

Admission Brochure PGDM 2020-22




sdmimd

Shri Dharmasthala Manjunatheshwara
Institute for Management Development

Approved by AICTE | Accredited by NBA



Dharmasthala

SDMIMD is promoted by Shri Dharmasthala Manjunatheshwara Educational Trust, a much admired non-profit educational trust that runs over 40 recognized educational institutions in Karnataka, including Engineering, Medical, Dental, Law, Ayurveda and Naturopathy colleges. Part of the 600 year old Dharmasthala Temple, the Trust under the able leadership of our Chairman, Padma Vibhushan Dr. D. Veerendra Heggade, has played an active role in bettering the lives of socially and economically disadvantaged people in Karnataka. The sister organisation, Shri Kshethra Dharmasthala Rural Development Project (SKDRDP) empowers the lives of over 38 lakh members through 4.2 lakh self help groups by offering microfinance, thus enabling their families to live a life of dignity and self-sufficiency.





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Director's Message

As we go through the 25th year of our PGDM program, several things stand out in respect of SDMIMD's journey. These years have seen constant learning and improvement in all efforts for our most important stakeholder -the student. In my view, there are four things that should be there in any institution to make it stand out as a centre for learning and development:

- Principles derived from a philanthropic and not-for-profit owner
- State-of-the art infrastructure
- Great academic system- with rigor and learning accessories in place
- A team of dedicated faculty
- Events/talks where students learn “off-classroom”

SDMIMD eminently satisfies all these conditions. The Dharmasthala Trust to which we belong inspires us on social imperatives. Dr. D Veerendra Heggade is a living example of how a leader should be. No wonder he has been conferred Padma Vibhushan by the government of India a few years back. The campus is not only beautiful to behold but is replete with all facilities for active learning. The academic rigor brought about right from the beginning has been carried forward with equal enthusiasm. The faculty has a rich blend of academic thirst and corporate experience. Lastly, very few institutes in the country can boast of the type and frequency of events we have in SDMIMD – 3 international conferences every year, more than 50 guest talks, in-house publications and a lot more.

SDMIMD's PGDM is internationally accredited by EPAS (EFMD), which brings it on par with leading universities the world over. We have 15 international exchange programs involving faculty and student exchange.

All in all, the institute offers great learning possibilities and we welcome you to join our family.

Dr. N.R. Parasuraman

Admission Chairman's Message

Dear PGDM Aspirant,

SDMIMD is a part of the Shri Dharmasthala Manjunatheswara Educational Trust and has been constantly striving hard to achieve excellence in the field of management education. It endeavours to honour its commitment through Academic rigour, Consistent placement records, International Accreditations, International Students & Faculty Exchange Programmes, International Conferences, workshops, Industry lectures, students club activities, award-winning campus and other management initiatives. There has also been constant increase in the diversity of the students year after year.

SDMIMD has competent faculty team with an enriching academic & corporate experience, who are very approachable and supportive towards the students' endeavours. You are provided with an opportunity to learn through case studies, industrial visits, live projects, role plays, simulation exercises, paper presentations at international conferences, etc., in addition to the interactive classroom learning. You are also given an opportunity to work in collaboration with students from overseas universities through international exchange programmes.

SDMIMD has been achieving cent percent placement records over the years. The recruiters being happy with the performances of the students have continued to maintain the long-term relationship with the institute with respect to the placements. At SDMID, you are given an opportunity in the form of Socially Relevant Projects with the aim of instilling the responsibility towards society. You are given the state of art facilities for the comfortable stay during their tenure at SDMIMD.

The management and faculty of SDMIMD take pride in shaping the careers of many students over the years, with many of them serving in higher ranks at premier organisations and institutions across the globe. I extend a hearty and warm welcome to all the aspirants of the batch of 2020-2022. We look forward to extend our wholehearted support in giving you an enriching learning experience and a fruitful career.

Wishing you a successful career ahead!

L. Gandhi



Governing Board

Dr. D. Veerendra Heggade

Dharmadhikari, Sri Kshetra Dharmasthala
Chairman, SDMIMD, Mysuru

Sri. D. Surendra Kumar

Vice President
SDM Educational Trust, Ujjire

Prof. S. Prabhakar

Secretary
SDM Educational Trust, Ujire

Sri. B. Muthuraman

Former Vice Chairman
Tata Steel , Mumbai

Sri. K. Jairaj

Former Additional Chief Secretary
Government of Karnataka

Dr. Prasanna Chandra

Professor (Retd.), Indian Institute of Management, Bangalore
Director, Center for Financial Management (CFM), Bangalore

Sri. Bhaskar Bhat

Managing Director
Titan Industries Limited, Bangalore

Dr. Anant R Koppar

Chairman & CEO
KTwo Technology Solutions, Bangalore

Prof. Pradeep A. Rau

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

Sri. R. Venkatanarayanan

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

Sri. K. Ganesan

Vice President-HR
Tata Consultancy Service (TCS), Chennai

Dr. Saji Gopinath

Professor
Indian Institute of Management Kozhikode (IIM-K)

Sri. K.R. Viju Parameshwar

Former President & CEO
Klubor Lubrication India Private Limited, Bangalore

Sri. Sid Mookerji

CEO / Founder
Silver Spirit Investments LLC, Atlanta, USA

Dr. R. Indira Ramarao

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

Sri. Nishit Jain

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

Sri. Pavan G Ranga

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

Dr. Raj Agrawal

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

Dr. Vasanti Srinivasan

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

Dr. N.R. Parasuraman

Director
SDMIMD, Mysuru

Dr. H. Gayathri (Ex-officio)

Deputy Director & Chairperson-Academics
SDMIMD, Mysuru

Prof. C.V. Sridhar (Ex-officio)

Assistant Professor
SDMIMD, Mysuru



Vision

SDMIMD will be internationally known as a unique management institution that has pioneered a philosophy of management education and governance that is Indian in ethos and character and global in relevance.

