



Shri Dharmasthala Manjunatheshwara
Institute for Management Development



STUDENT INFORMATION BOOK 2025 - 26

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Shri Dharmasthala Manjunatheshwara Institute for Management Development

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Post Graduate Diploma in Management

[PGDM]

Student Information Book

Academic Year 2025 – 2026

Name :

PGDM No. :

Batch :

Director's Message

Dear Student,

Congratulations on your selection to the SDMIMD PGDM Program 2025-27. We look forward to assisting you in every way possible in your enthusiastic journey as a student and young leader at SDMIMD and later as an alumnus. The Student Information Book is a ready reckoner to make you conversant with the academic and quasi-academic matters related to the PGDM Program.

This book has been prepared to learn about the Program structure, the rationale of the pedagogy, the evaluation process, the grading structure, rules and regulations governing the program as well as dos and don'ts. Brief information on placements, the student clubs and committees, the Institute calendar and contact information of various functionaries is available in this book. Student disciplinary aspects and the expected behavior in the campus are explained as relevant. Additional current information will be present on our Institute website www.sdmimd.ac.in.

SDMIMD is making significant advancements in incorporating the latest technological innovations, including Generative AI, to enhance student learning and improve teaching quality. We encourage students to take full advantage of these opportunities for personal and academic growth.

At SDMIMD, we are committed to fostering your talents across various disciplines in addition to your academic pursuits. Having a comprehensive understanding of your academic commitments will allow you to plan and prepare effectively throughout your stay.

We urge you to read this book and to go through the posted matter on our website as mentioned above before the commencement of the program. We sincerely look forward to your energetic presence as a student at this esteemed campus and your earning the coveted PGDM degree.

Best wishes to you and your family.

Dr. (Lt. Col) Prasad S N
Director

Message from the Dean – Academics

Dear Student,

Welcome to the SDMIMD's PGDM Program. Congratulations on joining a dynamic learning community where commitment, integrity, and academic excellence shape the leaders of tomorrow.

The Student Information Book serves as your comprehensive guide throughout your time at SDMIMD. It provides essential information, including the academic calendar, program structure, institutional policies, and key expectations—equipping you to navigate your academic journey with clarity and confidence.

The PGDM program at SDMIMD is designed to be intellectually rigorous, academically challenging, and professionally rewarding. It fosters critical thinking, collaborative learning, and continuous personal and professional growth. Embracing this rigour will enhance your capabilities and prepare you to address complex, real-world challenges with insight and assurance.

As you begin this transformative journey, I encourage you to engage fully with the values and principles that define our academic culture. Following institutional guidelines is not merely a formality, but a foundation for personal discipline and collective growth. Your active participation, responsible behaviour, and dedication to learning will play a vital role in your success and in upholding the reputation of our institution.

Our faculty and staff are committed to supporting you throughout this experience. Please feel free to reach out for guidance, clarification, or support—we are here to help you achieve your academic and professional goals.

Wishing you a rewarding and successful journey at SDMIMD.

Warm regards,

Dr. Mohamed Minhaj
Dean – Academics

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Introduction

Shri Dharmasthala Manjunatheshwara Institute for Management Development (SDMIMD) is located at the foot of Chamundi Hills in the heritage city of Mysuru in Karnataka, 140 kilometres from Bengaluru. Its charming campus has won architectural and landscape awards and provides a great setting for learning and the germination of managerial intellect.

The Institute is promoted by the Shri Dharmasthala Manjunatheshwara Educational Trust, a much-admired non-profit educational trust that runs more than 50 recognised educational institutions in Karnataka, including engineering and medical colleges. Dharmasthala, 'the abode of dharma', has been a renowned pilgrim centre for hundreds of years, and a code of selfless service, integrity, and social development, stand embedded in all the trust's activities. The trust and the entire associate Institutions benefit from the visionary leadership of our Chairman, Padma Vibhushan Dr. Veerendra Heggade.

The vision, mission, and credo of the Institute are:

Vision

To be internationally recognized as a unique Institution that has pioneered a philosophy of management education and governance that is Indian in ethos and character, and global in relevance.

Mission

To create inspirational business leaders and entrepreneurs who will relentlessly pursue individual and organizational 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 effective and inclusive in value creation for the individual and society.

The SDMIMD 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.
- Passion, Commitment, and the single-minded pursuit of excellence will make true leaders of us all.

The SDMIMD Promise

To Students:

We will nurture, support and inspire you to realize 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 enhanced quality of life.

PGDM Program

SDMIMD offers a two- year, full time, residential Post Graduate Diploma in Management (PGDM) program. The PGDM program is designed and structured to enable students to adapt to the changing requirements, challenges, and opportunities of the global business scenario. It provides students with a strong theoretical and conceptual base.

The PGDM program is approved by the All India Council for Technical Education (AICTE), Ministry of Human Resource Development, and Government of India. The PGDM is considered as equivalent to MBA degree by AICTE and Association of Indian Universities (AIU). The Institute has consistently been placed among the top B-Schools rating in leading B-School surveys.

The program has also been accredited by the National Board of Accreditation (NBA). At the international level, the PGDM Program of SDMIMD has been accredited by Accreditation Council for Business Schools and Programs (ACBSP) and European Foundation for Management Development (EFMD).

SDMIMD has been accorded the highest 'DIAMOND' category by QS-iGauge, the Indian arm of the QS World Rankings.

Intended Course Learning Outcomes (ICLOs)

Alignment of SDMIMD Mission to Program Competency Goals(PCGs) and Intended Course Learning Outcomes (ICLOs).

SDM Institute for Management Development has identified five key Mission Elements to support the realization of its Vision and Mission, as outlined earlier. These Mission Elements are:

- Pursuit of Excellence
- Global Outlook
- Social Responsibility
- Managing Change
- Value Creation

Based on these guiding principles, the Program Competency Goals (PCGs) and Learning Objectives (LOs) for the PGDM program are defined as follows:

Mission Element	Program Competency Goals (PCGs)	Learning Objectives (LOs)	Learning Objectives description
Global Outlook	A. Glocal Leadership: To assimilate and apply global trends in leadership and managerial practices.	A1. Leadership and Strategic Thinking A2. Problem-Solving	<ul style="list-style-type: none"> • Understand contemporary global business processes and practices. • Develop the ability to articulate individual opinion as in suggesting the solution to a problem. • Inculcate the ability to analyze S.W.O.T. • Acquire the knowledge required to lead, solve, and manage.
Managing Change	B. Effective Decision Making: To evolve into a well-rounded professional grounded in management	B1. Adaptability B2. Analytical and Technology Competency	<ul style="list-style-type: none"> • Being aware of management theories and concepts

	concepts with a global outlook.	B3. Critical Thinking and Teamwork Competency B4. Relating Theory to Practice	<ul style="list-style-type: none"> • Becoming a net contributor to teamwork • Learn to use technology effectively.
Social Responsibility	C. Ethics and Social Responsibility To emerge as a leader with a blend of generalist knowledge and specialized skills coupled with ethics and social responsibility	C1. Ethics and Social Responsibility	<ul style="list-style-type: none"> • Imbibe and follow ethical business practices.
Pursuit of Excellence	D. Communication To analyze and articulate changing business situations with an international focus.	D1. Written and Oral Communication Competency D2. Conscientiousness	<ul style="list-style-type: none"> • Able to correlate theoretical and practical aspects. • Develop the ability to communicate effectively. • Learn to practice, paying attention to details.
Value Creation	E. Content Knowledge To inculcate a value system that balances the social side as well as the corporate value creation process.	E1. Functional Knowledge E2. Managerial Skills	<ul style="list-style-type: none"> • Establish a positive personal value system. • Demonstrate managerial skills. • Being sensitive to societal issues • Developing a strategic mindset

Each course in a term will have its respective Intended Course Learning Outcomes (ICLOs), which are stated in the Course Outline. The ICLOs are designed in alignment with the LOs, PCGs and, thereby, with the Mission Elements. Each course is intended to address at least three of the five Mission Elements stated above. Thus, in the course outline, the teaching faculty will demonstrate the link between the Mission Elements, PCGs, LOs and ICLOs. An illustration of this is shown below. The example course is titled *Essentials of Python for Business Analytics & AI*, which is part of the Term IV elective courses. The PCGs, LOs and ICLOs are linked as follows:

ICLO1: Write and execute Python code using core programming constructs to solve business-related problems.

ICLO2: Use Python libraries to clean, transform, and visualize business data for analytical insights.

ICLO3: Build and evaluate machine learning models for classification, regression, and clustering tasks.

ICLO4: Automate business data workflows using Python scripts and tools.

ICLO5: Identify and reflect on ethical and governance issues in the use of analytics and AI.

ICLO-PCG Matrix

	PCG A	PCG B	PCG C	PCG D	PCG E
ICLO 1	Medium	High	Low	Medium	Medium
ICLO 2	Medium	High	Low	High	High
ICLO 3	High	High	Low	Medium	Medium
ICLO 4	Medium	High	Medium	Medium	High
ICLO 5	Medium	Medium	High	Medium	Low

Relative weights of each ICLOs in Evaluation Components

	Class Participation	Quizzes	Assignment	End Term
Component Weightage	10%	30%	30%	30%
ICLO 1	20%	35%	15%	20%
ICLO 2	20%	35%	25%	25%
ICLO 3	20%	10%	30%	25%
ICLO 4	20%	10%	20%	20%
ICLO 5	20%	10%	10%	10%

Sample table indicating that the distribution of evaluation component weightage varies from course to course.

ICLO – LOs Matrix

	Analytical Ability	Critical Thinking	Problem Solving	Technological Competency	Managerial Skills
ICLO 1	1	3	4	5	2
ICLO 2	5	3	2	4	1
ICLO 3	4	2	3	5	1
ICLO 4	1	2	3	5	4
ICLO 5	3	4	2	1	5

Evaluation Rubrics for the Academic Courses at SDM Institute for Management Development

The construction of the evaluation rubrics is based on the LOs of the course. The course faculty may choose either all the LOs or only those considered highly relevant to the course as indicated in the ICLO-LOs matrix. For example, in the course illustrated above, the rubrics would be developed based on the following LOs - Analytical Ability, Critical Thinking, and Technological Competency.

Students will be evaluated on each LO using appropriate evaluation components as specified in the assessment rubrics. Based on their performance, students will be classified into the following attainment levels:

- Exceeds Expectations
- Meets Expectations
- Needs Improvement

Once the student's performance is assessed as belonging to a certain level, the instructor assigns one of seven letter grades: A, B+, B, C+, C, D, or U. This grading is done based on normalization norms, ensuring that no more than 10% of the class receives an A, and no more than 65% of the class receives a combined total of A, B+, and B grades.

International and National Accreditations :



SDMIMD continues to be the only B-school in India to have EFMD-EPAS accreditation. After getting this honour in 2017, we have been striving to make all internal procedures and systems conform to best practices globally. It is a matter of joy that EFMD has re-accredited the PGDM program for a further period of 3 years till 2026.



The accreditation from ACBSP has brought about a wider network for SDMIMD, particularly in the U.S.



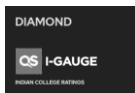
SDMIMD has now become a member of AACSB bringing it on a contact base with all leading B-schools in the world.



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



Business School Impact System (BSIS) of EFMD, popularly known as the first comprehensive impact assessment tool for business schools reviewed SDMIMD in December 2019. The team evaluated the impact of activities, strategies, and services on the community served by SDMIMD. In specific and on the Society at large, SDMIMD has now become one among select institutions around the world with the BSIS label.



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.

B-School Ranking 2024

Apart from being globally accredited, SDMIMD has been continuously ranked among top B-Schools. The global perspective curriculum, industry-connected classroom, and inherent academic strength have gone to make SDMIMD a preferred destination for aspirants.

