved going through the rigour of course-outcome management, enhancing research output and having proper quality control in place. Further, the National Board of Accreditation (NBA) renewed its accreditation of the PGDM Program for a further period three years till June 2024. It may be recalled that, late in 2019, we have also gone through the process of assessing the impact that the Institute is making on its various stakeholders by Business Schools Impact System (BSIS). The evaluation involved critical study of detailed reports on various areas of impact and an independent assessment by an expert team. SDMIMD is now one of a small number of Institutes the world over which has its impact certified and acknowledged by an international agency like EFMD.



## EFMD Program Accreditation

Recognizing the quality of management education and internationalization, the global accreditation body **European Foundation for Management Development (EFMD)** has awarded the prestigious EFMD Program Accreditation to SDMIMD's flagship PGDM program. SDMIMD is the first Indian B-school to receive EFMD Program Accreditation. It may be recalled that the originally accreditation was accorded in 2017 for 3 years and renewed for a further period of 3 years in 2020 and again for 3 years in March 2022.



## ACBSP

SDMIMD received the International accreditation from **Accreditation Council for Business Schools and Programs (ACBSP)**, USA in 2016. 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, 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 Business School Impact System (BSIS)** impact label to SDMIMD has added another feather to its cap with 2 International Accreditations. The BSIS impact has made SDMIMD continuously identify, measure and assess the impact on society at large.



## NBA

The renewed three year accreditation for PGDM program by **National Board of Accreditation (NBA)** has continued to inspire us to maintain the best practice. The present accreditation is valid till 2024.

# B-SCHOOL RANKING

Apart from being accredited nationally and internationally, SDMIMD has been consistently ranked among top B-Schools. Here are some top rankings of SDMIMD.

## **MBA Universe Ranking**

MBA Universe B-School Ranking Survey has ranked SDMIMD at 39th rank among 85 B-schols (including both government and private b-schools).

## **Business World B-School Survey 2022**

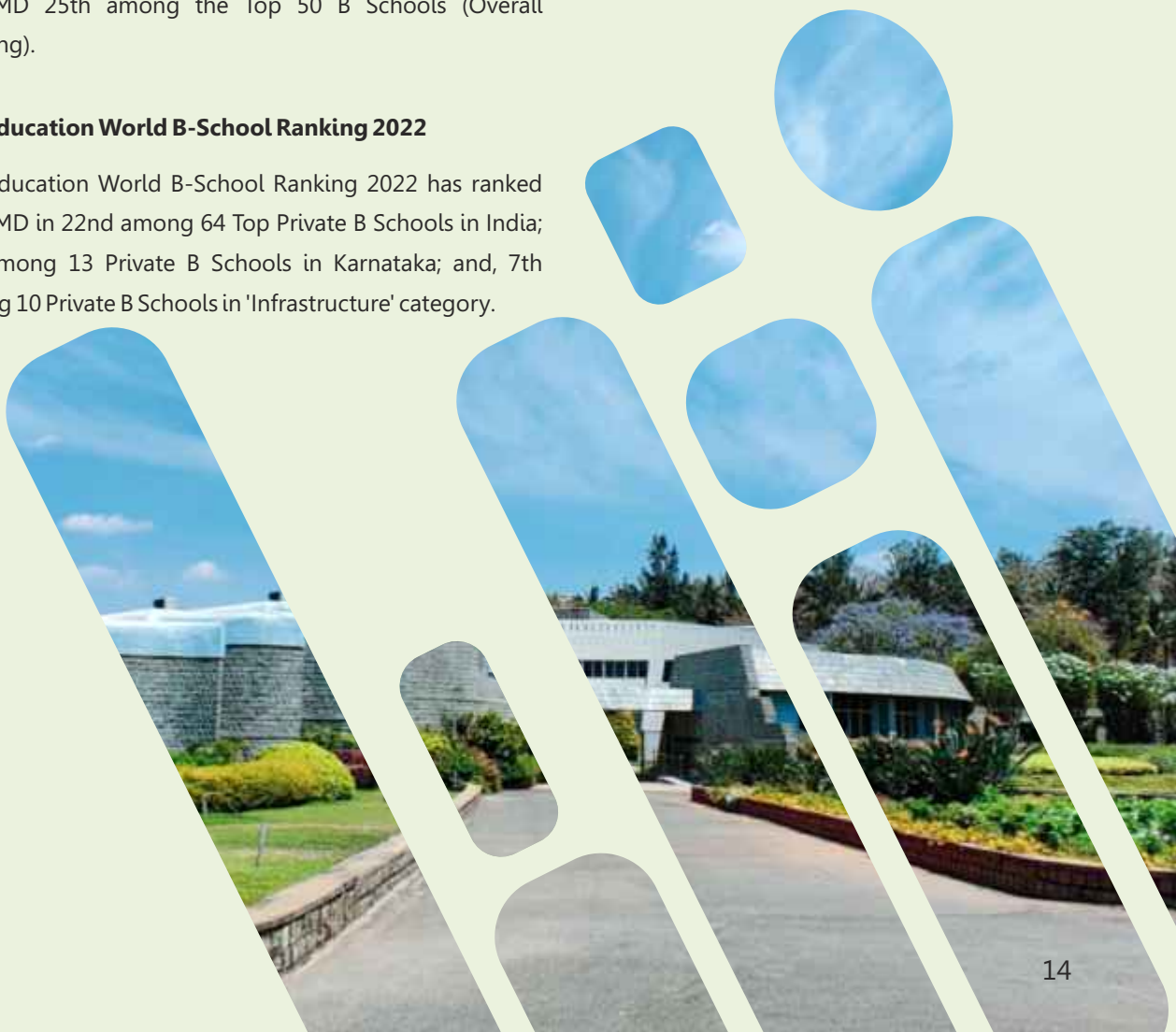
Business World B-School Survey 2022, has ranked SDMIMD in the 26th place among the Top B-Schools in India concerning the private B-School category. The institute has tied for 45th among 183 Top B – Schools in the overall ranking.