Mission

SDMIMD will create inspirational business leaders and entrepreneurs who will relentlessly pursue individual and organisational excellence with creative tenacity, intellectual maturity, and social responsibility.

SDMIMD will advance management thinking and practices that draw upon the best in Indian wisdom, are successful in dealing with change and the contemporary marketplace, and effective and

Credos

We believe that:

- Ethics and values are an integral part of cutting-edge competitiveness
- Honesty and integrity are non-negotiable
- Hard work and learning can and should be enjoyable
- Passion, commitment, and the single-minded pursuit of excellence will make true leaders of us all

SDMIMD Promises

To students :

We will nurture, support, and inspire you to realise your full potential as a Successful leader

To organisations:

We will continually provide highly competent, motivated and committed talent with a yen for creativity and innovation

To society:

We will promote individual and corporate responsibility towards all segments of society aiming for dynamic and inclusive growth

To employees:

We will provide an environment for development that will enable you to achieve personal satisfaction, professional recognition, and an enhanced quality of life



The Institute

Shri Dharmasthala Manjunatheshwara Institute for Management Development (SDMIMD), a premier Bscool located in Mysore, was established in 1993 with the objective of providing quality management education based on a firm foundation of Indian values and ethics.

SDMIMD is promoted by Shri Dharmasthala Manjunatheshwara Educational Trust, a much admired non-profit educational trust that runs over 40 recognized educational institutions in Karnataka, including Engineering, Medical, Dental, Ayurveda and Naturopathy colleges. Under the able leadership of our Chairman, Dr.D.Veerendra Heggade, the trust has played an active role in empowering people and bettering the lives of communities in Southern Karnataka.

SDMIMD's flagship offering is a two year, full time, residential Post Graduate Diploma in Management (PGDM) program which is approved by AICTE and accredited by NBA. The program has also been recognized as equivalent to MBA by Association of Indian Universities.

SDMIMD's PGDM Program is accredited by ACBSP (Accreditation Council for Business Schools and Programs), USA. and by EFMD (European Foundation for Management Development), thus becoming the first institute in India to get the dual accreditation of ACBSP and EFMD - EPAS. These accreditations have propelled SDMIMD to be among the top global Business Schools .

With the intention of strengthening the PGDM program and providing students and faculty with international exposure, the Institute has tie-ups with several foreign universities for academic collaboration.

Accreditations



EPAS

SDMIMD continues to be the only B-school in India to have European Foundation for Management Development (EFMD) EPAS accreditation for the 2-year PGDM program.

ACBSP



The accreditation from Accreditation Council for Business Schools and Programs (ACBSP) has brought about a wider network for SDMIMD particularly in the U.S.

AACSB



SDMIMD has now become a member of Association to Advance Collegiate Schools of Business (AACSB) bringing it on a contact base with all leading B-schools in the world.

NBA



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



**MBA Equivalence by
Association of Indian Universities (AIU)**



AICTE Approved

Rankings

SDMIMD has been ranked among top 50 B-Schools in India by various magazines and agencies such as



BW BUSINESSWORLD



And many more..

International Linkages

Student exchange programs enable students to understand each other's countries, business practices and culture. This gives students an edge in seizing opportunities in global companies. SDMIMD has collaborated with fifteen high-profile, international management institutes and universities of repute for Faculty & Student Exchange Programs. Select SDMIMD students get opportunity to spend a term pursuing courses at these institutes.

24 students from PGDM 2018-20 batch, spent a term/semester at different institutes/universities with whom SDMIMD has collaborative arrangements.

Students from these International Institutions/ Universities visit SDMIMD. Also Faculty from these Foreign Institutions visit SDMIMD and teach courses to our students.