- **CSR Rankings of India's Best B Schools 2024**
 - ❖ 5th Position among 17 Top Leading Private B-Schools of Super Excellence
 - ❖ 9th among 20 Top B- Schools under the category "Faculty, Publication, Research, Consultancy, MDP & Other Programmes"
 - ❖ 14th among 20 Top B- Schools under the category "Placement (Domestic & International), USP, Social Responsibility, Networking & Industry Interface
 - ❖ 4th among Top B-Schools in Karnataka.
- **BT-MDRA B School Survey 2024**
Our Institute is placed in 50th position in the overall ranking and 30th among Top 100 Private B Schools.
- **Career360 B-School Survey 2025**
SDMIMD is placed in the 25th position out of 55 Private B Schools in India.
- **Outlook – Icare Rankings India's Best B Schools 2025**
Our Institute is placed in 16th position among 200 Top Private B-Schools.
- **The Week - Hansa Research survey of B Schools 2024**, Our Institute is placed in 55th Position among 235 B Schools at All India level: 41st among 213 Private B Schools in India.
- **Businessworld - Top B Schools Survey 2024**, Our Institute is placed in 41st Position among 175 B Schools in the Overall ranking.
- **India Today - India's Best B Schools 2024 ranking**, Our Institute is placed in 30th Position among 243 Private B Schools at the National level.

SECTION – A

ACADEMIC INFORMATION

Section – A : Academic Information

1.0 General Structure

- a) The 2-year fully residential PGDM program comprises of 6 trimesters each of duration varying from 10 to 13 weeks with the Summer Internship Project (SIP) of 2 months held between Terms 3 & 4.
- b) The general course contents and curriculum are revised periodically considering the latest development in the business environment and managerial thought and in line with practices in other leading B-Schools the world over.
- c) All the courses in the first year are compulsory core courses. These courses equip the students with basic knowledge in various areas of management.
- d) The courses in the second year emphasize the multifunctional and strategic dimensions in decision-making, and include courses related to different functional areas as well general areas.
- e) In the second year, students can opt to specialize in the areas of Marketing, Systems, Finance, Operations, Human Resources Management along with additional modular specializations. Students have the option of single / dual specialization along with modular specialization in Business Analytics. Students can also decide to be a generalist and not specialize in any area and instead opt for courses from various streams to make up the required minimum credits.
- f) SDMIMD has built into its curriculum some unique courses and programs that distinguish it from other Institutes, such as Ethics & Values in Management, Yoga and Socially Relevant Project (SRP).

2.0 Courses of Study

2.1 First Year Courses

During the first year, a student will be required to do the stipulated number of credits spread over three terms. The Institute may change the number of credits based on the current needs. At the end of Term II / III, students undertake a Socially Relevant Project and a Summer Internship Project.

2.1.1 Socially Relevant Project (SRP)

In keeping with the ethos and value system in SDMIMD, all the first-year students are required to undertake a project titled Socially Relevant Project (SRP) in the second or third term. This course is a compulsory TWO CREDIT requirement for completion of the PGDM program. The duration is normally for one week either at one stretch or spread over a term. Students are encouraged to continue the work beyond normal duration without affecting their regular course of study.

The Objectives of SRP are to:

- Sensitize the students to social Issues.
- Instil and develop ethics, social responsibility and philanthropy – values which the SDM Trust is reputed for.
- Expose students to non- corporate organizations, government departments, NGOs to help them understand the application of management concepts and principles to social issues.
- To serve as a curtain raiser to students who might consider Social Entrepreneurship as a career option.

Detailed guidelines on the conduct of this course will be issued separately.

2.1.2 Summer Internship Project (SIP)

The SIP is a THREE CREDIT course and is designed to provide the PGDM student with an opportunity to work and gain first-hand exposure to the business environment, work culture and processes that prevail in real-life organizations. Based on the learning of the first three terms of the program, the student is equipped with the conceptual skills, but may lack the experience of putting this learning into practice. SIP provides the intern an opportunity of learning and decision-making. SDMIMD requires that every student undergoes such an experiential learning process at the end of the first year of the PGDM program.

The duration of the SIP is 8 weeks during the months of April and May. The Placement Cell will help the students in finding suitable summer projects and will also provide necessary guidance in completing their assignments. Students may be allowed to source a SIP on their own provided the project details meet the requirement of the Institute. In such a case, the concerned organization should provide a written communication to the Institute before a specified date confirming the project.

Note:

1. The SIP is an extension of the PGDM program and is expected to have similar rigour. Particularly, matters like attendance and discipline are emphasised.
2. There will be an external guide (from the organization where the student chooses to do the summer project) and an internal faculty guide from the Institute. A formal proposal of the

summer project has to be approved by the internal as well as the external guide within 10 days of the start of the project.

3. After completing the SIP, the student shall submit one copy of the summer project report within specific date announced by the PGDM Office. The project report shall have an attendance certificate and recommendation of satisfactory work from the external guide, without which the project report shall not be accepted by the Institute.

Project reports not submitted within the specific dates as announced by the PGDM Office, will not be considered for evaluation. Further, as a penal measure, such students making delayed submissions will be asked to repeat the project work under a new topic. Detailed guidelines will be separately issued.

2.1.3 Yoga & Wellness Management

SDMIMD also recognizes the importance of maintaining physical fitness as well improving mental strength. All the students in the first year will undergo training in Yoga under the supervision of an expert and develop the ability to practice the same on their own. The sessions are held in the morning. At the end of the course the students will appear for a practical and a theory examination and the grades are awarded similar to any other course. Attending the Yoga sessions is mandatory and all the course related rules are applicable to the Yoga course also.

2.1.4 Student Research in Management

This initiative is an endeavor to encourage and reward deserving students for management research and publication with the active guidance of the regular faculty. This research elective course is open to all the students of the batch. The research process will commence in Term I and may be planned to end with a publication by the beginning of Term 6. Due 'Research' credits will be awarded at the end of term 6.

Detailed guidelines and instructions will be given in July – August 2025 to the student of PGDM Batch 2024 – 26 by Chairperson – Research Centre for Management Studies (RCMS).

2.1.5 Infosys Springboard Supplementary Study Courses

In pursuit of its commitment to equipping students with industry-relevant skills, SDMIMD has established a partnership with Infosys. Through this collaborative arrangement, SDMIMD students will gain exclusive access to Infosys Springboard, a cutting-edge digital learning platform that incorporates virtual labs and gamification for interactive educational experiences. These springboard courses will be seamlessly integrated with select SDMIMD courses, enhancing the overall learning journey. Comprehensive instructions regarding the implementation and administration of this program will be provided in a separate communication.

2.1.6 Courses In The First Year – Batch 2025 – 27

Term	Sl No.	Course Code	Course Title	Credits
1	1	D1F1C	Financial Reporting and Analysis	2
	2	D1G1C	Fundamentals of Data Analysis for Decision Making	2
	3	D1H1C	Human Resource Management	3
	4	D1S1C	Information Technology for Management	3
	5	D1G2C	Managerial Communication – I	2
	6	D1G3C	Managerial Economics	2
	7	D1M1C	Marketing Management-I	3
			Term - I Total Credits	17
2	1	D2G1C	Business Ethics, Governance and Social Responsibility	2
	2	D2S1C	Business Information Systems	3
	3	D2F1C	Costing for Decision Making	2
	4	D2G2C	Essentials of Data Analysis for Decision Making	3
	5	D2G3C	Managerial Communication – II	2
	6	D2M1C	Marketing Management – II	2
	7	D2X1C	Operations Management – I	2
	8	D2H1C	Understanding People in Organizations	3
	9	D2SRP1C	Socially Relevant Project (SRP)	2
	10	D2YWM1C	Yoga & Wellness Management	1
			Term - II Total Credits	22
3	1	D3F1C	Corporate Finance	3
	2	D3G1C	International Business	2
	3	D3KS1C	Knowledge Seminar	2
	4	D3G2C	Macroeconomics	3
	5	D3M1C	Marketing Research	2
	6	D3X1C	Operations Management – II	1
	7	D3H1C	Organizational Dynamics	2
	8	D3X2C	Project Management	3
	9	D3G3C	Universal Human Values	1
			Term - III Total Credits	19
	Total Core Credits in First Year			58
	Soft Core			
SIP	D4SIP1C	Summer Internship Project (Undertaken at the end of I Year – April to May)		3

2.2 Second Year Courses

In the second year, there are two types of courses, namely core and elective. While the core courses are mandatory irrespective of specialization area, students can choose from the elective courses in each stream.

2.2.1 Specialization and Electives

Students can opt for dual specialization or singular specialization. Specialization entails taking up a minimum of 15 credits in the specialization stream. Needless to mention, dual specialization is taking up 15 credits each in, both specialization streams. There are 5 streams on offer for specialization – Finance, General Management, Human Resources, Marketing, Operations Management and Systems.

2.2.2 Elective Selection Process

- a. Towards the end of the first year, the PGDM office announces the list of courses on offer and the upper and lower limit on the number of registrations for each course. The details of the courses offered for the batch 2024 – 26 can be found in the subsequent section.
- b. A minimum of 15 credits are required for specializing in an area.
- c. Students can opt for dual specialization. In addition, a Modular specialization in Business analytics is also available.
- d. The Minimum number of credits that students must select from electives courses during any term (4, 5, and 6) is 6, and the maximum is 18 credits.
- e. Students must choose a minimum of 33 credits and a maximum of 39 credits over the three terms (4,5, and 6) under electives [Excluding General Core]
- f. Generally a minimum of fifteen (15) registrations are required for an electives course to be offered in Marketing / Finance / Systems and Analytics areas and 10 registrations for HRM / Operations / General Management and new elective offering in any area (only for 1 academic year).
- g. The courses in which the registration is less than less than the required number, the course will be dropped from the electives list for the academic year and will not be revived either in the fifth or the sixth term.
- h. Some courses have a specific cap limit, and if exceeded, students will be asked to switch to other courses. Registration will follow a first-come, first-served (FIFO) basis.
- i. A provision will be made to make minor changes in the selected electives during the fifth & sixth terms. However, this will be permitted only so long as any course registration after such modification does not fall below minimum requirement and does not exceed 70 or where two sections are allowed, 140. Again, if more students choose this, the filtering will be based on FIFO. The decision of the Director on the course related matters will be final and binding.

If electives do not have a minimum of required registrations and hence get dropped, some electives streams will not have enough courses to complete the 15 credits required for specialization. Therefore, students will not be able to specialize in that area.

Business Analytics Modular Specialization:

For the students of the 2024 – 26 batch, a modular specialization stream in Business Analytics is being offered. For this, they will need to take up the following courses mandatorily:

Proposed Course Offerings for Academic Year 2025 – 26 for Business Analytics (Modular Specialization)

Term	Faculty	Existing Course Title	Area	Credits
5	Dr. Mohamed Minhaj	Business Intelligence (Core course for Business Analytics)	Systems	3
6	Faculty Panel	Capstone Project (Core)	Business Analytics	2
For modular specialisation, in addition to Business Intelligence (3 Credits) and Capstone Project (2 Credits) the students are required to take 10 credits from among the following elective courses offered by various streams				
4	Dr. G. Srilakshminarayana	Data Analysis using 'R'	Systems	3
4	Dr. Anand Sasikumar	Supply Chain Analytics	Operations	2
4	Dr. S. Vasumathy Hariharan	Financial Econometrics	Finance	2
4	Dr. Mohamed Minhaj & Dr. G. Srilakshminarayana	Essentials of Python for Business Analytics & AI	Business Analytics	2
4	Dr. G. Srilakshminarayana	Data Visualization for Decision Making	Business Analytics	2
4	Dr. Anand Ellur	Operations Analytics	Operations	2
5	Dr. K. Riyazahmed	Artificial Intelligence and Analytics in Finance	Finance	2
5	Dr. S. Saibaba	Marketing Analytics	Marketing	2
5	Dr. Mousumi Sengupta	HR Metrics & Analytics	HRM	3
5	Visiting Faculty	BIG Data Technologies	Systems	3
5	Dr. K. Riyazahmed	Algorithm Trading - Models and Modalities	Finance	2
6	Dr. G. Srilakshminarayana	Essentials of Statistics for Machine Learning & AI	Business Analytics	3
6	Dr. Mohamed Minhaj & VF	Machine Learning in Practice	Business Analytics	3

- Business Analytics is a "Modular Specialization". This will not figure under Specializations. Students will get a separate certificate as "Modular Specialization".
- Notwithstanding the above, the decision of the Director on the course related matters will be final and binding.