## **The Chronicle - B-School Survey 2022**

The Chronicle - All India B-School Survey 2022 has ranked SDMIMD 25th among the Top 50 B Schools (Overall Ranking).

## **The Education World B-School Ranking 2022**

The Education World B-School Ranking 2022 has ranked SDMIMD in 22nd among 64 Top Private B Schools in India; 4th among 13 Private B Schools in Karnataka; and, 7th among 10 Private B Schools in 'Infrastructure' category.





# 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 seventeen 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. From the batch of 2022-24, 31 select students are spending 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

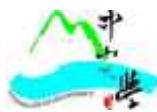


University of Montevideo, Uruguay

## 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





## 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
- Toastmasters Club – Leadership Events
- e-Dimensions - Student Magazine
- Swayam - Entrepreneurship Cell
- Drishti - Film and Photography club
- Suvridha - Equity-Funded Departmental Store
- Kalanubhav - Cultural Awareness
- Gnosis - Corporate talks and Management games.
- Admissions Committee
- Placement Committee
- Mess Committee
- Sports Committee
- Social Media Committee



### Annual Events

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



### 100 Plus Guest Lectures

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

### Social Initiatives

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

### Industry Projects

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

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

*2. Library Initiative for Education at School*

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

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

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





WHY HIRE AN SDMITE?



**SDMites are imbued with strong life skills that propels them high in their chosen careers. SDMites are**

- High on values and integrity
- Strong Ethical Orientation
- Firmly grounded
- Grounded in Indian values, true to the Dharmasthala ethos
- Resilient
- Adaptable and willingly goes that extra mile
- Socially responsible as validated by BSIS (Business School Impact System certified by EFMD – European Foundation for Management Development)

**SDMites have a strong domain knowledge thanks to**

- The academic rigour at the institute
- Learning of nearly 30 core courses and 15 elective courses
- Strong outcome based proven pedagogy validated by international accrediting agencies like EFMD and ACBSP
- Learning enabled through faculty and student exchange programs with over 15 partner universities across the globe.

**SDMite's leadership skills are honed through**

- Co-organising a host of conferences/ workshops at the institute
- Initiating and driving the activities of over 20 clubs/ associations in the institute
- Exposure to over 100 guest lectures by senior executives/ academic leaders from India and abroad
- Exposure to social initiatives through socially relevant projects and activities like LIFE@School

**SDMites go beyond the classroom learning. All the students undergo rigorous certification courses in essential business skills:**

- TCSiON Certifications
- Infosys Springboard
- Certification in NSE Courses, KPMG Orientation, Business Analytics depending on area of specialization.
- In addition, students also complete domain specific certifications in the areas of Business Analytics, Finance etc. from leading organisations like All India Management Association and National Stock Exchange.
- Intense ESG Orientation involving exposure to Environmental, Social and Governance issues culminating in a dedicated project.
- Offered as an Institutional Partner for “Coursera for Campus” program





## PLACEMENTS @SDMIMD

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.