Texas A&M University, USA



Shanghai University, China



University of Bordeaux, France



British University in Dubai



Abu Dhabi University, UAE



EAE Business School, Spain



Universidad Sergio Arboleda, Colombia



University of Montevideo, Uruguay



ESC Pau, France



Heilbronn University, Germany



Universidad Ean, Colombia



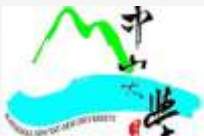
Business Analytics Institute, France



Montpellier Business School, France

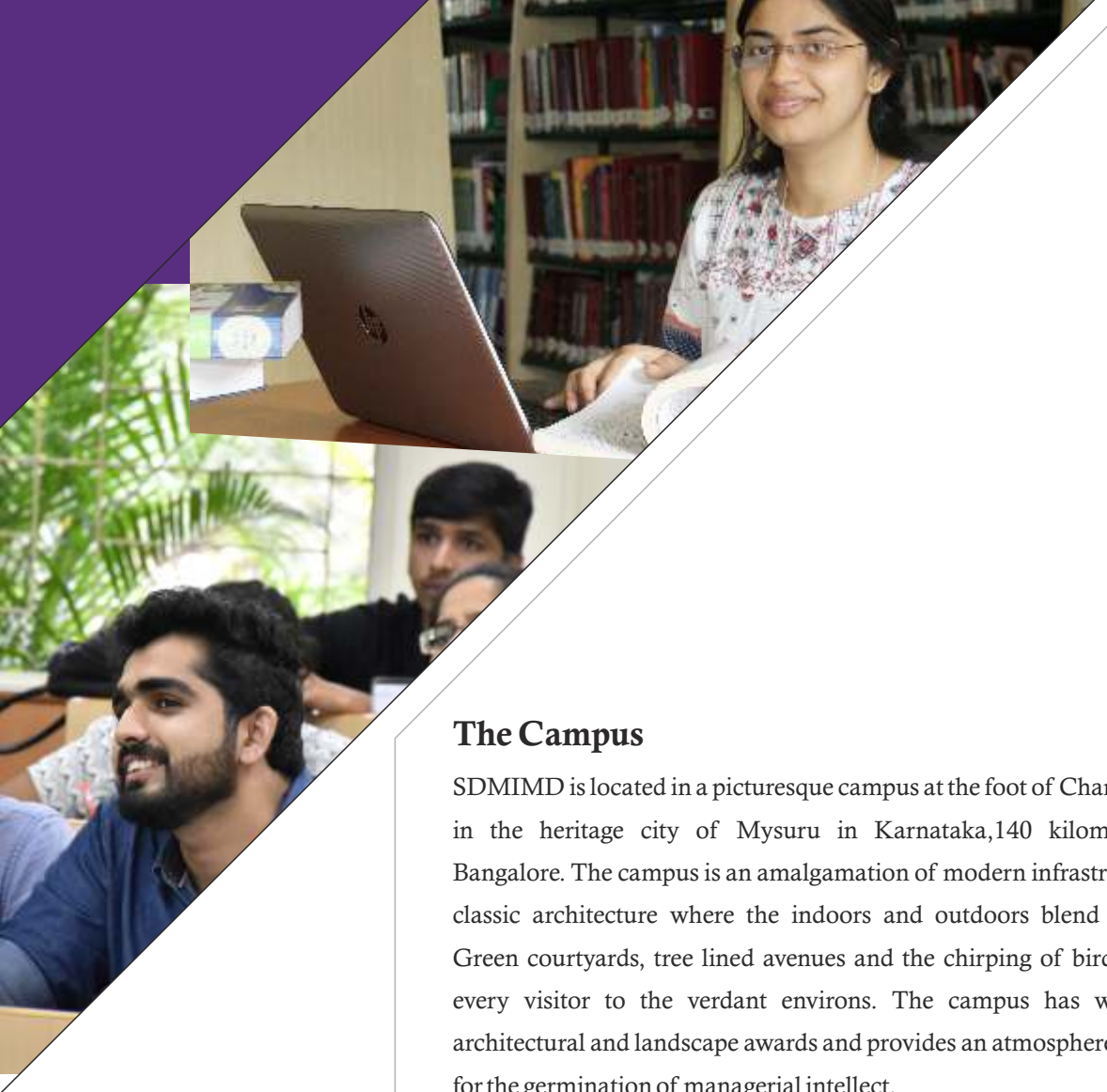


La Rochelle Business School, France



National Sun Yat-sen University, Taiwan





The Campus

SDMIMD is located in a picturesque campus at the foot of Chamundi Hills in the heritage city of Mysuru in Karnataka, 140 kilometers from Bangalore. The campus is an amalgamation of modern infrastructure with classic architecture where the indoors and outdoors blend seamlessly. Green courtyards, tree lined avenues and the chirping of birds welcome every visitor to the verdant environs. The campus has won several architectural and landscape awards and provides an atmosphere conducive for the germination of managerial intellect.

Library

The SDMIMD Library is a repository of printed as well as electronic resources which include books, journals, databases, AVs, CDs/DVDs, eBooks, e-journals, reports, course materials, case studies, conference proceedings and training manuals. Currently the library holds over 14000 books, provides access to 1400 plus journals and financial databases. SDMIMD Library also has single click access to all Harvard Business School Publishing materials.

IT Infrastructure

The campus is equipped with contemporary IT infrastructure. The computer center is furnished with many databases, analytics and office productivity tools along with storage, printing and scanning facility. The campus alliance with Microsoft facilitates access to all their latest software. Google services have been deployed for the communication and collaboration. The internal and external learning resources can be accessed on Wi-Fi across the campus. The Computer center also houses Learning Management System which is extensively used for dissemination of learning materials, online discussions and conduct of quizzes.



Classrooms

The classrooms are designed for active learning and allow for high levels of student engagement. Students engage in brainstorming, discussions and debates within and outside the classrooms. The classrooms are also equipped with high-tech support equipment such as LCD Projectors, AV Systems, Interactive Board and Wi-fi facility.

Gym & Yoga

A well-equipped gym, indoor badminton court and outdoor basket-ball court provide students the means to pursue their favorite sport and stay fit and healthy. The "Wellness Center" at the campus has facilities for Yoga and Aerobics.

Auditorium and Amphitheatre

All major events like conferences, lectures and cultural events at SDMIMD are held either in the auditorium or the picturesque amphitheatre.

Hostel & Mess

The SDMIMD hostel is indeed a home away from home. With fully furnished single rooms, lounge/study area, recreational facilities, and a common dining area, the hostel is a mini world of its own. The facilities in the hostel include broadband internet access, housekeeping, dry cleaning and laundry services. The SDMIMD Mess is student-managed and serves a variety of north and south Indian vegetarian cuisine.



SDMIMD PGDM Program

The PGDM program runs for six terms over two years with an acclaimed quality and academic rigour. The curriculum and pedagogy are planned in an elaborate manner every year, which takes into account the best practices in other leading management institutions across the globe and also incorporates the views of leading academics and business leaders.