2.2.3 Courses In the Second Year – Batch 2024 – 26

PART – I (Core Courses)

The list of II Year courses on offer for the PGDM Batch 2024–26 is as indicated below :

Term	Area	Sl. No.	Course Code	Course Title	Credits
IV	General Core*	1.	D4G1C	Business Landscape	1
		2.	D4G2C	Strategic Management	3

* General Core – Compulsory for all students

PART - II (Elective Courses)

Term	Area	Sl. No.	Course Code	Course Title	Credits
4	Finance	1	D4F1E	Financial Derivatives	3
		2	D4F2E	Financial Econometrics	2
		3	D4F3E	Financial Markets and Institutions	3
		4	D4F4E	Investment Analysis and Portfolio Management	3
		5	D4F5E	Mergers and Acquisitions	3
		6	D4F6E	Multinational Financial Management	3
	Systems	7	D4S1E	Data Analysis using R	3
		8	D4S2E	Designing and Managing Business Databases	3
		9	D4S3E	Managing Software Projects	3
	Operations	10	D4X1E	Logistics & Supply Chain Management	3
		11	D4X2E	Operations Analytics	2
		12	D4X3E	Service Operations Management	3
		13	D4X4E	Supply Chain Analytics	2
	Marketing	14	D4M1E	Business Development Fundamentals for Retail	2
		15	D4M2E	Business Marketing	3
		16	D4M3E	Integrated Marketing Communication	3
		17	D4M4E	Marketing Metrics	2
		18	D4M5E	Strategic Marketing	3
	HRM	19	D4H1E	Compensation Management	3
		20	D4H2E	Leadership Development	2
		21	D4H3E	Talent Management	3
		22	D4H4E	Workplace Learning & Development	3
	Business Analytics	23	D4B1E	Data Visualization for Decision Making	2
		24	D4B2E	Essentials of Python for Business Analytics & AI	2
	General Management	25	D4G1E	Entrepreneurship	2
		26	D4G2E	Indian Economic & Policy Environment	2
		27	D4G3E	Social Enterprise Research	1

Term	Area	Sl. No.	Course Code	Course Title	Credits
5	Finance	1	D5F1E	Algorithm Trading	2
		2	D5F2E	Artificial Intelligence and Analytics in Finance	2
		3	D5F3E	Foreign Exchange and Treasury Management	3
		4	D5F4E	Innovation in Digital Banking	3
		5	D5F5E	Microfinance	2
		6	D5F6E	Project Appraisal	3
		7	D5F7E	Personal Finance & Tax Planning	2
	Systems	8	D5S1E	BIG Data Technologies	3
		9	D5S2E	Business Intelligence	3
		10	D5S3E	Enterprise Resource Planning	3
		11	D5S4E	Managing Cloud Services	2
	Operations	12	D5X1E	Lean Management	2
		13	D5X2E	Sustainable Operations Management	2
		14	D5X3E	Warehouse Management and International Logistics	2
	Marketing	15	D5M1E	Digital Marketing	3
		16	D5M2E	Marketing Analytics	2
		17	D5M3E	Personal Selling Techniques	2
		18	D5M4E	Retail Management	2
		19	D5M5E	Sales & Distribution Management	3
	HRM	20	D5H1E	Advanced Recruitment and Selection	3
		21	D5H2E	Cross Cultural Management	2
		22	D5H3E	HR Metrics & Analytics	3
		23	D5H4E	Mindfulness Basics and Lateral Thinking	3
		24	D5H5E	Organizational Change & Development	2
		25	D5H6E	Performance Management	3
	General Management	26	D5G1E	Business Negotiation	2
		27	D5G2E	Family Business: A Primer	2
		28	D5G3E	Trends in AI Governance	2

Term	Area	Sl. No.	Course Code	Course Title	Credits
6	Finance	1	D6F1E	Advanced Corporate Finance	2
		2	D6F2E	Asset Pricing, Analysis and Valuation	3
		3	D6F3E	Behavioural Finance	2
		4	D6F4E	Corporate Tax Planning	3
		5	D6F5E	Fixed Income Securities	3
	Systems	6	D6S1E	E-Business	3
		7	D6S2E	IT Security, Audit and Governance	2
	Operations	8	D6X1E	Production, Planning & Control	2
		9	D6X2E	Strategic Quality Management	3
	Marketing	10	D6M1E	AI in Marketing	2
		11	D6M2E	Consumer Behaviour	2
		12	D6M3E	Customer Relationship Management	2
		13	D6M4E	Marketing of Banking & Financial Services	2
		14	D6M5E	Services Marketing	3
	HRM	15	D6H1E	Emotional Intelligence and Understanding Self	3
		16	D6H2E	Foundations to HR Consulting	2
		17	D6H3E	International HRM	3
		18	D6H4E	Strategic HRM	2
	Business Analytics	19	D6B1E	Essentials of Statistics for Machine Learning & AI	3
		20	D6B2E	Machine Learning in Practice	3
		21	D6B3E	Business Analytics - Capstone Project	2
	General Management	22	D6G1E	Business Requirement Analysis	2
		23	D6G2E	Public Relations and Media Interactions	2

Students must take minimum 6 credits and maximum 18 credits in each term

Students must take minimum 15 credits to specialize in a particular area

Total No. of Elective Credit limits will be mini. 33 and maxi. 39 (Across terms 4-5-6 & Excluding General Core)

Student Research in Management (Additional credits in the PGDM Program for student research.)	1 – 3 Credits (Refer to Para 2.1.4 for details)
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2.2.4 Environmental, Social, Governance [ESG] - Modular Specialization

ESG (Environmental, Social, and Governance) Certification serves as a distinguished symbol of a company's commitment to sustainable compliance. It reflects excellence in the organization's sustainability policies, responsible investments, and ethical business practices. Globally, companies are increasingly pursuing ESG Certification—not only to attract customers, investors, and top talent, but also to demonstrate their dedication to environmental stewardship. Additionally, ESG Certification provides access to government subsidies, incentives, rebates, funding opportunities, and sponsorships. Above all, it enables businesses to stand out in an increasingly dynamic and competitive global market.

Learning from ESG Modular Specialization

The ESG Modular Specialization enables you to understand and appreciate the following -

- Environmental – How business is impacting the environment? Like Water conservation, Waste management, Energy Use, etc.
- Social – How business is treating its customers, employees, and stakeholders? Like employee diversity, inclusion, human rights, employee engagement, HR policies, etc.
- Governance – How business is managed and governed? Like board diversity, ethical leadership, anti-corruption policies, etc.

ESG Modular Specialization Certification

The companies expect the young executives to be informed about the ESG as it is the norm to move ahead. The ESG modular specialization certificate will help to

- Demonstrate knowledge and skills about the essentials of ESG required to respect and practice in a company.
- Help you to stand out in the competitive job market.
- Provide an opportunity to enter and compete in the international job market, international projects/assignments, and exclusive networking with ESG compliance companies.
- Demonstrate that you are committed to lifelong learning.
- Open avenues to move ahead for Certified professional for - Sustainability Investment, ESG Investor, ESG Analyst, ESG Advisor.

Courses for the Modular Specialization in ESG for the PGDM Program

SI No	Term	Course Title	Faculty	Credits	No. of Hours
PGDM Courses [Part of the PGDM Program]					
01	1	Principles of Management (Orientation Program)	Dr. S. Vasumathy Hariharan		2 hours
02	2	Business Ethics, Governance, and Social Responsibility	Dr. Mamta Hegde	2	20 hours
03	2	Socially Relevant Project (SRP)	Prof. C.V. Sridhar	2	20 hours
04	2	Yoga	Guest Faculty	1	10 hours
05	3	Universal Human Values	Dr. Sunil M.V.	1	10 hours
06	3	Business Law and POSH	Guest Faculty	1	10 hours
07	4	Responsibilities of Independent Directors (Business Landscape)	Guest Faculty		3 hours
		Total		7	75 hours
Mandatory Courses					
12	4	Social Enterprise Research using AI Tools	Dr. Sunil M.V.	1	10 hours
13	5	Sustainable Leadership	Guest Faculty	1.5	15 hours
14	5	Technology for ESG Readiness	Guest Faculty	1.5	15 hours
		Total			40 hours
Workshops					
15	2	Wellness Management	Guest Faculty		5 hours
16	4	Disaster Management	Guest Faculty		5 hours
17	4	Climate Change	Guest Faculty		5 hours
		Total			15 hours
Mandatory Project Work					
19	August to Oct 2024	Project Work in - Social Entrepreneurship; CSR initiatives; and SDM Group Social Activities OR any other relevant topic in the area of ESG	Dr Sunil M.V.	3	Equivalent to 30 hours
Mandatory Courses of PGDM Course				75 hours	
ESG Mandatory Courses				40 hours	
ESG Workshops				15 hours	
ESG Mandatory Project Work				30 hours	
TOTAL				160 HOURS	

Award of Certificate in ESG

All the above courses/orientation will be completed within the deadline set by the PGDM Office and a separate ESG certificate will be awarded to successful candidates at the time of Convocation. For successful completion, attendance as per Institute rules and a minimum of 'C' grade must be obtained in each course (core and optional courses) listed above.

2.2.5 Auditing of courses

“Auditing” refers to the facility for attending all classes without going through the evaluation components, and not being graded. Students, who are interested in attending a specialization course in addition to courses chosen by them for credit, may be allowed to “audit” a course, at the discretion of the faculty concerned. **This arrangement is between the concerned faculty and the student(s).** The course is administered as per the directions of the faculty concerned.

Students are required to get written approval from the concerned faculty and submit the same to the PGDM Office before the commencement of the course. **A student can ‘audit’ only one course in a term.** Course materials and books for such a course will have to be bought by the audit students. Students’ “auditing” a course are required to attend all classes and take up all quizzes and examinations. On satisfactory completion of the course, they will be issued a certificate to that effect. The classes are scheduled on the basis of availability of “credit” students only, and if the regular credit classes overlap for the “audit” students, the timetable will not be adjusted by the PGDM office.

2.2.6 Enrichment in Teaching & Learning through ‘Academi-AI’

Starting from the academic year 2024–25, SDMIMD has implemented a Generative AI-based tool to augment classroom teaching and learning. This tool is intended to enhance student learning, evaluation, and the measurement of course-specific outcomes.

Students will receive specific instructions for courses that adopt this mode of learning. Any course-specific changes—such as modifications to the evaluation pattern, availability of class notes, summaries, and modular tests—will be detailed in the respective course outlines, as applicable.

2.2.7 Seminar Courses

A seminar course is run in an interactive workshop mode. The duration of the course is 10 hours. These courses will entail rigorous class work and interaction, and other components of evaluation will be minimal. Generally, these courses are run by external faculty. Whenever seminar courses are in the nature of electives a broad feedback on the performance of students will be taken from the faculty. Attendance is compulsory once the students have subscribed to these seminars.

2.3 Student Exchange Program [SEP]

In order to provide exposure to the International business scenario, the Institute has student exchange programs with nineteen Institutes of global repute namely

<ul style="list-style-type: none"> • Shanghai University in China • University of Bordeaux, France • Éklore-Ed School Of Management, France • EAE Business School, Spain • Business Analytics Institute, Europe • Atlantis University, Florida, USA • ESL SCA Business School, Paris • European Business School, Paris 	<ul style="list-style-type: none"> • Heilbronn University, Germany • National Sun Yat-Sen University, Taiwan • La Rochelle Business School, France • Montpellier Business School, France • UBI Business School, Belgium • Porto Business School, Portugal • The American University, Cairo, Egypt
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These programs enable the students to understand the business practices and culture of other countries. This gives the students an edge when it comes to international opportunities.