# PROFILE OF PGDM 2022-24

## Gender Diversity

Female 36%



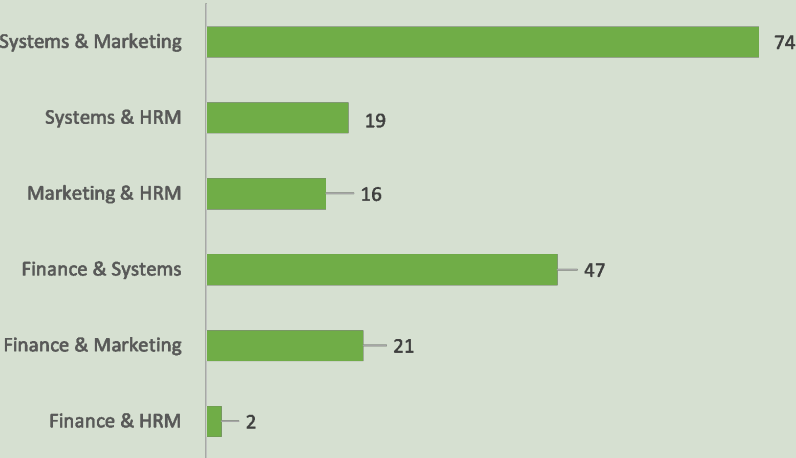
Male 64%

Students with  
Work Experience  
30%



Freshers 70%

## Specialization Breakup



# PLACEMENT PROCESS



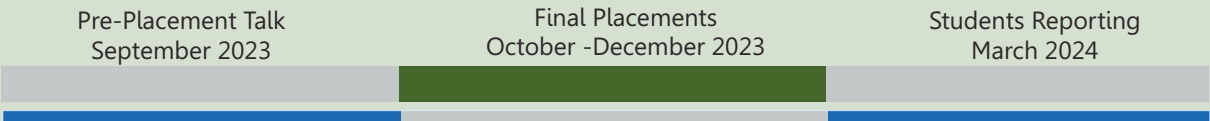
## The Process

Companies will be required to send a detailed job description with the details of compensation and job location. The same is circulated to the students by the Placement Committee, basis which the interested students apply for the position(s). The companies make a pre-placement presentation (PPT) to provide an opportunity to the students to further seek clarity on the profile of the company, position and compensation offered and other relevant information.

## Job Offer

The institute follows a policy of “one student-one offer” policy. If a student gets offer from one company, then the student is not allowed to appear for further placement process. This will help the companies to plan effectively for their manpower requirement. A job offer is considered to be valid only if the Placement Office is in receipt of the written/ email communication of the same. Early confirmation of offer(s) is appreciated since delay in confirmation may result in the candidate(s) being placed in any other company.

## Placement Calendar





## REGULAR RECRUITING PARTNERS

AGS Health Care  
BFIL  
Capgemini  
Coffee Day Beverages  
Deloitte  
Ducker Worldwide  
Equaliser RCM  
EY GDS  
Federal Bank  
Feedback Insights  
Freudenberg  
Gain Pro  
HDFC  
Hindustan Unilever  
ICICI Bank Ltd  
Infosys BPM  
Infosys Limited  
Loreal  
Morgan Stanley  
NR Group  
Odessa Technologies  
Oracle  
Reliance Retail  
Samasta Micro Finance  
Schneider Electric  
Sundaram Home Finance  
Tech Mahindra  
Tietoevry  
TTK prestige  
Ujjivan Bank  
Ultra Tech Cement  
Wipro  
Writer Corporation

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## Students with Work Experience



### Aditya Devashish

Age: 29

B.E. (Chemical)

**Specialization :** Systems & Marketing

**Work Experience:** 24 Months

Deep Industries Ltd, Kayantar Foundation

**Summers**

Raj Petro Specialities Pvt. Ltd.



### Aditya R Deogiri

Age: 27

BBA

**Specialization :** Marketing & HRM

**Work Experience:** 15 Months

Gallagher Service Center, 247.ai

**Summers**

Highway Delite



### Advait M S

Age: 25

B.E. (Civil)

**Specialization :** Finance & Systems

**Work Experience:** 34 Months

Salarpuria Sattva Pvt. Ltd.