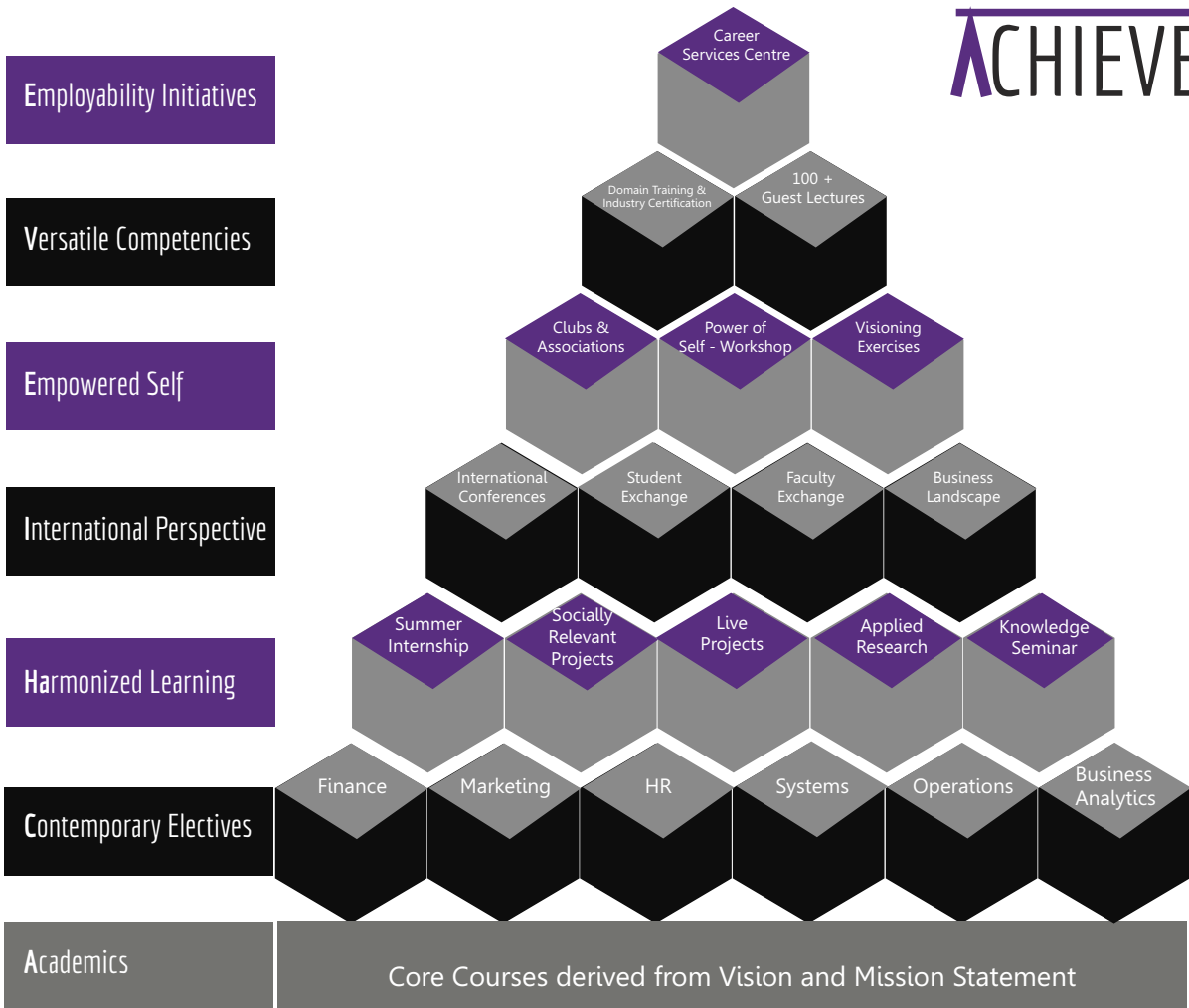
The course is put together from contemporary industry practices and probing business case studies. The faculty has a wide and in-depth knowledge base with rich teaching experience. This complements the Institute facilities of international standards, creating a state-of-the-art environment for learning and overall development of each student. The principal objective is to offer and practice a high degree of academic rigour to ensure that each student is motivated and propelled from within to think, behave and act as a leader.

In their second year, students can opt to specialize in the areas of Marketing, Systems, Finance, Operations, or Human Resource Management. Students have the option of dual specialization. Students can also decide to be a generalist and not specialize in any area and instead opt for courses from various streams to make up the required minimum of 34 credits. For detailed curriculum visit <http://www.sdmimd.ac.in/pgdm-Curriculum>.

The Institute has student exchange programs with thirteen international management institutions/Universities. Students for these exchange programs are chosen based on their academic performance and by a comprehensive interview process.

Achieve Model of Learning

The Institute has created “ACHIEVE” model of learning that helps in transforming student to a complete management professional.



Learning Beyond Classroom

At SDMIMD, learning does not stop with classroom lectures, case discussions. projects, internships and assignments. Students learn and adapt key skills like leadership, initiative, creativity, problem solving, networking, working in teams etc. through multifarious “beyond the classroom” activities. These include clubs and associations, conferences and industry programs, student-led events etc.



International Conferences

- International Conference on Finance, Accounting and Banking
- International Conference on Economic Growth and Sustainable Development- Emerging Trends
- International Conference on Managing Human Resources at the Workplace
- International Conference on Value driven Marketing

Student Clubs

- Samprati – Organizes the students festivals, events
- Finnacle - Finance club
- Club Silicon – IT Club
- MPoria - Marketing Club
- HunaR – HR Club
- Toastmasters Club – Leadership Events
- e-Dimensions - Student Magazine
- Swayam - Entrepreneurship Cell
- Drishti - Film and Photography club
- Suvidha - Equity-Funded Departmental Store
- Kalanubhav - Cultural Awareness
- Gnosis - Corporate talks and Management games.
- Admissions Committee
- Placement Committee
- Mess Committee
- Sports Committee

Annual Events

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



100 Plus Guest Lectures

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

Social Initiatives

- Centre for Developmental Studies¹
- LIFE @ School²
- Socially Relevant Projects
- Support for Schools³

Industry Projects

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

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

2. Library Initiative for Education at School

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

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

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

Faculty

Dr. N.R. Parasuraman

B.Com, LLB, FCS, FCMA, Ph.D
Director & Professor - Finance

Dr. H. Gayathri

MBA, Ph.D
Deputy Director
Chairperson-Academics & Professor - Marketing

Dr. R. Jagadeesh

ME, Ph. D
Professor - Operations

Dr. Nilanjan Sengupta

M.A., Ph.D.
Professor - Human Resources

Dr. Mousumi Sengupta

M.A. in HRM, GradIPD, Ph.D.
Professor - Human Resources

Dr. M.R. Suresh

PGDRM, Ph.D
Professor - Marketing

Dr. Prasad S.N.