2.3.1 Courses while on Exchange Program

In order not to clash with the placement process for students, generally SDMIMD follows the principle of sending first year students for these exchanges. These take the following forms:

- Exchange for a full semester in the foreign university. In this case, students report from the beginning of the semester in the other university and complete the requirements of the semester including examinations, and projects, for a minimum of 12 credits there. The grades obtained in the foreign university are translated to the Indian equivalent after their return and included in the transcript for computation of CGPA. The transcript will also carry reference as to the exchange credits earned and the university from which these have been earned. Since the grades obtained in the foreign university get reflected in the SDMIMD transcript, any course where the student gets an equivalent of D or U will attract DCPs as well. All other rules regarding promotion to the second year/award of final diploma in SDMIMD, will reckon these grades as though these have been earned in SDMIMD. Students are expected to conduct themselves in the true spirit of SDMIMD while on exchange visits, and to scrupulously follow the rules and regulations of the host university. Any report regarding poor conduct will be viewed seriously by SDMIMD. Students whose exchange term ends later than the start of a term in SDMIMD will be given necessary permission based on circumstances.
- In case exchange is for a short duration and not a full term, necessary leave of absence will be given from attending the courses in SDMIMD during that period. All courses in SDMIMD will need to be taken up by the students as per schedule. The short-term course abroad will result in a certificate for the student concerned.
- Unless otherwise specified, students will not be required to pay any tuition fees for their overseas semester/short duration. They must bear their travel, accommodation, boarding and out of pocket expenses. SDMIMD may give appropriate subsidies to students as announced beforehand.

- Every potential exchange program will generally be notified to all students. Based on applications received, a faculty committee will conduct interviews and interactions and choose candidates. The decision of the Director is final on these matters.
- In some cases, where the foreign university asks for a high-performing candidate, the selection may be based on CGPA and overall conduct and will not be based on applications from students.
- Selected students will be required to sign an undertaking that they will undertake the trip and that if for any reason they do not eventually go, an amount of Rs.25,000/- will be payable by each such student to SDMIMD as penalty.
- All administrative / procedural issues relating to exchanges will be finalized by the Academic committee constituted by SDMIMD, and decisions by this committee will be final and binding on the students.

2.4 Course Outline & Reading Materials

The Course Outline will be distributed to the students before the commencement of classes. Providing reading material is optional and at the discretion of the Faculty handling the course. Recommended Textbooks are provided free or at a subsidized rate, which again is discretionary to the Course and Faculty. The idea of providing the course outline in advance to the students is to enable them to read and come prepared to the class so that the classes become more interactive. Further the outlines contain evaluation rubrics describing the expectations from the students, and the relevance of each course to the overall Vision / Mission of the Institute.

3.0 Course Evaluation

3.1 Course Performance Evaluation

The course type and the number of hours of class contact and the expected number of hours of additional work effort required from the students are given in the table below:

Course Type	Class Contact Hours	Expected number of additional work to be put by student in hours
1 Credit	10	20
2 Credits	20	40
3 Credits	30	60

3.2 General Components of Evaluation

The Institute follows a continuous evaluation process. Generally, following are the components used for evaluation:

1. Quizzes
2. Assignments / Projects / Case Analysis / Presentations
3. Mid Term Examination
4. End Term Examination
5. Class Participation

The details regarding the evaluation pattern for each course and the weight they carry, will be decided by the faculty, and included in the course outline, given at the beginning of each course. It should be noted that the students have to attend all the evaluation exercises as prescribed by the faculty and no exemptions are allowed. Failure to attend these exercises will result in low marks and ultimately low grade.

3.3 Examination and Quizzes

Students should strictly follow the rules and guidelines as indicated for each exam and quiz. They should carefully read the instructions printed on the question papers. During a written examination or test, students are not allowed to go out of the examination hall for any reason, and the duration of the exam will not be more than 2 hours. During a written examination or test of duration exceeding 2 hours, a student may be permitted by the invigilator to go out once for a period not exceeding 5 minutes. Students should bring their own writing accessories and should not borrow them from other students. In “open” quizzes / examinations, students are allowed to bring such texts / notes / accessories as per the instruction of the faculty concerned. Here again, borrowing such texts / notes / accessories from other students in the examination hall is not permitted.

3.3.1 Examination Procedures and Evaluation Policies

The following procedure and policies govern the evaluation components which include the quiz, mid-term exams, and end-term exams.

I. Question Paper Review and Distribution

1. A separate e-mail ID is created and used for the purpose of all examination-related matters.
2. Request for Question paper is sent from the Academic Administration Office (AAO) to all faculty members handling the courses in the term, via mail.
3. After receiving all question papers, the AAO submit the same to Academic Quality Enhancement Committee [AQEC] for reviewing the question papers and suggesting their remarks (if any). The suggestions/comments from the AQEC are informed to the concerned faculty members. Revised question papers are received from faculty.
4. The Revised question paper is handed over to the examination centre where multiple copies of the same are taken as per the student count in the course. A photocopying machine is exclusively available for the purpose of examination.

5. Exam Invigilation schedule is prepared, and the non-teaching staff members are assigned on the roster for invigilation. Faculty members are assigned the role of the squad.
6. The invigilators collect the question paper from the examination center 10 minutes before the examination.
7. Exams are monitored strictly, and every classroom has a CC camera.
8. Invigilators collect the answer scripts from students at the end of the allotted time and hand them over to the Examination Centre.
9. The examination center checks and confirms the number of answer booklets. The answer scripts are then packed and sealed. They are handed over to the concerned faculty member for evaluation.

II. Instructions to students regarding Quizzes and Examinations

1. Students are instructed to strictly follow the rules and guidelines as indicated for every exam and quiz. They are instructed to carefully read the instructions printed on the question papers.
 2. During a written examination or test, students are not allowed to go out of the examination hall for any reason, and the duration of the exam shall not be more than 2 hours. During a written examination or test of a duration exceeding 2 hours, a student may be permitted by the invigilator to go out once for a period not exceeding 5 minutes.
 3. Students should bring their own writing accessories and should not borrow them from other students.
 4. 'In "open" quizzes/examinations, students are allowed to bring such texts/notes/accessories as per the instruction of the faculty concerned. Here again, borrowing such texts/notes/accessories from other students in the examination hall is not permitted.
- III.** Further, the policies, procedures, and instructions detailed in the Student Information Book which is reviewed and published every year guides the stakeholders pertaining to the code, conduct and rules pertaining to the examination process.
- IV.** If the exams are conducted online, detailed technical instructions would be issued to the students well in advance.

3.3.2 Rules Governing Evaluation and Review of Assessment

- a) All assignments, case studies, and answer scripts will not be returned to the students as stipulated by the accreditation and other statutory requirements. However, the faculty will inform the marks scored and give feedback to the students to identify areas of improvement.
- b) Before the release of End-Term Grades, the AAO allows all the students to peruse their end-term answer script in the presence of an AAO Official. This perusal does not give any right to the student to contest the mode of evaluation. If the evaluation pattern followed

by the faculty concerned is at substantial variance from the pattern given by the rubrics, an appeal may be made by the student to the Dean – Academics on this. The decision taken by the Director after due discussion will be final. However, a review of the end-term paper is not applicable to terms III and VI, as the students will not be available on campus at the end of these two terms.

- c) While there is **no** provision for revaluation. Revision to marks obtained by students will be allowed in case of **totalling errors and/or unevaluated answers only**.
 - I. Any totalling error will be corrected on the spot and the changes in the student marks will be incorporated immediately.
 - II. In case of an unevaluated answer, the paper will be routed to the concerned faculty to make the necessary modifications. Thereafter the concerned faculty shall inform the PGDM office of the changes made.
 - III. Students must not contact faculty directly.
 - IV. The case for discussion with the faculty will be submitted through AAO only.
- d) After reviewing and making the necessary modifications to the student marks the final grades will be announced and the soft copy of the transcript will be issued to the students in due time.
- e) The Academic Administration Office endeavors to release the End-Term Grades within 4-5 weeks of the conduct of the End-Term exams.

4.0 Grading System and Grades

The Institute awards grade points to the students for various courses. While evaluating individual assignments, quizzes and examinations, the faculty awards marks to all the components of course evaluation, and the aggregate marks are finally converted into grades. The grading system is as follows:

Letter Grade	Description	Grade Points
A	Excellent	4.00
B+	Very Good	3.50
B	Good	3.00
C+	Fair	2.50
C	Barely Satisfactory	2.00
D	Unsatisfactory	1.00
U	Fail	0.00
I	Incomplete (Final Grade pending)	NIL

4.1 Grading System Guidelines

1. Faculty cannot set a cutoff of less than 70% to award an 'A' grade.
2. The number of "A" grades in a course shall not exceed 10% of the total number of students in the course. The total number of 'A's, 'B+'s and 'B's together shall not exceed 65% of the total number of students in the course. The number of 'D's and 'U's together in a course should not exceed 15% of the students taking the course.

3. While for the various evaluation components marks will be awarded, the overall course evaluation will be letter graded viz. A, B+, B, C+, C, D, U or I.
4. The marks cut-off level for each grade is decided by the Faculty, keeping in mind the constraints given in clause (1) above.
5. Once the cut-off levels are determined, the total marks are converted into grades and in turn converted into grade points as detailed below.

Letter Grade (Grade point range)	3 Credit Course	2 Credit Course	1 Credit Course
	Grade Points	Grade Points	Grade Points
A (4.00)	12.00	8.00	4.00
B+ (3.50)	10.50	7.00	3.50
B (3.00)	9.00	6.00	3.00
C+ (2.50)	7.50	5.00	2.50
C (2.00)	6.00	4.00	2.00
D (1.00)	3.00	2.00	1.00
U (0.00)	0	0	0
I	Final Grade Pending	Final Grade Pending	Final Grade Pending

4.2 Use of “I” Grade

“I” grade means “incomplete” but doesn’t imply unsatisfactory performance or failure.

“I” grade can be operational under the following circumstances:

1. A student misses 25% or more number of classes in a course due to sickness, or prolonged leave because of family or parents’ related issues or any other extraordinary situation that prevents the student from physically attending classes and also not participating in the course evaluation exercises.
2. The student does not produce evidence of serious work done in a major component of evaluation as assessed by the faculty.
3. The student misses out a major module in a course considered as very essential learning and critical to the overall learning process.
4. “I” grade in the context of SIP means that the student has not done satisfactory work and the output falls short of the requirements. As SIP plays a very important role in the placement process, it is essential that the content and quality of the SIP work meets the minimum quality requirements.

4.2.1 Change of “I” grade to a regular letter grade

Whenever an “I” grade is awarded, the student has to undertake the work assigned by the faculty and complete the same within a prescribed time limit demonstrating the efforts put in. Subject to the satisfactory submission of the work done, the faculty will replace the “I” grade with the earned grade. If the student fails to carry out the expected work or does not complete the work to the satisfaction of the faculty, then the “I” grade will be converted to “U” with zero grade point. No second opportunity will be given [Refer 7.2 criteria for award of Diploma].

4.3 Cumulative Grade Point Average (CGPA)

CGPA at the end of a term is the weighted average of the grade points obtained in all the courses up to and including the term. The weights are the number of credits for the respective courses.