**Summers**

Hedge Equities



### Akriti Sharma

Age: 23

BBA

**Specialization :** Marketing & HRM

**Work Experience:** 6 Months

Aptara

**Summers**

Snti Tata Steel Ltd



### Alisha Jose

Age: 23

B.Sc.

**Specialization :** Systems & HRM

**Work Experience:** 18 Months

Cognizant Technology Solution

**Summers**

TCS



### Alwyn Sabu

Age: 24

B.Com (Computer Application)

**Specialization :** Finance & Systems

**Work Experience:** 5 Months

Proevents Group

**Summers**

Hedge Equities



### Amith Kumar H L

Age: 22

BCA

**Specialization :** Systems & Marketing

**Work Experience:** 13 Months

Tata Consultancy Services

**Summers**

Highway Delite



### Ankit Agarwal

Age: 22

BBA

**Specialization :** Systems & Marketing

**Work Experience:** 2 Months

Multibhashi

**Summers**

Highway Delite



### Aparna R Warriar

Age: 24

BBA

**Specialization :** Marketing & HRM

**Work Experience:** 6 Months

Dr.Rani Menon'S Eye Clinic

**Summers**

Zeilohoch



### Bindhushri B K

Age: 22

B.Com

**Specialization :** Systems & Marketing

**Work Experience:** 5 Months

Cogent E Service Ltd

**Summers**

Highway Delite



### Chaitanya B N

Age: 24

BCA

**Specialization :** Systems & HRM

**Work Experience:** 28 Months

Infosys Ltd.

**Summers**

Nestle India Ltd.



### Chandana Gireesh

Age: 25

B.E. (Telecommunication)

**Specialization :** Systems & HRM

**Work Experience:** 34 Months

Accenture Pvt Ltd.

**Summers**

L&T

## Students with Work Experience



**Chelsea Blessy R**

Age: 22

B.Com

**Specialization** : Systems & Marketing

**Work Experience**: 6 Months

Skill-Lync

**Summers**

Outlook



**Chengappa M C**

Age: 23

BBA

**Specialization** : Systems & Marketing

**Work Experience**: 8 Months

The Shoe Laundry

**Summers**

V-Do Creative



**Chirag Madappa B M**

Age: 24

B.A.

**Specialization** : Finance & Marketing

**Work Experience**: 6 Months

Byju's

**Summers**

Hedge Equities



**Conceicao Della Ida**

Age: 22

B.Com

**Specialization** : Systems & HRM

**Work Experience**: 3 Months

Kamat Cas & Co., Alfran Resorts

**Summers**

Feedback Consultancy Services



**Druva N**

Age: 24

B.Com

**Specialization** : Systems & Marketing

**Work Experience**: 13 Months

Next Billion Technology (Groww Serve)

**Summers**

Kennesaw State University



**Gayatri**

Age: 23

B.Com

**Specialization** : Systems & Marketing

**Work Experience**: 23 Months

AK Jewellers

**Summers**

Feedback Consultancy Services



**Harsha H M**

Age: 23

B.Com

**Specialization** : Finance & Systems

**Work Experience**: 18 Months

SGA Financial Services

**Summers**

Hedge Equities



**J B Akshaya**

Age: 24

B.E. (Electronics & communication)

**Specialization** : Systems & HRM

**Work Experience**: 16 Months

Infosys Ltd.

**Summers**

Hedge Equities



**Jha Niraj Manmohan**

Age: 23

B.Com

**Specialization** : Finance & Marketing

**Work Experience**: 18 Months

Shrey Enterprises

**Summers**

Highway Delite



**Karan B L**

Age: 25

BBA

**Specialization** : Finance & Systems

**Work Experience**: 18 Months

Perumal & Associates

**Summers**

Sep



**Karan Kumar J**

Age: 29

B.E. (Automobile)

**Specialization** : Finance - Systems & Analytics

**Work Experience**: 73 Months

T.D.K Traders, Spearhead Media Pvt. Ltd.