ME, PGDM, MDBA, Ph.D
Professor - Strategy and General Management

Dr. R. Sugant

BE, MBA, Ph.D
Professor - Marketing

Malathi Sriram

MCA, P.G. Diploma in System Analysis, M.Phil
Associate Professor - Systems

Dr. Neetu Ganapathy

M.Sc., MDBA, Ph.D
Associate Professor-Systems

Mohamed Minhaj

MCA, M.Phil
Associate Professor - Systems

Rajendra Todalbagi

BE(Mech), EGMP
Associate Professor - Operations

Dr. Srilakshminarayana.G

M.Sc., Ph.D.
Associate Professor - Quantitative Methods

Dr. M. Sriram

M.Com, MBA, Ph.D.
Assistant Professor - Finance

Dr. Jayakrishnan S

PGDM, PGCAM & PR, FPM
Assistant Professor - Marketing

Dr. Venkatraja B

MA, Ph.D
Assistant Professor - Economics

L Gandhi

M.A., M.B.A., M.Phil.
Assistant Professor - OB/HRM

S. Kannadas

MBA, M.Phil
Assistant Professor-Finance

C.V. Sridhar

BE, MBA
Assistant Professor - General Management

Adjunct Faculty

Dr. Elango Rengasamy

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

Dr. K.K. Ramesh

Former Professor - IIMK

Prof. Radhakrishnan S

Telfer School of Management, University of Ottawa



Innovative and contemporary pedagogy



100% Placement Record



Faculty with rich experience in academia and industry



15 International Student Exchange programs with renowned universities



Merit Scholarship Scheme and Merit cum Means Scholarship Scheme worth of 70 lakhs



An active Research Centre dedicated to focused faculty research and Ph.D. (Doctoral) Program recognised by the University of Mysore and Centre



3 International conferences on Campus in several management domains, attended by academicians from across India and abroad



Single-occupancy hostel rooms



Yoga as a part of the PGDM program



Students from 20 states across India



Student Clubs



Students Annual Fests



Social Responsibility Orientation



Student Involvement in Research





Academic Calendar 2020-22

Term I	July to September 2020
Term II	October to December 2020
Term III	January to March 2021
Term IV	June to August 2021
Term V	September to November 2021
Term VI	December 2021 to February 2022

In their Second Year (Terms IV to VI), students can opt to specialise in the areas of Marketing, Systems, Business Analytics, Finance, Operations or Human Resource Management.

Students have the opportunity to pursue dual specialisation. Students can also decide to be a generalist rather than specialising in any specific area and can opt for courses from various management streams to make up the required minimum of 34 credits

Other Programs

- One Year Post Graduate Certificate in Management (PGCM)
- Doctoral Program in Management (Ph.D.)
- Online Course in Association with TCS-ION
- Weekend MBA in Association with AIMA
- Post Graduate Diploma in Sports Management
- Management Development Programs
- NSE Certified Capital Markets Professional (NCCMP) Program
- Client Specific Programmes
- Consultancy



Recruiting Partners

(Partial List)

AIM HIGH Consulting	Marico
Anand Rathi	Medlife
Ashirvad Pipes	Mindtree
Azim Premji Foundation	Moody's Analytics
BFIL	Morgan Stanley
Bridge i2i	Naukri.com
Byju	Northern Trust
Carborundum Universal	NR Group
Coffee Day Beverages	NxtGen Data Center
Coreel Technologies	Odessa Technologies
Ducker Worldwide	Oracle
Dyson India	OYO Rooms
EqualizeRCM	Pyrox
ESAF Small Finance Bank	Rane Madras
EY Global	S & P Global
Federal Bank	Samasta Micro Finance
Feedback Consultancy	Schindler India
Feedback Insights	Schneider Electric
FirstRand Services	Silicon RD
FLIP	SLK Software
Grameena Koota	Space Wood
HCL	Spandana Sphoorty Financial
HDB Financials	State Street Corporation
HDFC	Sundaram Clayton
Hexagon Wealth	Suryodaya Small Finance Bank
ICICI Bank	Svatantra Micro Finance
ICICI Lombard	Target Corporation
ICICI Prudential	Tata Hitachi
ICICI Securities	Tenet
Infosys Limited	Tata Consultancy Services
Inventsoft	TTK Prestige
Karle Infrastructure	Ujjivan Small Finance Bank
L'Oreal	Visskan Logistics
Mahindra Finance	Wipro
Manipal Technologies	Writer Corporation