A Sample illustration is shown below:

Sl. No.	Course	Credit	Grade	Grade Points
Term 1				
1	Financial Accounting	3	A	12.00
2	Fundamentals of Data Analysis	3	C	6.00
3	Human Resources Management	3	C+	7.50
4	Information Technology for Management	3	B	9.00
5	Managerial Communication 1	2	B+	7.00
6	Marketing Management	3	D	3.00
7	Microeconomics	3	B	9.00
		20	GP	53.50
CGPA				2.68
Term 2				
1	Advanced Data Analysis	3	C	6.00
2	Corporate Finance	3	B	9.00
3	Ethics and Values in Management	2	B+	7.00
4	Knowledge Seminar	2	A	8.00
5	Management Information Systems	3	B+	10.50
6	Managerial Communication -2	2	C+	5.00
7	Production and Operations Management	3	U	0.00
		18	GP	45.50
		38	Total GP	99
CGPA				2.61

4.3.1 Calculation of Grades

Cumulative Grade Point Average (CGPA) = Total Grade Points / Total Credits

4.3.2 Conversion of CGPA to Percentage

The following is the formula for the conversion of CGPA to Percentage

Cumulative Grade Point Average (CGPA) / Maximum CGPA Grade (i.e., 4) x 100

4.4 Deficit Credit Points (DCPs)

Grades corresponding to 'D' and 'U' indicate less than satisfactory performance in a course and lead to deficit credit points as shown below:

Grade	No. of Deficit Credit Points (DCP)		
	1 Credit Course	2 Credit Course	3 Credit Course
D	1	2	3
U	2	4	6

DCPs have a negative impact on promotion to II year and / or for eventual award of PGDM as detailed in a Section 7.0.

5.0 Class Attendance

The Institute expects 100% student attendance for all courses. Failing to meet this requirement will result in severe penalties. However, recognizing that there may be medical, personal, social, or other exigencies, allowances are made for leaves of absence, as indicated in the table provided below. Students should not misuse this allowance for frivolous reasons, as requests for additional leave on any grounds whatsoever will not be entertained.

Penalty for not meeting the Attendance requirements:

Number of credits for the course under consideration	Total Number of Sessions	Leave of Absence, permissible up to	Penalty for Absence after no. of absence permissible		
			Absence Between 1 – 3 classes	Absence Between 4 – 6 classes	More than 6 absence, Ineligible to sit for End-term exam
1	2	3	4	5	6
Three (3)	24	Up to three (3)	Grade Points deducted by 0.50	Grade Points deducted by 1.00	'I' Grade (Grade Pending)
Two (2)	16	Up to two (2)			
One (1)	8	Up to one (1)			

NOTE:

1. While students are permitted a limited number of leave days, it is important to note that absence is a privilege, not a right. Therefore, students are advised to utilize this allowance only for genuine reasons.
2. No leave application will be entertained for reasons other than specific cases of death / serious illness of immediate family members and only such reasons are considered inescapable responsibilities.

3. Absence from classes in connection with attending Management Festivals on behalf of the Institute, student activities, and or placement-related activities would be treated as authorized only on receipt of specific prior recommendations from the Chairpersons of the appropriate Committees. Otherwise, the absence will attract penalties as stated above.
4. If students are absent for any day/days in the term when evaluation (quiz, test etc.,) is held, they will get “O” (Zero) in respect of evaluation exercises conducted on that day.
5. In case of long hospitalization, the Director of the Institute will dispose of the matter on a case-to-case basis. The decision of the Director in this regard will be final and binding.
6. Unauthorized absence could lead to disqualification from the course.

5.1 Attendance for Events

Attendance for national events such as Republic Day and Independence Day is mandatory for all students. In addition to regular classes, the Institute organizes a variety of guest lectures, conferences, seminars, and workshops on diverse business and management topics. These are conducted by distinguished academicians and industry professionals. The Institute also arranges field trips, industry visits, and other experiential learning activities.

Students are expected to attend these specially organized programs and are encouraged to actively participate in them. Failure to attend these events may result in financial penalties.

For lectures, seminars, symposia, special sessions, workshops, convocation, and similar events, attendance will be recorded at the beginning of each session. Students must arrive at the venue at least 10 minutes before the scheduled start time and are required to wear formal attire on all such occasions.

5.1.1. Certificate of Participation

Students who participate in the Institute events will be issued a certificate by the concerned faculty at their discretion. PGDM Office will not be responsible for the issue of the certificate.

6.0 Course Feedback

The Institute has an online student feedback system that requires the students to give their feedback for the courses taken by them. Students should give their feedback within the time frame intimated to them by the Director’s office.

7.0 Criteria for Promotion and Award of Diploma

7.1 Criteria for Promotion to Second Year

To qualify for promotion from the **first year** to the **second year**, at the end of the third term a student.

- a) Must have secured a minimum CGPA of 2.10 (Two point one zero). It shall be noted that the CGPA is not rounded off in any case. For example, a CGPA of 2.09 will not be rounded off to 2.10 (Two point one zero) and so on, and
- b) Should not have secured more than 12 DCPs and / or more than two “U” grades.

7.2 Criteria for Award of Diploma

To qualify for the award of a diploma, at the end of the second year, a student

- a) Must have secured a minimum CGPA of 2.20 (aggregate of first and second year). It shall be noted that the CGPA is not rounded off in any case. For example, a CGPA of 2.19 will not be rounded off to 2.20 and so on;
- b) Should not have any of the following:
 - I. More than 9 DCPs in the second year.
 - II. “U” grade in any of the elective courses.
 - III. More than two “U” grades in first and second year put together. However, the student is given time upto the end of Term-6 to pass/clear this Failure of Term 1,2,3 & 4 as per the conditions/ evaluation scheme set by the particular faculty member. And the Degree is awarded subject to this Condition. While awarding grade in such cases, the faculty member may not give A/B+ grade but can give any grade below that.

7.3 Rules for Re-Admission / Repetition

7.3.1 Failure to complete I year:

When a student fails to complete the first year, either due to poor academic performance or any other reason(s) such as lack of attendance, sickness or accident, such a student may be permitted to get re-enrolled in the first year classes of the next academic year at the discretion of the Institute. The Institute will allow re-admission only if it is convinced that the reasons for failure were beyond the control of the student and is convinced of the student’s seriousness, interest and capability. Students who are re-admitted will have to pay a fee as applicable to the new batch of first year students.

7.4 Performance Improvement Program (PIP)

The PIP aims to provide an opportunity to a student of PGDM who is awarded an “I or U or D” grade in a course with the objective of improving the CGPA and decreasing the number of DCPs.

7.4.1 When are the students given a PIP?

A student of PGDM may be given an opportunity to improve the performance under two situations as follows:

- a) First year students who have fallen short of the minimum CGPA to get promoted to the second year, and
- b) Second year students, to obtain the minimum CGPA to qualify to receive the PGDM Certificate.

It is important to note that students who have successfully completed all the courses obtaining the regular letter grades are not eligible to participate in the program. Further, the Director has the discretion to decide the eligibility criteria for the students to allow them to go through the improvement program. The students do not automatically qualify to appear for the improvement program.

The rules of evaluation and grading in PIP will be laid down from time to time at the discretion of the Director.

The Institute will consider the instances on case-to-case basis and the decision of the Director of the Institute will be final and binding in this regard. The provisions of this clause should not be deemed to confer a right on students to demand a PIP. It is a matter of policy and discretion as the decision of the Director will be final.

8.0 Academic Honours and Recognition

8.1 Category of Gold Medals

The Institute has provisions for awarding Gold Medal to meritorious students at the Annual Convocation based on their academic and co-curricular / extracurricular achievements during the course of the PGDM program. The awards currently include:

1. Chairman's Gold Medal, awarded to the student with the best academic achievement.
2. Gold Medals in functional specializations, awarded to students in various specialization streams based on their academic achievement.
3. Gold Medal for overall performance, awarded to the student with best overall performance – academic, co-curricular and extra – curricular.

8.2 Rules for the Award of Gold Medal

A faculty committee would evaluate all relevant parameters that include CGPA, pattern of grades in individual subjects, and attendance to arrive at suitability of students to receive the gold medals.

8.2.1 Chairman's Distinguished Student Gold Medal:

Awarded to the student with the highest CGPA subject to certain conditions as follows:

1. The student's CGPA is 3.20 or above in all the courses of I and II year considered together.
2. Does not have more than 2 'D' grades in the first year.
3. Minimum 'C' and above in all the other courses.
4. All the students who meet the above criteria are eligible but the student who gets the highest CGPA will be selected for the award.

8.2.2 Gold Medal for Overall Student performance

Awarded to the student who fulfils the following criteria:

1. Should be ranked among the top 20 students, at the end of the VI term.
2. Has not undergone punishment for any indiscipline.

3. Should have actively participated in Co-Curricular, Extra Curricular and other activities like Social Service, Institutional Building, Conferences and contributed to Institute activities in a substantial way.

8.2.3 Functional Area Gold Medals:

Awarded to the student for best performance in various functional areas subject to certain conditions as follows:

1. The student's CGPA is 3.0 or above in all the courses of I and II year combined together.
2. Does not have more than 2 'D' grades in first year. These 'D' grades should not be in the core courses falling in the area of specialisation.
3. Has 'B' grade or above in all the specialisation courses of second year. Has a minimum CGPA of 3.00 or above in core courses falling into the specialisation area during first year.
4. No 'D' grade or 'U' grade in core courses falling into specialisation area during first year.

All students who meet the above criteria are eligible, but the student with highest CGPA in the functional specialisation courses of II year and functional core courses in the specialisation's area covered in I year will be selected for the award.

Note:

- i. If any student has taken more than the minimum number of courses required for specialisation, all courses in the area will be considered for calculating the CGPA.
- ii. Using the above guidelines the faculty committee will review the performance of the students and will decide on the names to be recommended for the award of gold medals.

8.3 Financial Incentive / Merit Award

SDMIMD has instituted a financial incentive / merit award for students. The student must maintain a minimum CGPA of 3.25 in all the terms to merit this incentive. The financial incentive is awarded as follows:

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

V	1	40,000.00
	2	20,000.00
	3	15,000.00
VI	1	50,000.00
	2	25,000.00
	3	20,000.00

The rank will be based on the CGPA at the end of each of the respective terms. The reward amount will be paid to students after completion of the course.

8.3.1 Scholarship Schemes for PGDM 2025 – 27

- **Entry Merit Scholarship (Code: EMS)** – Rs. 75,000 for finally selected applicants with minimum 70% each in – 10th Standard; 12th Standard / PUC 2; and Degree.
- **Student Exchange Subsidy (Code: SES):** Students selected for student exchange programs abroad during the SDMIMD PGDM program may, on satisfying the conditions thereof, qualify for a subsidy ranging from Rs. 40,000 to Rs. 1,25,000 based on the location of the host institute/university. 50% of the amount in respect of eligible candidates under SES will be paid before the overseas trip and the balance 50% on return after successfully completing the program.
- **Student Merit Scholarship (Code: SMS)** – 3 Students will be awarded Merit-cum-means Scholarship for Outstanding Academic Performance in each Term during the PGDM Program. The student must maintain a minimum CGPA of 3.25 in all the terms to merit this incentive.
- **Entrance Exam Merit Scholarship (Code: EEMS)** - Rs. 1,00,000 for candidates who have scored 85 percentile or higher in CAT/XAT and GMAT.
- **Merit Tuition Fee Scholarship (Code: MTFS)** - SDMIMD offers 100% tuition fee waiver for a maximum of 5 meritorious economically weaker students allowing them to pursue management education by paying only the applicable non-tuition fee.
- All Scholarships are subject to students joining & successfully completing the SDMIMD PGDM program on schedule.

8.4 Student Clubs and Committees

SDMIMD students can be active in displaying their talents, interact with other students outside the class through several clubs and committees functional in the campus. All these committees and clubs are voluntary and the student office bearers of these committees and clubs are chosen through elections held at the beginning of the academic year. Individual student achievements in terms of winning awards and accolades at reputed business school fests, corporate events, competitions and by setting example in leading other students in such activities may contribute as deciding factors in breaking a tie for the award of medals at the end of the program. The list of clubs and committees and the

corresponding activities are explained in the Institute website www.sdmimd.ac.in under the page head 'Students'.

8.5 Note on Conduct of Online / Hybrid Classes

In the event of a situation similar to Covid lockdown and partial / full closure of the Institute for offline classes as per the orders issued by Government authority, the Institute may conduct online / hybrid classes for regular students to maintain the calendar schedule. Specific instructions on the same will be given by mail to the students of the batch/section/course as relevant. However, unless otherwise specified all the evaluation standards, rules on attendance in classes will remain the same as offline classes.