**Summers**

Hedge Equities



**Karumbaiah K K**

Age: 27

B.Com

**Specialization** : Finance & Systems

**Work Experience**: 57 Months

Subek Agarwal & Associates

**Summers**

Kennesaw State University

## Students with Work Experience



**Kiran Prasad**  
Age: 26  
B.Com  
**Specialization** : Finance & Systems  
**Work Experience**: 36 Months  
Nagadeep Satyanarayana & Co, Janardhan & Co  
**Summers**  
SEP



**Manaswini Achuthan**  
Age: 22  
BCA  
**Specialization** : Systems & Marketing  
**Work Experience**: 3 Months  
TN Subramanya & Associates,  
**Summers**  
N Ranga Rao & Sons



**N Ravi Kiran**  
Age: 25  
B.E. (Mechanical)  
**Specialization** : Systems & Marketing  
**Work Experience**: 2 Months  
Godrej & Boyce Mfg. Co. Ltd.,  
**Summers**  
Hedge Equities



**P Pranamkumar**  
Age: 26  
B.E. (Computer Science)  
**Specialization** : Systems & Marketing  
**Work Experience**: 36 Months  
IBM, Dunzo  
**Summers**  
Highway Delite



**Pedaballi Afzal Ali Zaheer**  
Age: 24  
B.E. (Electronics & Communication)  
**Specialization** : Systems & HRM  
**Work Experience**: 20 Months  
Criticalriver Inc  
**Summers**  
Hedge Equities



**Poorna Ravindra Bhat**  
Age: 23  
B.Com  
**Specialization** : Finance & Systems  
**Work Experience**: 14 Months  
Prabhakar Associates & Charter Accountant  
**Summers**  
S3V Vascular Technologies Ltd.



**Prajwal J S**  
Age: 23  
B.E. (Mechanical)  
**Specialization** : Systems & Marketing  
**Work Experience**: 8 Months  
Hiyamee  
**Summers**  
Taegutec



**Prajwal P**  
Age: 25  
B.E. (Mechanical)  
**Specialization** : Systems & Marketing  
**Work Experience**: 33 Months  
Infosys Ltd.  
**Summers**  
Taegutec



**Pratheek A**  
Age: 27  
B.Com  
**Specialization** : Finance & Systems  
**Work Experience**: 26 Months  
Ankh & Associates  
**Summers**  
S3V Vascular Technologies Ltd.



**R Aditya**  
Age: 22  
BBA  
**Specialization** : Systems & Marketing  
**Work Experience**: 9 Months  
The Hindu Group  
**Summers**  
Outlook



**R Sakshi Jain**  
Age: 22  
BBA  
**Specialization** : Finance & Marketing  
**Work Experience**: 6 Months  
Nitin Nakul & Co. (CA Firm)  
**Summers**  
N Ranga Rao & Sons (Cycle Agarbatti)



**Rajat Shaha**  
Age: 24  
B.E. (Mechanical)  
**Specialization** : Systems & Marketing  
**Work Experience**: 6 Months  
Furlenco  
**Summers**  
Freudenberg



## Students with Work Experience



**Sachin Kamath K**  
Age: 24  
B.Sc.  
**Specialization** : Systems & Marketing  
**Work Experience**: 11 Months  
Genworks Health Pvt Ltd.  
**Summers**  
Ttk Prestige



**Sangam Vaishnavi**  
Age: 24  
B.Tech (Computer Science)  
**Specialization** : Systems & Marketing  
**Work Experience**: 3 Months  
Tech Mahindra Ltd  
**Summers**  
Eveready Industries India Ltd.



**Sanjana A S**  
Age: 24  
B.E. (Computer Science)  
**Specialization** : Systems & HRM  
**Work Experience**: 21 Months  
Incture Technologies Pvt Ltd.  
**Summers**  
Ducker Carlisle



**Sanjay K**  
Age: 24  
B.E. (IP)  
**Specialization** : Systems & Marketing  
**Work Experience**: 15 Months  
Cognizant Technology Solutions India Pvt Ltd.  
**Summers**  
Taegutec



**Sanjivini R Bharadwaj**  
Age: 23  
B.Com  
**Specialization** : Systems & HRM  
**Work Experience**: 21 Months  
Coorgle Web Services  
**Summers**  
Pink Lemonade



**Shetty Harshita Sachidan&**  
Age: 23  
BBA  
**Specialization** : Marketing & HRM  
**Work Experience**: 16 Months  
Fidelity National Financial India  
**Summers**  
Highway Delite



**Sovinahalli Sudheendra**  
Age: 24  
B.E. (Mechanical)  
**Specialization** : Systems & Marketing  
**Work Experience**: 14 Months  
Mega Rk Bio Fuels LLP  
**Summers**  
Volvo



**Sreehari R**  
Age: 29  
B.Tech. (Civil), M.Tech (Structural Engineering)  
**Specialization** : Systems & Marketing  
**Work Experience**: 37 Months  
S&R Consultants, Bharath Eidec Pvt. Ltd.  
**Summers**  
S3V Vascular Technologies Ltd.