100% Placements
PGDM 2017-19

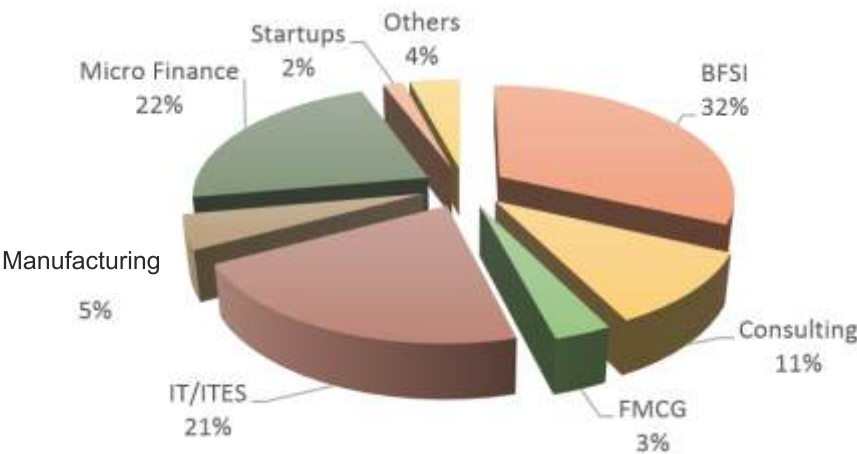


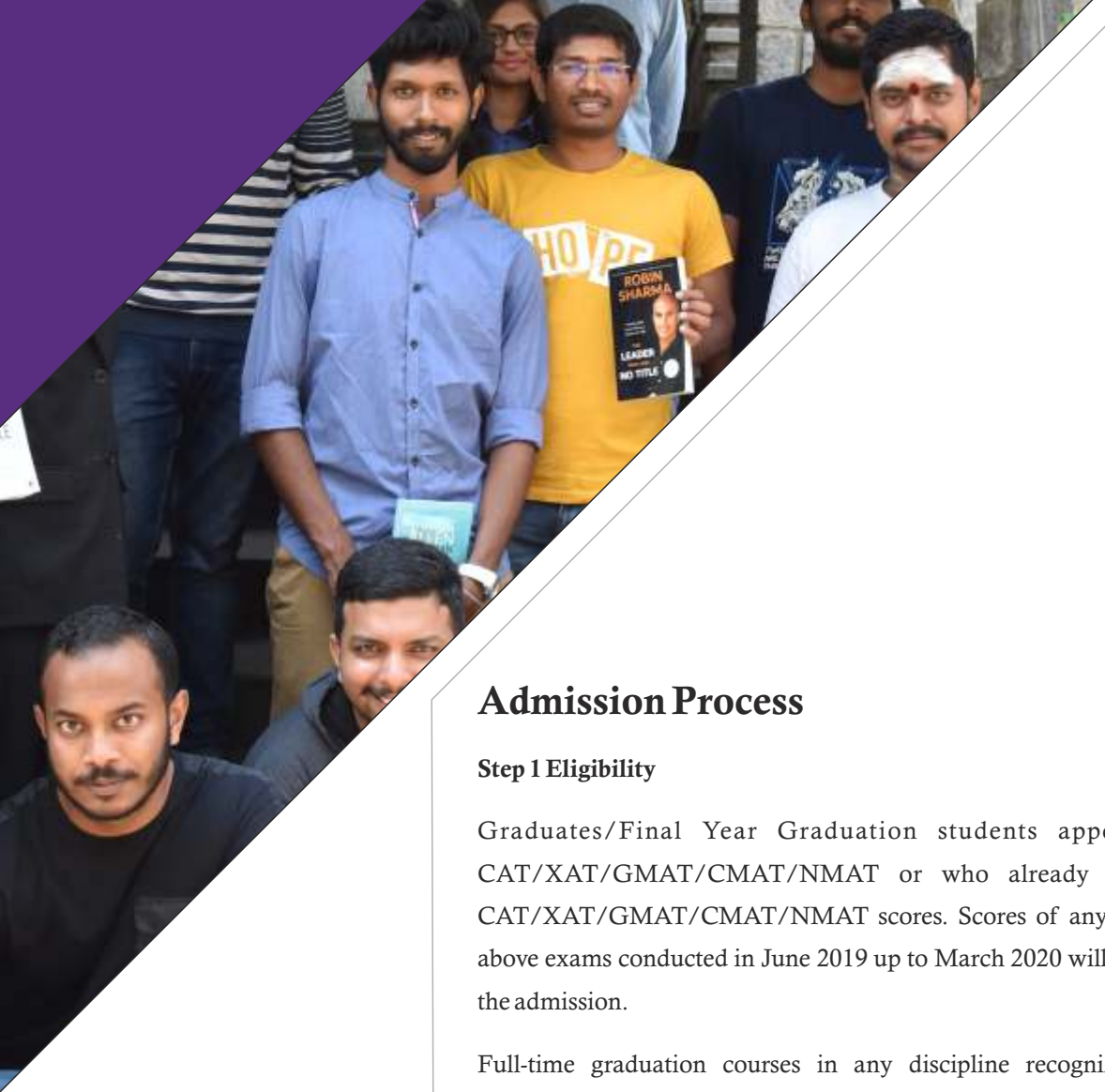
Highest Salary
(in INR lakhs)



Average Salary
(in INR lakhs)

Sector Break-up





Admission Process

Step 1 Eligibility

Graduates/Final Year Graduation students appearing for CAT/XAT/GMAT/CMAT/NMAT or who already have valid CAT/XAT/GMAT/CMAT/NMAT scores. Scores of any one of the above exams conducted in June 2019 up to March 2020 will be valid for the admission.

Full-time graduation courses in any discipline recognized by the UGC/AIU.

Consistent academic record of not less than 50% aggregate in 10th Std, 12th Std. and Degree. Students in final year of Degree to consider their percentage up to the Second Year/Last completed semester.

Step 2 How to Apply?

The application needs to be submitted online. The application is available at the following link: <http://sdmimd.ac.in/application/online.html>

Application Fee: Rs. 1250/-

Mode of Payment (Online/ Cheque/DD) and other relevant information available at <http://sdmimd.ac.in/pgdm-admissions>

Step 3 Selection Process:

Interview process consists of Written Ability Test (WAT)* / Applicants will be shortlisted based on consistent academic performance, competitive exam score and work experience (min 6 months) as applicable. Short listed applicants will be called for an interview process in March 2020 to be held at several centers across India as mentioned in the Application Form (Skype interviews also held on specific request) Selected students will be intimated by email/ phone/mobile.



Fees and Scholarship

Rs 10.95 Lakhs for the 2-year PGDM program including Tuition fees + Hostel Stay (Fees can be paid in six instalments, distributed through six Terms -Schedule of payment will be given with the offer letter) Breakfast, Lunch & Dinner will be served at Mess. Food will be charged on a monthly basis which is approximately Rs. 2,800 /- per month.

