

DIRECTOR'S REPORT: 2010 - 11

INTRODUCTION

I have pleasure in presenting the report on the activities of SDMIMD for the year 2010-11. The year has been satisfying on various fronts after a trying period in the precious years as a result of the global meltdown.

New Initiatives:

The world is seeing change as never before. Words that did not exist just a few years ago – Facebook, Twitter and Tweeting are becoming integral parts of our lives and the new , young generation. This places a heavy challenge and opportunity on the world of education – how to stay abreast of not just changing technology and processes but a whole new culture and character that is almost alien to the older generation. I also find that the span of a generation is no longer dictated by age but the advent of new technologies . As a part of our continuous efforts to be relevant and different detailed review of the PGDM curriculum was undertaken in the year and revised curriculum will be into place for the coming academic year with the approval of the academic advisory board.

Tie ups

We have signed an MOU with the National Stock Exchange for launching a joint NCCMP (NSE Certified Capital Market Professional) program at our Institute. This would give interested students an additional qualification and competence as they leave the institute.

We have also signed an MOU with Centennial College, Toronto, Ontario, Canada to add to our existing international collaborations with Texas A & M and Shanghai University China.

As part of an International Student Exchange Program with SDMIMD, Mysore, Faculty and Honours Students of Management from MAYS B-School at Texas A&M University visited Mysore from 08-15 Jan 2011.

A team of students and faculty from Brazil, Russia, India, China and South Africa (BRICS) visited SDM IMD during November 2010.

B-School Ranking

We continue to hold our place in the annual B school rankings conducted by various agencies. To name a few :

- ❖ **Preferred B-school** in South India (**The Week: 2010**)
- ❖ **20th rank** among private B-school (**Cfore Open Survery 2009**)
- ❖ **11th rank** (Top B-schools of Excellence) (**Competition Success Review**)
- ❖ **A++ (Business India)**

PGDM PROGRAM

A total of 119 students were admitted during the year . What has been heartening for us is that each year the average CAT percentile for SDMIMD has been increasing. This reflects the good image that we have been building up over the years. This has been possible due to the efforts of the faculty in ensuring quality of the PGDM programme and the success of our alumni in the world outside. We continue to ensure academic rigor through faculty focus, class discipline and broad coverage of subjects both as core and electives.

The Certificate Program in Business Management CPBM - an Executive version of the Post Graduate Diploma in Business Management commenced from July 2010. We had 13 students in the batch and the response has been good. These students will receive their certificates next week.

ADMISSIONS

In the current year the application received for the PGDM Programme declined to 1413 primarily on account of fall in CAT enrollment by about 1,00,000 and massive recruitment of Engineers by leading recruiters. However, there has been an improvement in the quality of applications received by us. This is reflected by an increase in the percentage of candidates with 70 and above CAT/XAT scores.

PLACEMENTS

Placements Committee at SDMIMD was reconstituted for the placements season of 2010-11. Based on the feedback from the students, initiatives by the students to approach new companies inviting them to the campus was encouraged. In addition to the personality development training and assessments by the external agencies, emphasis was given for conducting mock interviews and practice interviews for the second year students.

In the present placements season, 41 companies have recruited or conducted placement selection process for the SDMIMD students. 115 students were fielded for the campus placements process out of the 119 students present and 4 students opted out of the placements due to their own reasons such as entrepreneurial ambitions. In addition to our regular recruiters, several new recruiting companies have offered placements this year.

The number of MBA graduates available for the recruiters at lower salaries in other towns has increased. This is due to the increase in number of B Schools in the last few years. In addition, the demand for engineering graduates has also increased due to improved employment scene this year. This has led to a net stagnation or reduction in the number of MBAs being hired. SDMIMD has a challenge to maintain its key characteristics of differentiation and highlight the same in attracting quality recruiters. Our alumni have a key role to play in this regard. Constant efforts are on to address these challenges.

STUDENT ACHIEVEMENTS

This year was a busy and successful year in terms of student activities on and off campus. Students achieved high degree of success & recognition in competitions and conferences held at various B-schools across the country.

During the year our students won a total number of 13 Awards in various events at Management Fests all over India. What has been a matter of great pride and satisfaction is that our students have shown that they are as good as any others in the country by winning in events that had the cream of the nation.