SECTION – B

ACADEMIC CALENDAR

Section – B : Academic Calendar 2025 - 26

	PGDM 2025 – 27	PGDM 2024 – 26	Net no. of Days available for classes
	Term – 1 (17 Credits)	Term – 4	
Academic Year Starts on	3 rd July 2025	16 th June 2025	Term 1 - 58 days Term 4 - 72 days
Mid Term Exams	28 th – 29 th August 2025	28 th July – 2 nd August 2025	
End Term Exams	29 th Sept – 4 th October 2025	22 nd – 27 th September 2025	
Term Ends on	4 th October 2025	27 th September 2025	
Term Break	NA	NA	
	Term – 2 (23 Credits)	Term – 5	
Term Starts On	6 th October 2025	29 th September 2025	Term 2 – 68 days Term 5 – 59 days
Term Break	20 th October 2025 to 25 th October 2025		
Mid Term Exams	24 th – 26 th November 2025	17 th – 22 nd November 2025	
Socially Relevant Project	8 th – 13 th December 2025	NA	
End Term Exams	7 th – 10 th January 2026	24 th – 31 st December 2025	
Term Ends On	10 th January 2026	31 st December 2025	
	Term – 3 (18 Credits)	Term – 6	
Term Starts On	12 th January 2026	2 nd January 2026	Term 3 – 56 days Term 6 - 39 days
Mid Term Exams	16 th – 18 th February 2026	28 th – 31 st January 2026	
End Term Exams	25 th – 28 th March 2026	24 th – 28 th February 2026	
Term Ends On	28 th March 2026	28 th February 2026	
Convocation	The Convocation for the PGDM 2024–26 batch will be held at the end of March or in April 2026.		
Summer Internship Project	For Batch 2025 – 27: April - May 2026	NA	

Non-Academic activities like Welcome Party & Khoj, Abhigyan, Naissance and Farewell will be intimated to students later.

SECTION – C

LIBRARY

COMPUTER LAB

&

PLACEMENTS

Section – C : Library, Computer Lab & Placements

1.0 Library

Library has a variety of resources useful for studies, assignments, projects, research and leisure reading. Students are welcome to visit the library and make use of the resources for their intellectual development.

- Library will be extending its services between 9.00 AM and 6.00 PM from Monday to Saturday. Library will be closed on the Institutional Holidays.
- The PGDM students can borrow Four (4) books for one week duration. ID card should be produced at the time of borrowing. Students can issue, return, or renew the documents during the library working hours.
- Please note the issued books are not transferable.
- A fine amount of Rs.10/- will be charged for each delayed day for the overdue book/s.
- Library subscribes to EBSCO Business Source Elite database to access more than 1100 journals; Capitaline database to access financial information about more than 3500 Indian listed companies; and rich resources housed in National Digital Library of India. The digital library and institutional repository of SDMIMD can be accessed through the knowledge portal IMDKC.
- The databases subscribed by the library can be accessed through IMDKC within the campus and through Knimbus platform outside the campus. You will be provided the login ID and password.
- For any clarification about the resources, services, mode of accessing the resources, you are hereby informed to contact the library staff or send an email to library@sdmimd.ac.in.

Rules

- Maintain the serenity in the library.
- Library resources should not be damaged.

“WE NEED YOUR CO-OPERATION TO SERVE YOU BETTER.”

2.0 Computer Lab

IT Infrastructure and Services

Computer Lab: Besides the individual laptops owned by all the students, a central computing facility is available at the computer lab to conduct practical sessions, online examinations etc. The lab is equipped with NComputing terminals which is an innovative, award-winning and green computing solution. The lab is also equipped with Assistive Technology for visually impaired students. The lab facilitates access to scholarly databases, office productivity and analytical tools along with data storage, printing and scanning facility.

Centralized Storage on File Server: All the users are provided with network storage to facilitate secure and central data storage. The authorization for access to the central storage is governed by the Windows Active Directory.

Internet: A 400 Mbps Primary and 18 Mbps Secondary leased line (1:1 contention ratio) is accessible to the institute users on Wi-Fi and wired network across the campus. The Wi-Fi facility across the academic block is managed using contemporary technology from Ruckus. The regulations and restrictions related to the internet content applicable to academic setting have been implemented using Sophos Technology.

Printing: A printing facility is provided in the computer centre on a chargeable basis. All the printouts taken at the computer centre would be automatically logged using the login profile specified before using the system.

Software: The institute has a zero-tolerance policy on software piracy and has obtained valid licenses for the software used in the institute. Further, the institute has entered a campus alliance with Microsoft for using Windows Operating System, Office Productivity tools and other essential software on all the computer systems used in the institute, including the laptops owned by students.

Electronic Communication and collaboration facility: Google Suite for Education has been deployed for providing email ids with the institute domain name (sdmimd) to all the users. This service from Google also facilitates collaborative documentation, the creation of survey forms etc. The key characteristics of this service include - Strong Antivirus and Antispam, Groups (firstyear, secondyear etc.), chat, storage drive etc.

Technology for Online Classes:

The institute uses Microsoft Teams / Zoom for the conduction of Online classes. Appropriate Instructions and credentials are issued from time to time by the Systems Department.

Interactive Panels:

The classrooms have state-of-art Interactive display boards for effective presentation and to foster student engagement in the classrooms.

3.0 Placements

Placements at SDMIMD is the culmination of a series of activities that prepares the students to take on the challenges of today's complex and tough professional work-place and business with confidence.

Preparing a student for placement is a year-round activity. Apart from academic rigour, a student is allowed to hone his/her skills through learning beyond classroom. At SDMIMD, learning does not stop with classroom lectures, case discussion, projects and internships. Students learn and adapt key skills like leadership, initiative, creativity, team working etc., through multifarious activities which includes, clubs, conferences, student lead events, guest lectures etc. On top of this students are supported by various placement focused training to prepare them for placements.

At the Institute level, placement activity at SDMIMD is administered by the Manager-Career Services and he/she will be the point of contact for the students.

Placement Preparation activities

The Institute will be conducting a host of placement preparation activities which includes workshops, aptitude test trainings, mock GDs, mock interviews, knowledge sessions, back to basics, Alumni interactions etc., Usually these activities are conducted during the 4th term.

Student Placecom

Student Placecom is a student elected committee which spear heads placement drive from student side. Student Placecom is responsible for interacting with corporate world and focuses on bringing new recruiters. Also, the committee conducts various activities for its batchmates right from CV vetting to individual focused events. The committee coordinates between student and placement office during the placement process.

Student Placecom is formed through election and interaction with placement office in the end of the first year.

Placement process

The recruitment season normally starts by October at SDMIMD. A typical placement process includes, sharing of JD by a company, student registration, shortlisting, aptitude test, group discussion followed by multiple round of interviews.

Joining

Most of companies prefer students to join the company after the successful completion of the course. However, a few companies request for early joining i.e. before the completion of the course. Early joining is approved only by Academic Chairperson and the Director with specific

conditions regarding the academic requirement, on case to case basis depending upon the request of the company.

Placements Rules & Regulations

Eligibility

The student will be eligible for placement process only if,

- He/she secures a minimum **CGPA as decided by the Faculty Academic Committee by the end of Term 4**. The minimum CGPA is normally announced at the beginning of the academic year.
- He / she has successfully completed his/ her Summer Internship in April – May.
- **He / she participates in all the placement preparation activities conducted by Institute and Student Placement Committee.**

Attending the pre-placement activities

The Institute will be conducting various placement preparation activities which includes workshops, aptitude test trainings, mock interviews. It is mandatory that all students participate in these activities.

Conduct during the placements.

A student is expected to be well prepared and appropriately attired and well-groomed during the placement process. Following actions can attract penal measures which can be as severe as withholding the PGDM certificate.

1. Any instances where a student is found with casual attitude towards placement process.
2. Registering to a company's process and not present during the process.
3. Any instance where a student is found underperforming in an interview deliberately.
4. Any instance where a student is found guilty of providing false information to the company during the interview.
5. sharing any confidential information/document regarding placements with anyone outside the college through any media
6. Institute follows one offer and first offer policy. Any student found violating this policy will be penalized heavily
7. Violation of any clauses mentioned in the student placement policy.

SECTION – D

STUDENT HONOUR CODE

AND

CODE OF CONDUCT

Section – D : Student Honour Code And Code Of Conduct

Preamble

SDMIMD strives to provide an environment in which intellectual achievement, scholarship and character development can flourish. The SDMIMD community (students, faculty, administration and staff) willingly shares the responsibility for sustaining a creative and productive atmosphere through adherence to the highest standards of personal and professional conduct.

All who are privileged to be a part of SDMIMD campus life must remain cognizant that they are representatives of SDMIMD, whether they are on campus or elsewhere, and are therefore expected to avoid behaviour, which brings discredit, or dishonour upon themselves or to the Institute.

Recognizing that trust is the cornerstone of all human relations, students will work to build and sustain the trust of their peers, the faculty and the administration by obeying in letter and spirit of this Honour Code and Code of Conduct.

1.0 General Policies

1. The Institution is dedicated not only to learning and the advancement of knowledge, but also to the development of ethically sensitive and responsible persons. It seeks to achieve these goals through sound educational programs and policies governing student conduct that encourage independence and maturity.
2. The Institution may apply sanctions or take other appropriate action when student conduct interferes with the Institution's
 - a) primary responsibility of ensuring the opportunity for attainment of educational objectives, or
 - b) Subsidiary responsibility of protecting property, keeping records, providing services and sponsoring non-classroom activities such as special lectures, concerts, athletic events and social functions.
3. These rules and procedures apply to all students enrolled in SDMIMD courses, regardless of the location or training site of the course or where the learning experience is imparted.

2.0 Student Responsibilities

At the time of admission, students must agree to abide by the rules of the Honour Code and Code of Conduct. An orientation program will be conducted at the beginning of each academic year for all new students to understand the Code of conduct and allow for discussion of the requirements of these Codes.

Students are expected to:

1. Exercise honesty in all matters, both academic and personal in nature.
2. Be fair and courteous with others; treat them fairly and with respect, showing sensitivity to cultural, ethnic, and religious diversity and personal dignity.
3. Accept personal responsibility for appropriate behavior as defined by the Code.
4. Know what constitutes misconduct under the Code and the penalties for violating them.
5. Understand that they are responsible for knowing and following any additional written or verbal requirements given by the faculty member, which relate to conduct and which are inherent to the classroom or Institution functions.
6. Understand what plagiarism is, as defined under the Code; recognize that it undermines individual and academic integrity and ensure that it is avoided in both spirit and deed.
7. Understand that the Code applies at all Institution activities whether on the main campus or at other locations.
8. Remember that they are representatives of SDMIMD and that they must always conduct themselves in a manner which brings credit upon themselves and the Institution.

2.1 Punctuality

The students shall follow the class timings strictly. All students are expected to be in the classroom at least 5 minutes before the commencement of the class. No student shall be allowed into the classroom after the faculty member enters the classroom. Such students will be deemed to be absent for the session.

2.2 Students Driving Two Wheelers/Four Wheelers

All those students who will be using two wheeler / four wheeler must have a valid Driving License, and carry all the necessary documents like valid insurance and registration certificate of the vehicle whenever they are driving their vehicles. They should strictly follow all the traffic rules and ensure safety for themselves and for others. Those using two wheelers must wear protective helmet while driving.

2.3 Name Plate in the Classroom

The first year classrooms, have desk nameplates to indicate the student seating position. Students should occupy only those seats that are marked for them. The seating arrangement will be intimated to the students before the start of the term. Any change in this has to be officially permitted. Students are requested not to cause any damage to the name plates.

2.4 ID Card

At the beginning of the PGDM program, every student will be issued a photo ID card. Students should wear their ID card while inside the classroom and also in other academic areas like the

library, computer center, auditorium, etc. The ID card should also be worn during events both on and off campus.