Scholarships

Entry Merit Scholarship (Code: EMS) *

Rs. 60,000 for finally selected applicants with minimum 70% each in – 10th Standard; 12th Standard / PUC 2; and Degree.

Empowering Woman (Code: EW) *

Rs. 50,000 scholarship for finally selected woman applicants with minimum 60% aggregate 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 are entitled to a subsidy ranging from Rs. 20,000 to Rs. 1,00,000 by SDMIMD based on the location of the host institute/university.

Student Merit Scholarship (Code: SMS) – 3

Students will be awarded Merit-cum-means Scholarship for Outstanding Academic Performance in each Term during the PGDM Program.

**There is no need to separately apply for the Merit & Women Scholarship. Your admission application data will be considered for the award.*

- Scholarship Codes EMS., EW & SES are mutually exclusive. That is, an eligible student is entitled to anyone scholarship out of EMS, EW & SES
- Both Men & Women students are eligible for EMS. However, an eligible woman the student will be awarded either EW or EMS and not both.
- EW & EMS will be adjusted against the last installment of fees during the PGDM program.
- All Scholarships are subject to students joining & successfully completing the SDMIMD PGDM program.

Please Note:

- The information submitted on this website would be purely used for SDMIMD's admission related activities and would not be shared with any person / agency not associated with SDMIMD.
- The application fee deposited will not be refunded under any circumstances.

Alumni Testimonial

PGDM 1994-96



Prasad Iyengar, Program Director – Global Talent Acquisition, Mindtree Limited

SDMIMD has crafted lives of many of our batch mates and juniors beyond our imagination. I owe whatever I am today and whatever I have learnt in life to SDMIMD.

PGDM 1995-97



Harinath Entrepreneur, Founder and Director, FINTELLIGENCE

SDMIMD not only made me a 360 degree manager but also helped imbibe ethics, Indian values and social responsibility.

PGDM 1997-99



Chakravarthy G. Kalyan, National Head – Sales & Marketing, NR Group

My 2 Years of SDMIMD gave me not just academic input, but shaped me for what I am now. The rigorous course, faculty input, projects and Interpersonal dynamics were part of the SDMIMD ecosystem that prepared me for the future.

PGDM 1997-99



N. Ravi Shankar, Founder & C E O, Aim High Consulting

"SDMIMD helped lay the foundation for my professional life. Even though I studied at the institute in its early years, the faculty came with deep and varied experience – giving us the feeling of studying in a premier institution, with a rich legacy. Today, that has turned out to be prophetic, and SDMIMD has indeed become an institution with a rich legacy. Personally speaking, I owe a lot of who I am today, to SDMIMD."

PGDM 2000-02



Yogesh Sholapurkar, Sales Director- Channel Management, ABB India Limited

Spending 2 years at SDMIMD was one of the best phases in my life as far as the learning curve is concerned. The biggest takeaway for me was that it changed my outlook towards my life and career. Keeping my values intact, I was more ambitious and hungry for success.

PGDM 2001-03



Ravikumar Yalgach Director – APAC, Ducker Frontier Consulting Pvt Ltd

The well-structured and rigorous education and training at SDMIMD helped a lot in terms of developing the thought process and the orientation that we apply in our profession. Of course, lot of wonderful on-campus as well as off-campus memories we continue to cherish even today.

PGDM 2001-03



Saju. K Regional Head (Sales) - India and SAARC , AVT McCormick Ingredients Pvt Ltd

I love everything about SDMIMD - the eminent faculty, the best study environment, rich library, caring and supporting non-teaching staff etc.. Apart from teaching the curriculum and management skills, SDMIMD and its professors helped us in developing invaluable life skills and good characters which are indispensable.

Alumni Testimonial

Suraj Yogish Shetty, Vice President - Strategy, PrimeSoft Solutions, Inc

SDMIMD is always going to be close to my heart. I am proud to share that SDMIMD has set a strong foundation for what I am today.

Karthik Balachandran, Head – Wealth & Asset Management, Accenture

It would be an understatement if I were to say that the two years which I spent in SDMIMD were the best two years of my life. While I picked up a whole host of management skills, I also learnt key life skills which I refer back to even today.

Ravindra M.K., Cofounder, BHIVE Workspace

My 2 years MBA at SDMIMD helped me immensely - personally, professionally & also in my entrepreneurial journey. It helped me to get groomed as an all-rounder by its faculty, guest faculty, industry interactions, student committee activities, personality development initiatives, values, world-class infrastructure & diverse batch-mates.

Devansh Joshi, Senior Manager – Planning & Strategy, Medlife

Two years at SDMIMD were the brightest period of my academic life. It equipped me with skills to excel in life. At SDMIMD, we lived and studied with people from diverse backgrounds, interests and talents which helped me to get on-hand experience of cross-cultural environment even before I got into the business world!

Jacob Thomas, Consultant, Tata Consultancy Services

SDMIMD paved the way of knowing , analyzing and interpreting management rather than learning. Practicing work life balance begins at SDMIMD. I learned to be a leader , follower , team player and above all, see and seek value in all areas of work that I am entrusted with.

Saket Suman, Senior Product Manager, L&T Finance

SDMIMD has got one of the best infrastructural facilities and brilliant faculty, a B-school can have. The friendly attitude of the professors and their willingness to always offer a helping hand has made me feel a part of the SDMIMD family. My PGDM at SDMIMD brought clarity of thought, knowledge, confidence, courage and conviction to achieve my goals.

Vishal Gupta, Senior Business Manager, Oracle India Pvt. Ltd.

SDMIMD is an institution and a brand that adds a positive vibe to one's portfolio. Bundle of amazing time, lots of fun, learning and memories. Being an SDMite always helps me walk that extra mile and strive to create new opportunities for myself.