Team SDMIMD won the NESTLE Marketing Case Study Competition held at IIM Ahmedabad . Our team was shortlisted for the finals from a field of 176 B-Schools. In the finals they emerged winners from amongst the finalist teams including IIMA, IIMB and SP Jain Mumbai. I am sure you will all agree this is indeed creditable.

The MBA Education Center of Guangdong University of Foreign Studies (GDUFS), hosted The Association of BRICS Business Schools ABBS had a BRICS Students Meet from **March 26 to March 27, 2011** in Guangzhou, China. Students and faculty from Brazil, Russia, India, China and South Africa participated. In the students Case Competition the SDMIMD team of Swosti Panda and Sriikiran won the 2nd prize. Their case was on the SKDRDP Initiative of Dharmasthala.

Amulya Kulkarni, first year student was elected as the Youth Facilitator for the International Conference on Youth and Children – Let’s Take Care of our Planet, Brasilia 2010 in June 2010.

PROFESSIONAL ACTIVITIES BY FACULTY MEMBERS

Research & Publications by Faculty

During the year 12 articles and research papers by our Faculty members were published in professional journals and were presented in both National and International Conferences.

Conferences, Seminars, Guest Lectures & Workshop attended by Faculty & Staff

Apart from teaching, faculty members are regularly invited by various B-Schools and organizations to deliver guest lectures at conferences, seminars, workshops and also teaching at other B-Schools. Some of our faculty are invited regularly to offer courses at the IIMs.

SDM IMD Journal

We published a journal “SDMIMD JOURNAL OF MANAGEMENT” – a Bi Annual Publication. The first issue was released during March 2010.

Conclusion

Management education seems to be going through a challenging period. In the last few years it is estimated that the number of institutions offering business management courses has gone up from about 1700 to 3900. The capacity of many schools has also increased substantially. The improvement in the economy has increased demand for graduates from colleges. This coupled with the severe competition for good institutions has reduced the demand for management education. This is reflected by the lower number of applications received for admissions in B-Schools and also the feedback from the coaching centers on lower enrolments. An added factor is increasing competitions amongst B-Schools both due to the increase in number of B-Schools and the increase in capacity and intake of existing B-Schools.

As in other cases this offers both opportunities and challenges. The year will see the need to increase our presence in the academic area through research and publications, Management Development Programs, Consulting and related activities. I am sure all of us at SDMIMD will rise up to the challenge and live up to the faith that all of you have placed in us.

To conclude, on behalf of myself and all my colleagues my sincere thanks and gratitude to our Chairman Dr. D.Veerendra Heggade for his continued support and encouragement at all times. The faith he has placed in us is always reflected by the interest and enthusiasm he shows in all our activities and the spontaneity with which he approves of our suggestions and initiatives. Our Vice President, Sri D.Surendra Kumar, Secretary, Prof. S.Prabhakar continue to engage themselves with SDM IMD in a very passionate and encouraging manner that has helped us in our progress. The members of the Governing Council have been friends and guides to me and my colleagues. We benefit tremendously from the wisdom of the members of the Governing Council and Advisory Board who have always been available to us. They have been generous in giving us their time and wisdom. My faculty colleagues and staff continue their good work in the true tradition of Dharmasthala service. I am proud and happy to say that It is no exaggeration that every single visitor on Campus has very positive words to say about their experience on Campus. We are always alive to the need for us at SDMIMD to live up to the 800 year Dharmasthala tradition of service to people.

Thanks also to the numerous well wishers who give us the impetus to strive even harder.

Dear students, we have had an interesting year. As is to be expected, there have been differences in perspectives between the students and the faculty. We have always done what we believe is in the best interest of the student and the reputation of the institution we are responsible for. You have co-operated with us and helped us hold the SDM IMD flag high through your participation, involvement and achievements. Your sincerity, commitment and performance are the rewards we get for our efforts and makes the journey pleasant and worthwhile.

We are all truly blessed to be part of this great institution called Dharmasthala – I am not sure any one of us will really understand how great this group is. I am confident you will continue to uphold and build on this great heritage you are part of. God bless all of you and all the very best in your future endeavours.

Thank you Ladies & gentlemen for your attention.

Ramesh Venkateswaran

Director

8 April 2011