2.5 Dress Code

Students are expected to dress in a manner that upholds the morale and dignity of the Institution. Male students are expected to wear formal shirts tucked into trousers with shoes and female students shall wear Saris or other Indian / Western formals with appropriate footwear Monday to Friday. On Saturdays, Sundays and Holidays, deviation in dress code is allowed but the dress should be decent. The students shall strictly follow the dress code for the occasions mentioned below:

1. Invited lectures, Seminars, Conferences etc.,
2. Visit to industries Placement Offices / Conferences / Seminars.
3. Convocation (convocation dress as prescribed by the Institute, which will be communicated to the students before the convocation).

2.6 Ragging / Harassment

Ragging / Harassment is a punishable offence at SDMIMD. Strict action will be taken against the perpetrators. All matters related to ragging / harassment of fellow student (s) by other student (s) within the campus or any such occurrences / related issues will be dealt as per the latest available AICTE regulations on the subject. Committee to deal with student grievances is in place.

2.7 Going out of the Campus

Student(s) going out of the campus should seek official permission from Warden / Matron / Superintendent, Hostel & Mess / Manager – Administration before leaving the campus. They should handover the permission slip / letter to the security while leaving.

All the students should take care of themselves while they are outside the campus on any official / personal work. This includes compliance with Traffic Rules and other legal requirements. Unauthorized absence from the campus is strictly prohibited and students should not stay outside the hostel during night-time unless otherwise permitted. Late coming to the campus i.e. beyond 10.00 pm is not permitted and such students will not be allowed into the campus.

2.8 Personal Belongings

Students should take responsibility of their personal belongings like, Laptops, Mobile Phones, bags, Jewellery, Watches etc., The Institute will not take any responsibility for loss of such items in the Campus.

3.0 Academic Misconduct

Academic Misconduct may be of two kinds:

- a. General violations and
- b. Specific course related problems as identified by faculty / staff.

3.1 General Violations

General Violations fall under four categories: Plagiarism, Cheating, Fabrication and Facilitating Academic Dishonesty.

The following is an illustrative but not exhaustive list of what constitutes academic misconduct:

Plagiarism is the intentional offering of the words, ideas or computer data programs and/or graphics of others as one's own in any academic exercise.

Examples of plagiarism include (but are not limited to):

- a. The offering of another's work, whether verbatim or paraphrased, as original material in an academic paper;
- b. The offering of another's original ideas or concepts as one's own, in an academic paper or assessed exercise;
- c. The inclusion of another's material in one's own work without appropriate or accurate citation or credit.

3.1.1. Cheating is

- a) Intentional use or attempted use of unauthorized materials, information, or study aids in any academic exercise; and/or
- b) Intentional actions taken to gain unfair or undue advantage over others. Examples of cheating include (but are not limited to):
 - I. Receiving or providing unauthorized assistance on any work required to be submitted for any course.
 - II. Using unauthorized materials or assistance during an examination, including looking at another's paper.
 - III. Alteration or insertion of any academic grade or evaluation so as to obtain unearned academic credit.
 - IV. Taking, or attempting to take, an examination for another student. This act constitutes a violation for both the student enrolled in the course and for the proxy or substitute.
 - V. Tampering with another student's work or impairing the faculty's ability to assess the academic performance of another student.
 - VI. Using false excuses to obtain extensions of time or other considerations which would or may yield an unfair advantage over other students.
 - VII. Impeding the ability of students to have fair access to materials assigned or suggested by the faculty (e.g. removal or destruction of library or other source materials).

3.1.2 Fabrication

Fabrication is the intentional and unauthorized falsification or invention of information or citation in an academic exercise. Examples of fabrication include (but are not limited to):

- a. The offering of contrived or fraudulently created information as the result of systematic research that was never conducted.
- b. The deliberate alteration of legitimate research data to obtain a desired result.
- c. The alteration or distortion of laboratory experiments to reach a desired result.
- d. The deliberate distortion of another's work or results in order to rebut or undermine the original author's work or concept.

3.1.3 Facilitating Academic Dishonesty

Facilitating Academic Dishonesty is the intentional help, or attempt to help, another student to violate any provision of this Code. Examples of facilitating academic dishonesty include (but are not limited to):

- a. Instigating, encouraging or abetting plagiarism, cheating or fabrication in others.
- b. Failing to report a suspected violation of the code.

3.1.4 Reporting Procedure for Academic Misconduct:

Academic dishonesty is contrary to the purposes of the Institution, unfair to other students, and demeaning to those who engage in it. It will not be tolerated at SDMIMD. A suspected violation may be reported in one of two ways:

- a. Students whose conduct constitutes academic misconduct should report themselves to the Dean Academics.
- b. Anyone (staff, faculty member or student) who is aware of academic misconduct may report to the Dean Academics.

3.1.5 Adjudication of Academic Misconduct

The concerned faculty will report the matter to the Dean Academics. The Dean Academics will review the evidence submitted by faculty / invigilator and place it before the Faculty Committee constituted by the Director on a case to case basis for recommendation of Action/ Punishment as given in the next section.

1. The responsibility of the Faculty Committee is to assess whether there is adequate evidence of use of unfair means.

2. The Director will take a decision after reviewing the recommendation of the committee. The Director will also have an appellate role.

3.1.6 Action/Punishment

1. First time a “Zero” or “U” in the concerned assignments / quiz / examination.
2. Second time, a ‘U’ in that course even though that course may not be the same in which the student was involved in unfair means the first time.
3. Third time the student will be expelled from the program.

3.2 Use of Mobile Phones

Use of Mobile Phones is strictly prohibited in the Campus with the following exceptions:

- Hostel zone and Mess, Canteen, other areas like Entrance and Parking stand.
- Mobile phones are strictly prohibited in the classroom and the examination hall.
- If a student is found with the mobile phone in the classroom this would lead to confiscation of the Handset and a fine as decided by the authority will be imposed for returning the phone.
- Any instance of a student in possession of the mobile phone in the examination hall, irrespective of using the same or not, would be considered as malpractice and leads to a ‘0’ (zero) in the exam component in the course for which the examination is being conducted.

4.0 PERSONAL MISCONDUCT

4.1 Personal misconduct includes, but is not limited to the following:

1. Personal Conduct, such as, disorderly or obscene conduct or breach of the peace on Institution property or at any functions sponsored or supervised by the Institution or an event conducted at an organization recognized by the Institution.
2. Physically assaulting, or threatening physical assault against, any member of the faculty, administration, staff or student body or any visitor to the campus.
3. Sexual assault in whatever manner.
4. ‘Sexual harassment (i.e., sexual advances or conduct, creation of a hostile environment as perceived by the complainant, or the demand for sexual favours in return for some benefit).
5. Any disruption of a positive learning environment in the classroom or actions which impede the ability of other students in the classroom to learn or the ability of the faculty

- to teach eg., blatantly inappropriate personal behavior, inappropriate use of cellular phones, music systems, cameras and binoculars etc.,).
6. Theft or abuse of computer facilities or computer time including but not limited to:
 - a. Unauthorized entry into, or manipulation or transfer of a file.
 - b. Unauthorized use of another individual's identification or password.
 - c. Inappropriate divulgence of personal identifications and password.
 - d. Use of computing facilities to interfere with the work of another student, faculty member or institution official.
 - e. Use of computing facilities to interfere with the Institution's computing system.
 7. No student shall use the Institution computing facilities to violate institution policy. For purposes of this provision, "Computing facilities" includes computers and data and/or voice communications networks.
 8. Interfering with or giving false name to, or failing to cooperate with any properly identified institution employees while these persons are in the performance of their duties.
 9. Lewd, indecent, obscene conduct or expression.
 10. All those acts that are listed as crimes under the Indian Penal Code 1860 and the laws of Karnataka State.
 11. The malicious or unauthorized intentional damage or destruction of property belonging to a member of the Institution community or to a visitor of the campus.
 12. Improper behavior with visitors, such as, disrespect, misguidance etc.
 13. Disclosing confidential information and furnishing false information to the visitors or any third party.
 14. Any instance of misbehavior in class or outside will be seriously considered and will result in penalty/downgrade in CGPA.

4.2 Campus Disruption

1. No student shall assemble on campus for the purpose of creating a riot, destruction or disorderly diversion which interferes with the normal working of the Institution. This shall not be so construed as to deny any student the right of peaceful, non-disruptive assembly.
2. No student or group of students shall obstruct the free movement of other persons in the campus or interfere with the normal working of the Institution, including teaching, research, administration, disciplinary procedures or other activities.
3. The abuse or inappropriate use of sound amplification equipment indoors or outdoors is prohibited.

4.3 Miscellaneous Violations of the Code of Conduct

4.3.1. Falsification of Records

- a. No student shall alter, falsify counterfeit, forge or cause to be altered, falsified, counterfeited or forged any records, forms or documents used by the Institution.
- b. Violation of contractual agreements between a student and the Institution, including but not limited to, written financial aid agreements will be subject to discipline under this Code.

4.3.2. Explosives

- a. No student shall possess, furnish, sell or use explosives of any kind on institution property or at functions sponsored by the Institution or any recognized Institution organization except as legitimate fireworks with due precautions.
- b. No student shall make or cause another individual to make, false bomb threats.

4.3.3. Fire Safety

- a. No student shall tamper with fire safety equipment.
- b. The unauthorized possession, sale, furnishing, or use of an incendiary device is prohibited.
- c. No student shall set, or cause to be set; any authorized fire in or on Institution property.
- d. No student shall make, or cause to be made, a false fire alarm.

4.3.4. Weapons

Students are prohibited from possession of firearms or dangerous weapons.

4.3.5. Joint Responsibility

Students who knowingly act in concert to violate Institution regulations have individual and joint responsibility for such violations.

4.3.6. Student Identification Cards

- a. Lending, selling or otherwise transferring a student identification card is prohibited.
- b. The use of a student identification card by anyone other than its original holder is prohibited.

4.3.7. Theft

No student shall take, attempt to take, or keep in his possession items belonging to students, faculty, staff, student groups or visitors to the campus without proper authorization.

4.3.8. Drugs

The possession or use (without valid medical or dental prescription), manufacture, furnishing or sale of substances controlled under Indian laws is prohibited.

4.3.9. Alcoholic Beverages

Neither possession of alcoholic beverages nor their consumption is permitted in any of the Institution facilities such as hostels, mess or any other premises of the Institution.

4.3.10. Gambling

Playing of cards or any other game of chance or skill for money or other items of value is prohibited.

4.3.11. Tobacco

Use of all tobacco products and smoking of any kind is prohibited in all institution buildings, hostels and entire premises of the Institution. The Institution campus is declared as 'NO SMOKING ZONE'.

4.3.12. Food

The campus is a vegetarian campus (mess food is compulsory). Consumption of non-vegetarian food in any form is prohibited.

4.3.13. Advisory on Personal Health

- a. All students must have active personal health insurance in the duration of your engagement as student at SDMIMD.
- b. It is your responsibility to inform the Institute Admin Manager regarding any Pre-existing/ Health Chronic condition if any at the time of joining.

4.3.14. Unauthorized Entry or Use of Institution Facilities

- a. No student shall make or cause to make unauthorized entry into any Institution building, office or other facilities, nor shall any person remain without authorization in any building after normal closing hours.
- b. No student shall make unauthorized use of any Institution facility.
- c. Repeated violations of published rules or regulations of the Institution, which cumulatively indicate an unwillingness or inability to conform to the Code of Conduct, will attract imposition of major sanctions under the penalty clause.
- d. Under this Code of Conduct, sanctions may be imposed for the violation of any Institution rule subsequently promulgated by the Institution.

5.0 Reporting Procedures for Personal Misconduct

It is imperative that all conduct violations be adjudicated promptly and fairly. Therefore, all conduct violations shall be immediately reported to either to a faculty member or a staff of this Institution by any person who has knowledge of the commission of any such violation identifying himself or herself. The faculty member or a staff who comes to know about the conduct violation will also report the same to the Director who will initiate further action as deemed fit.

6.0 Adjudication Procedure for Personal Misconduct

The Institute will initiate an enquiry into the reported personal misconduct and determine the penalty with due compliance to principles of natural justice.