Eminent Personalities on Campus

Convocation Guests

Convocation 1996	Dr. K. Kasturirangan, Chairman, Space Commission, Chairman, ISRO & Secretary, DOS
Convocation 1997	Dr Rangarajan, Governor, Reserve Bank of India
Convocation 1998	Prof. S. Ramegowda, Chairman, AICTE, New Delhi
Convocation 1999	Shri L. K. Advani, Home Minister, Government of India
Convocation 2000	Dr. Raja Ramanna, Chairman, Indian Institute of Science (IISc) And Rajya Sabha member
Convocation 2001	Shri P. S. Subramanyam, Chairman, UTI, Bangalore
Convocation 2002	Sri K. Narsim Shenoy, Chairman, Asea Brown Boveri Ltd. India
Convocation 2003	Mr. Dattarajv.Salgaoca, Managing Director, Salgaocar Group of Companies
Convocation 2004	Mr. S.M. Datta, Chairman, IIM Bangalore, Former Chairman, Hindustan Lever Ltd.,
Convocation 2005	Sri. Amith Judge, Managing Director, Turner Morrison Limited
Convocation 2006	Captain Gopinath, Chief Executive Officer, Air Deccan
Convocation 2007	Sri Venu Srinivasan, Chairman & Managing Director of TVS Motor Company
Convocation 2008	Sri Gopalakrishnan, Executive Director - Tata Sons
Convocation 2009	Swami Sukhabodananda, Prasanna Trust
Convocation 2010	Mr. Ramesh Ramanathan, Founder & Chairman, Janaagraha
Convocation 2011	Mr. K. V. Kamath, Chairman, ICICI Bank
Convocation 2012	Padma Bhushan Shri. S. Ramadorai, Vice-Chairman. Tata Consultancy Services Limited and Advisor to the Prime Minister in the National Skill Development Council
Convocation 2013	Padma Bhushan B. Muthuraman, Vice Chairman, Tata Steel, Chairman, Tata International
Convocation 2014	Mr. Subroto Bagachi, Chairman, Mindtree
Convocation 2015	Shri R. Seshasayee, Executive Vice Chairman, Hinduja Group, India
Convocation 2016	Shri. Arun Maira, Former Chairman, Planning Commission of India Former Chairman, Boston Consultancy Group (BCG)
Convocation 2017	Shri. Rajeev Dubey , Group President - HR & CS, CEO - Aftermarket Sector, Mahindra & Mahindra
Convocation 2018	Mr. N.S. Vishwanathan, Deputy Governor, Reserve Bank of India (RBI)
Convocation 2019	Mr. Kamal Bali, resident and Managing Director at Volvo Group, India

Annual Leadership Talk Guests

Dr. Michael A. Cusumano, Sloan Management Review, Distinguished Professor of Management, Cambridge, USA
Dr. V. Prakash, Director, CFTRI, Mysore
Dr. H. Sudarshan, Honorary Secretary, Karuna Trust
Dr. R. Balasubramaniam, Founder, Swami Vivekananda Youth Movement, Mysore
Anil Sachdev, Founder and CEO, Grow Talent Company Limited & School Of Inspired Leadership
Dr. R.A. Mashelkar, The President, Global Research Alliance
Prof. Gita Gopinath, Professor in Economics, Harvard University
Mr. Sid Mookerji, Global CEO and Co- Founder, Software Paradigms International Group LLP (SPI)
Mr. Salil Ravindran, CFO, Marlabs
Dr Stefan Wilms, Dean of the faculty of Economics and Transport, Heilbronn University, Germany
Mr. Krishnakumar Natarajan, Executive Chairman, Mindtree

Foundation Day Guests

Dr. Devi Prasad Shetty, Founder and Chairman, Narayana Hrudayalaya group of hospitals
Dr. Harish Hande, Ramon Magsaysay Award Winner
Co-founder & Managing Director of Solar Electric Light Company (SELCO) Pvt. Ltd., Bangalore
Mr. Sivakumar, Group-Head, Agri & IT Businesses, ITC Group
Mr. Vivek Kulkarni, IAS (Retd.) & Founder – Brickwork Group
Shri. TS Krishna Murthy, Former Chief Election Commissioner of India
Mr. B. Muthuraman, Former Vice Chairman of Tata Steel
Dr. K Radhakrishnan, Former Chairman, Space Commission and Former Chairman, ISRO



About Mysuru

The city of Mysuru is the cultural capital of the state of Karnataka. The city is known for its majestic, mystical and mesmerizing beauty. Located 770m above sea level and 140 kms from Bangalore. Also known as the City of Palaces, Mysuru retains a quaint charm that never fails to enchant. From ancient times, this district has played a significant role in the history of South India. Mysuru District is a popular tourist destination offering several attractions ranging from the royal splendour of Mysuru City and its fabulous Dasara Festival to exquisite temples, pilgrimage centres and scenic spots. Mysuru is ranked the fifth-best city in India in which to conduct business and the second-cleanest city in India. Mysuru has emerged as the hub of the tourism industry in Karnataka, attracting about 2.5 million tourists every year. Some of the places of interest in the city are Mysuru Palace, Krishna Raja Sagara, Jaganmohan Art Gallery, Brindavan Gardens, Lalitha Mahal, Chamundi Hills, Mysuru Zoo, Folk Lore Museum and many more. Traditionally, Mysuru has been home to industries such as weaving, sandalwood carving, bronzework, and the production of lime and salt.[1] The planned industrial growth of the city has led to the establishment of many industries and also projected as alternative IT hub for Bangalore.

Connectivity

Mysuru is well connected with trains from all major cities. From Bangalore to Mysuru, there is a train running every hour. It is also well connected through roads. Every five minutes, luxury buses run between Mysuru and Bangalore. Also Mysuru is connect to Hyderabad and Chennai directly through flight.

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