**Srihari H G**  
Age: 25  
B.Com  
**Specialization** : Finance & Marketing  
**Work Experience**: 18 Months  
C S Prahallada & Co  
**Summers**  
Hedge Equities



**Sriram M R**  
Age: 25  
B.E. (Industrial & Prouction)  
**Specialization** : Finance & Systems  
**Work Experience**: 23 Months  
Srirama Iyengars Bakery  
**Summers**  
Hedge Equities



**Srishti K**  
Age: 22  
B.Com  
**Specialization** : Finance & Systems  
**Work Experience**: 5 Months  
Achutha & Co.  
**Summers**  
Zielhoch



**Trinesh R**  
Age: 24  
B.Com  
**Specialization** : Finance & Systems  
**Work Experience**: 30 Months  
HDFC Ltd.  
**Summers**  
Hedge Equities

Students with Work Experience



**Tryambake Shreya Prashant**  
Age: 22  
BMS  
**Specialization :** Systems & HRM  
**Work Experience:** 3 Months  
Beat The Virus, Guide 2 Success  
**Summers**  
Itfigs Infotech Pvt. Ltd.



**Uday R H**  
Age: 24  
B.E. (Mechanical)  
**Specialization :** Systems & Marketing  
**Work Experience:** 12 Months  
Vayu Engineering Solutions Pvt Ltd., Byjus  
**Summers**  
Taegutec



**Uma Sai Kiran Minnakuri**  
Age: 21  
BBA  
**Specialization :** Systems & Marketing  
**Work Experience:** 2 Months  
Infelearn  
**Summers**  
Highway Delite



**Vignesh V C**  
Age: 23  
B.Com  
**Specialization :** Systems & Marketing  
**Work Experience:** 10 Months  
Balsus Success Academy  
**Summers**  
Highway Delite



**Yashwanth**  
Age: 24  
B.E. (Electrical and Electronics)  
**Specialization :** Systems & HRM  
**Work Experience:** 19 Months  
Accenture Solutions Pvt Ltd.,  
**Summers**  
Taegutec

Freshers



**A Rehman Basha**  
Age: 23  
B.Com (Computer Application)  
**Specialization** : Finance & Systems  
**Summers**  
Hedge Equities