7.0 Penalty

7.1 Major Sanctions

1. Expulsion: The permanent severance of the student's relationship with the Institution.
2. Suspension: The temporary abrogation of a student's relationship with the Institution.

Major sanctions shall ordinarily be imposed only upon the recommendation of the Director. In extraordinary circumstances, where gross violations of conduct rules disrupt the proper functioning of the Institution, the Director of the Institution may summarily suspend students. Generally, Major Sanctions will be imposed for all kinds of personal misconduct.

7.2 Minor Sanctions

1. Restrictions: exclusion from such specified student privileges as may be consistent with the offense committed.
2. Written reprimand: a written statement of disapproval to the student which will be retained in the student's file as long as student remains at SDMIMD.

3. Restitution: Reimbursement for damage to or misappropriation of property. This may be in the form of appropriate service or other compensations and may be imposed in addition to other sanctions.
4. Disciplinary Probation: Notice to the student that any further violation may result in suspension or expulsion. Disciplinary probation may include one or more of the following: restrictions, reprimand and/or restitution.

8.0 Revision of the Code of Conduct

- a. Revision or amendment of rules relating to academic or personal misconduct may be recommended by the Dean Academics to the Director for consideration / modification.
- b. All amendments establishing additional rules of conduct and / or imposing sanctions shall be properly notified.

9.0 Interpretation

In the event of any dispute regarding interpretation or applicability of any of the above provisions, Director SDMIMD's decision will be final and binding.

SECTION – E

SCHEDULE

FOR

PAYMENT OF FEES

SECTION – E : Schedule for Payment of Fees

The total fee structure for the two years PGDM Program is as per the following schedule:

I Year Fees:

Instalment	Amount in Rs.	Mess Fee/Boarding	Total Rs.	Due Date
1	1,20,000	---	1,20,000	Within 10 days from the date of Offer Letter
2	2,75,000	15,000	2,90,000	15 th June 2025
3	2,82,500	15,000	2,97,500	30 th September 2025

II Year Fees:

Instalment	Amount in Rs.	Mess Fee/Boarding	Total Rs.	Due Date
4	2,75,000	10,000	2,85,000	10 th June 2026
5	2,05,000	10,000	2,15,000	30 th September 2026
6	1,40,000	10,000	1,50,000	20 th December 2026

The above fees includes a refundable amount of Rs. 20,000/- (Rs. 10,000/- Tuition Caution Deposit + Rs. 10,000/- Mess Caution Deposit), subscription to Alumni Association of Rs. 7,500/- and Rs. 71,000/- towards hostel fees PA (Rs. 36,000/- PA as hostel fees and Rs. 35,000/- PA towards hostel establishment fees). Mess Charges as mentioned above is food expenditure, subject to change on actual expenditure.

All payments should be made through Demand Draft or Multi City Cheque drawn in favour of “SDM Institute for Management Development” payable at Mysuru or transferred to the Institute SB A/c Number with THE FEDERAL BANK LIMITED, Jayalakshmipuram Branch, Mysuru SB A/c Number 16890100038823 with IFSC Code FDRL0001689.

Admission Registration should be completed on or before the deadline failing which the seat will be withdrawn.

NOTE:

1. All fees must be paid as per the schedule given above. Failure to pay fees by due date will attract a fine of Rs. 100/- per day for the first week, Rs. 250/- per day for the second week. Non-payment of dues after two weeks can result in suspension / termination of the students from the course.

2. LOAN : If students are seeking loan from a bank, they may present the letter of selection to the Bank. If the Bank sanctions the loan, direct remittance of fees to the Institute may be arranged either through bank pay order or money transfer, favouring “SDM Institute for Management Development”. For the information of the Bank, the Institute SB A/c Number with THE FEDERAL BANK LIMITED, Jayalakshmipuram Branch, Mysuru SB A/c Number 16890100038823 with IFSC Code FDRL0001689. The responsibility to ensure that fees are paid on time rests with the student. For Direct remittance in such cases can be made directly to the bank a/c as mentioned in the previous page.
3. SDMIMD is added in SBI scholar loan scheme by State Bank of India under Premium Institutions (List B).
 - The students can avail education loan up to Rs. 20 lakhs.
 - Education loan up to Rs. 20 lakhs, can be availed without tangible collateral security.
4. HDFC Cedilla has also given an education loan to SDMIMD students without collateral up to 40 lakhs.
5. Students can avail collateral free education loan up to 15 lakhs under Bank of Baroda Gyan Scheme.
6. Late payment attracts penalty as announced by the Manager Accounts. Students should contact Manager Accounts in case of payment delayed beyond the stipulated date.
7. Alumni Membership: An amount of Rs. 7,500/- (Rupees Seven Thousand five hundred only) will be transferred by the Institute to the Alumni Account as Alumni Membership fee at the time of refunding the caution deposit.
8. Personal Kit: Institute Blazer and Trouser / Saree, tie and attaché case / bag and Software License used for the students are provided by the Institute.
9. Since the PGDM Program is a residential program, staying in the hostel, and availing the mess facility are compulsory. The Mess is run by a committee of students. The mess and hostel expenses covering food, utilities, and variable expenses will be payable at actual, on a monthly basis, in the first week of the following month. The approximate mess fees will be Rs. 3500/- per month. Mess fees must be paid within the due date, and a penalty will be levied on those who fail to pay within the deadline.

SECTION – F

GENERAL INFORMATION

Section – F : General Information

List Of Holidays – 2025

Sl No.	Date	Day	Event
01	01.01.2025	Wednesday	New Year's Day
02	14.01.2025	Tuesday	Makara Sankranti
03	26.02.2025	Wednesday	Maha Shivaratri
04	31.03.2025	Monday	Qutub-e-Ramzan
05	10.04.2025	Thursday	Mahaveer Jayanthi
06	18.04.2025	Friday	Good Friday
07	01.05.2025	Thursday	May Day
08	07.06.2025	Saturday	Bakrid
09	08.08.2025	Friday	Varamahalakshmi Vrata
10	15.08.2025	Friday	Independence Day
11	16.08.2025	Saturday	Sri Krishna Janmashtami
12	26.08.2025	Tuesday	Swarnagonri Vrata
13	27.08.2025	Wednesday	Varasiddhi Vinayaka Vrata
14	05.09.2025	Friday	Id-Meelad / Onam
15	01.10.2025	Wednesday	Ayudhapooja
16	02.10.2025	Thursday	Gandhi Jayanthi/ Vijayadashami
17	20.10.2025	Monday	Naraka Chaturdashi
18	21.10.2025	Tuesday	Deepavali Amavasye
19	22.10.2025	Wednesday	Balipandyami
20	01.11.2025	Saturday	Kannada Rajyotsava
21	25.12.2025	Thursday	Christmas

Contact Numbers of Faculty and Staff

Full time faculty		EXTN.	Mobile
Dr.	Prasad S.N.	1000	8431850615
Dr.	Anand Sasikumar	1109	9495538251
Prof.	Alex B	3012	9845680477
Dr.	Gandhi L.	1003	9865438235
Dr.	Ellur Anand	1005	7829537306
Dr.	Kannadas S.	1101	9739726201
Prof.	Kaushik Mukhopadhyay	1106	9916666034
Dr.	Keerthan Raj	1108	9886728788
Dr.	Mamta Hegde	1006	9844330228
Dr.	Mohamed Minhaj	1105	9845458834
Dr.	Mousumi Sengupta	1104	9880602436
Dr.	Nanda Kishore Shetty	2054	9902043034
Dr.	Neetu Ganapathy	1110	9880189469
Dr.	Riyazahmed K.	1007	9790548895
Dr.	Saibaba S.	1103	8248051063
Prof.	Sridhar C. V.	2002	9886024265
Dr.	Srilakshminarayana G.	1002	8431725082
Dr.	Sriram M.	1107	9036096366
Dr.	Vasumathy Hariharan	1102	9940071530
Dr.	Sunil M. V.	1004	9986439832
Dr.	Venkatraja B.	1100	9480342652
Prof.	Venkatesh Goudar	1009	9606575156

NON TEACHING STAFF - ADMINISTRATION DEPT.	Extn. No.	Mobile No.
Prof. C.V. Sridhar – Manager Administration	2002	9886024265
Mr. Muddaraj Urs G Manager- International Relations and Corporatisation	2014	9740140485
Ms. Rekha Ganapathy Secretary to Director	2001	9742722906
ADMINISTRATION / ACCOUNTS DEPT.		
Mr. Jinesh N – Assistant Manager – Administration	2007	9886571803
Mr. G. Kiran, Manager Accounts	2006	9538024685
Mr. Udaykumar K M – Accounts Officer	2004	9632877608
Ms. Kamakshi M M – Receptionist	9, 2005	9845402532
Ms. Nagamani A S - Administrative Assistant	2009	9980859552 9353413399
ADMISSIONS		
Mr. Gururaj K Khasnis - Admissions Manager	2012	9535007893
Mr. Gautham A S – Admissions Officer	2013	8147248269
PGDM		
Mr. Shashidhara M – PGDM Co-ordinator	2003	9945273780
Mr. Rajashekar – PGDM Co-ordinator	2015	8618815218
Ms. Darshini. S – PGDM Assistant	2015	9740467735
PLACEMENTS		
Mr. Deepak Chandrashekar Manager – Career Services	2010	9449040060
Mr. Lohit R Patil – Placement Officer	2011	9663226110 9731482833
COMPUTER SECTION		
Mr. Alex B – Manager – Systems	3012	9845680477
Mr. Rakesh P S – Asst. System Administrator	3013	9844337062
Mr. Vinod Kumar R – Asst. System Administrator	3013	9611417726
LIBRARY		
Ms. Taramalini – In-charge, Library & Resource Centre	3006	9886012918
Mr. Praveen Babu R N – Assistant Librarian	3008	9886022794
Ms. Gayithri R – Office Assistant	3007	9632376585
PHOTO COPYING SECTION		
Mr. Rangaswamy M	3017	9980994491

NON TEACHING STAFF - ADMINISTRATION DEPT.	Extn. No.	Mobile No.
DESPATCH SECTION		
Mr. Rangaswamy M	2008	9980994491
HOSTEL		
Mr. Dennis Richard – Warden	4004/4005	7406362977
Mr. Deepak M S - Warden	4004/4005	8105380909
Ms. Elizabeth A – Matron	4001	9945970617
Ms. Nagubai J – Matron	4001	9986016145
Ms. Poornima – Matron	4001	9986449881
DRIVERS		
Mr. Kuppuswamy L	2008	9886057622
Mr. Mahadeva Swamy P M	2008	9632495276
ELECTRICIANS		
Mr. Narasimha	3000/3020	9886447721
Mr. Santhosh	3000/3020	9900403331
ATTENDERS		
Mr. Sathish K B– Supervisor, House Keeping - PGDM	2015	9886253722
Mr. Srinivas S – Attender - PGDM	2015	9743270299
Mr. Ganesh – Administration	2008	9986551436
Mr. Arihantha S Jain – Administration	2008	9739802266
Mr. Nijaguna – STP Operators/Internal Security/Attenders - General	2008	9731999505
Mr. Vinod – STP Operators/Internal Security/Attenders - General	2008	9886306847
MESS	4003	
CANTEEN	3015	
Security	2222	

INTERNATIONAL LINKAGES



Shanghai University
China



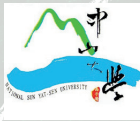
University of Bordeaux
France



Éklore-Ed School Of Management
France



Heilbronn University
Germany



National Sun Yat-sen University
Taiwan



La Rochelle Business School
France



Montpellier Business School
France



EAE Business School
Spain



Business Analytics Institute
Europe



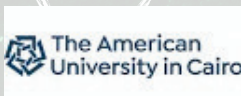
European Business School
Paris, France



UBI Business School
Belgium



Porto Business School
Portugal



The American University
in Cairo, Egypt



Atlantis University, Florida,
USA



ESLSCA Business School,
Paris



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Mobile: 97409 87565

Ms Darshini S.

Mobile: 97404 67735