**A Vignesh Shenoy**  
Age: 22  
B.Com  
**Specialization** : Finance & Systems  
**Summers**  
Hedge Equities



**Abhilash**  
Age: 23  
B.Sc.(Agriculture Hons.)  
**Specialization** : Systems & Marketing  
**Summers**  
Zielhoch



**Abhilash Roy**  
Age: 30  
B.E.(Chemical)  
**Specialization** : Finance & Systems  
**Summers**  
Sep



**Adith Ullas V**  
Age: 23  
B.Com  
**Specialization** : Finance & Systems  
**Summers**  
Hedge Equities



**Ajit Singh**  
Age: 24  
B.Com  
**Specialization** : Finance & Systems  
**Summers**  
Idbi Bank



**Akhila H S**  
Age: 22  
B.Com  
**Specialization** : Marketing & HRM  
**Summers**  
Talent Socio



**Akshay V**  
Age: 23  
B.E.(Mechanical)  
**Specialization** : Systems & Marketing  
**Summers**  
Zeilohoch



**Akshita Jain**  
Age: 22  
BBA  
**Specialization** : Marketing & HRM  
**Summers**  
Outlook



**Alen Johnathen David**  
Age: 23  
B.Sc.  
**Specialization** : Systems & HRM  
**Summers**  
Coorgle



**Aniket Paul**  
Age: 22  
B.Com  
**Specialization** : Finance & Systems  
**Summers**  
Hedge Equities



**Anshita Jain**  
Age: 23  
BBA(IT)  
**Specialization** : Finance & Systems  
**Summers**  
Outlook

Freshers



**Anupama Venugopal**  
Age: 23  
B.Com  
**Specialization** : Finance & Marketing  
**Summers**  
Hedge Equities



**Anusha P V**  
Age: 21  
B.Com  
**Specialization** : Finance & Systems  
**Summers**  
Feedback Consultancy Services



**Aravind Suresh**  
Age: 23  
B.Com  
**Specialization** : Systems & Marketing  
**Summers**  
Setty Mech



**Arghya Bose**  
Age: 22  
BBA  
**Specialization** : Systems & Marketing  
**Summers**  
Feedback Consultancy Services



**Arjun D**  
Age: 22  
BCA  
**Specialization** : Systems & Marketing  
**Summers**  
Kdem



**Arpitha A Patil**  
Age: 22  
BBA  
**Specialization** : Finance & Marketing  
**Summers**  
Reckitt Benckiser



**Aswathy K**  
Age: 22  
B.Sc. (Psychology)  
**Specialization** : Systems & HRM  
**Summers**  
Hedge Equities



**Avanish S Purohith**  
Age: 23  
B.E.(Computer Science)  
**Specialization** : Systems & Marketing  
**Summers**  
Setty Mech



**Ayesha Fathima**  
Age: 22  
B.Com  
**Specialization** : Finance & Systems  
**Summers**  
Sep



**Bethe Jayaprakash Naidu**  
Age: 27  
B.A.  
**Specialization** : Systems & Marketing  
**Summers**  
Reliance Retail



**Bhargav A**  
Age: 23  
B.Com  
**Specialization** : Systems & Marketing  
**Summers**  
Kennesaw State University



**Bharghav Ram K M**  
Age: 24  
BBA  
**Specialization** : HRM  
**Summers**  
Bosch



Freshers



**Bhavya Sirohi**  
Age: 24  
B.Com  
**Specialization** : Systems & Marketing  
**Summers**  
Hedge Equities



**Bhoomika M R**  
Age: 22  
B.Sc.  
**Specialization** : Systems & HRM  
**Summers**  
Highway Delite



**Chaitanya K**  
Age: 23  
B.Com  
**Specialization** : Finance & Systems  
**Summers**  
Zielhoch



**Chamallamudi Nanda Krishna**  
Age: 23  
B.Com  
**Specialization** : Systems & Marketing  
**Summers**  
Outlook



**Chauhan Akanksha**  
Age: 24  
B.E.(Electrical)  
**Specialization** : Systems & Marketing  
**Summers**  
Ducker Carlisle



**Darshan T G**  
Age: 22  
B.Sc.  
**Specialization** : Systems & Marketing  
**Summers**  
Zielhoch



**Deepshika Prasanna Shetty**  
Age: 23  
BBA  
**Specialization** : Systems & HRM  
**Summers**  
Highway Delite



**Deven Sharma**  
Age: 24  
BBA  
**Specialization** : Systems & Marketing  
**Summers**  
Joining Dots



**Dharini S**  
Age: 22  
B.Sc.  
**Specialization** : Finance & Systems  
**Summers**  
Hedge Equities



**Esha Gangadkar M S**  
Age: 22  
B.Com  
**Specialization** : Finance & Marketing  
**Summers**  
Highway Delite



**Garima**  
Age: 24  
B.A.  
**Specialization** : Systems & Marketing  
**Summers**  
Highway Delite



**Gautham S Menon**  
Age: 22  
B.Com  
**Specialization** : Systems & Marketing  
**Summers**  
Highway Delite

Freshers



**Griheettha B**  
Age: 21  
B.Com  
**Specialization** : Finance & Systems  
**Summers**  
Zeiloch



**Imran Noorulla Bisnalli**  
Age: 21  
B.Com  
**Specialization** : Systems & Marketing  
**Summers**  
Seimens



**Karthik Kamath**  
Age: 22  
BBA  
**Specialization** : Finance & Marketing  
**Summers**  
SEP



**Karthik S**  
Age: 22  
B.Com  
**Specialization** : Finance & Systems  
**Summers**  
Hedge Equities



**Kavya K S**  
Age: 22  
B.Com  
**Specialization** : Finance & Marketing  
**Summers**  
Hedge Equities



**Kaydawala Saifuddin Moij**  
Age: 22  
B.Sc. (Biotechnology)  
**Specialization** : Systems & Marketing  
**Summers**  
Ducker Carlisle



**Koppada Venkata Sai Teja**  
Age: 24  
B.Tech (Computer Science)  
**Specialization** : Systems & Marketing  
**Summers**  
S3V Vascular Technologies Ltd



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