



30

GLORIOUS YEARS
OF
HONOURING A
COMMITMENT





Dharmasthala

The word 'Dharma' traditionally means religion, ritual, duty, righteousness, and alms. It also implies justice, truthfulness, freedom from fear, faith, solace, fulfillment and peace.

Dharmasthala is the perfect embodiment of the word “Dharma” for it displays every shade of meaning with which this word is inspired from.

- ★ To those that come for worship, Dharmasthala represents religious tolerance wherein caste, creed and faith of pilgrims are no bars.
- ★ To those that come for justice at Dharmasthala without any legal formality or argument Shri Heggade dispenses justice, acting in the tradition of his ancestral role as the Heggade and as representative of the presiding deity.
- ★ To those that come in need, Dharmasthala is an Oasis, where succour, solace and hope abound in the serenity of the temple and in the free hostelrys that provide food and shelter.
- ★ And, to those that come in curiosity, Dharmasthala is a miracle of paradoxes. Here different faiths co-exist in harmony just as traditions make room for experimental services. High or low, rich or poor, devout or atheist, at Dharmasthala all are equal.

Having expanded the meaning of Dharma to encompass the advancement of society at large, Dharmasthala has played an active role in bettering the lives of communities far and wide. Its initiatives have aimed at renewing the faith and hope within, so that people may be helped to help themselves.

SDMIMD is promoted by Shri Dharmasthala Manjunatheshwara Educational Trust. Under the inspiring leadership of our Chairman, Dr.D.Veerendra Heggade, the trust has played an active role in empowering people and bettering the lives of communities in Southern Karnataka.

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THE INSTITUTE

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

SDMIMD is promoted by Shri Dharmasthala Manjunatheshwara Educational Trust, a much admired non-profit educational trust that runs over 40 recognized educational institutions in Karnataka, including Engineering, Medical and Dental colleges. Part of the venerable 700 year old Shri Dharmasthala Temple, the Trust under the able leadership of our visionary Chairman, Dr. D. Veerendra Heggade has played an active role in empowering people and bettering the lives of communities in Karnataka.

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



SDMIMD's PGDM Program is accredited by ACBSP (Accreditation Council for Business Schools and Programs), USA, and EFMD (European Foundation for Management Development), thus becoming the first institute in India to get the dual accreditation of ACBSP and EFMD-EPAS and we continue to be the only school which has EPAS (now this is called EFMD Program accredited). The Institute is also now a Member of AACSB (Association to Advance Collegiate Schools of Business) bringing it on a contact base with leading B Schools of the world. SDMIMD is only the second school in the country to be assessed for comprehensive impact assessment and has been awarded BSIS (Business School Impact System) certification by EFMD. The Institute also has Diamond Rating by QS-I Gauge, Indian wing of the global ranking agency QS World Rankings, London.

With the intention of strengthening the PGDM program and providing students and faculty with international exposure, the Institute has entered into partnership with over fifteen universities across the globe.

SDMIMD takes immense pride in its distinguished faculty, comprising renowned scholars in their respective fields who inspire through impactful teaching and extensive research contributions. The institute is committed to academic rigour and fosters a holistic learning environment that nurtures socially conscious leaders and responsible managers. With learner-centric pedagogies and an industry-aligned curriculum, SDMIMD fosters a vibrant educational environment that empowers students to excel and contribute positively to society.

The students of SDMIMD are highly sought after by the Industry due to their exceptional academic training, ethical values, and practical skills. With consistent placement records and strong industry connections, they are well-equipped to make a meaningful impact in the corporate world.





Dr. D Veerendra Heggade
Chairman of the Governing Board.

Chairman's Message

By the blessings of Lord Manjunatheshwara, when I thought of establishing a world class higher management institute in Mysore, the picture I had in mind was of attracting the bright young minds of India and giving them the necessary values and knowledge to become young leaders in management and business in a global environment, rooted in the Indian value system that is inherent in all of us. Thus, Sri Dharmasthala Manjunatheshwara Institute for Management Development (SDMIMD), Mysore was born in 1993 as part of the educational institutions initiated by the Sri Dharmasthala Trust.

This year, SDMIMD has completed 30 years, and it has been a glorious journey of achievements in line with the Vision and Mission as conceived at the time of inception. The Institute has made a significant mark at the National and international arena of B Schools in terms of student value addition, exemplary campus placements and International and National recognitions for its achievements and initiatives. Starting with a student intake of 60, today the SDMIMD's PGDM Program intake is 240 and in 2024, with the addition of the New Girls' Hostel Block, the Institute boasts of having 480 students residing and studying in the Campus which is recognized as one of the most serene and beautiful institutional campuses in the Nation.

In this journey, Prof. S Prabhakar, the erstwhile Secretary of the Trust and the successive Directors of the Institute have played a significant role in giving direction, encouraging various activities, setting up systems for quality and academic rigour and in planning the necessary outcomes. All of which have resulted in attracting the best faculty and student talent and top level recruiters for campus placements as well as resulting in higher level faculty research.

I wish to convey my blessings and best wishes to all the past and present Directors, faculty and staff members, alumni and current students and thank them for their contributions in making SDMIMD successful.

Dr. D Veerendra Heggade

Chairman of the Governing Board
SDMIMD

Shri. D. Surendra Kumar
Vice President, SDME Trust



Message from Vice President

SDMIMD always has a special place among all the educational institutions established by our Trust. Since its inception and initiation at Mysore by my revered brother Dr. Veerendra Heggade, the Institute has moved from strength to strength to become one of the leading higher management institutes in the Nation.

In this epoch-making journey, the role of Professor S Prabhakar, the erstwhile Secretary of the Trust for over 27 years has been phenomenal in terms of setting the direction for the Institute, interventions in various policies related to faculty members, quality standards in academic activities.

In addition, the successive Directors of the Institute have played a stellar role in making SDMIMD stand out among the autonomous institutions in the country by instituting the academic rigour, participating in international accreditation, attracting major recruiters and deserving meritorious students as well as closely interacting with the Trust management to infuse the necessary resources.

I thank all the past and present Directors, faculty members, staff members, alumni and students for their contributions and support and wish them the best in their life and career.

D. Surendra Kumar

Vice President

SDME Trust



Prof. S. Prabhakar
Secretary, SDME Trust

CITATION

Prof. S Prabhakar has been actively involved with SDMIMD from its inception in 1993 till about 2 years ago as the Secretary of the Sri Dharmasthala Manjunatheshwara Educational Trust(R).

Prof. S. Prabhakar was born in Sooralu, Udupi Taluk. After finishing School education in Moodbidri, he completed pre-university education from M G M College, Udupi. He studied Master of Arts in the University of Mysore and secured First rank. He has authored 3 books and edited 18 books. In the publishing industry, he has worked as the Editor of Manjuvani, a monthly periodical.

He excelled as a college Professor in Bangalore; as a Secretary of SDME Trust for several years and also as the Vice-President of the Trust. He also has experience as a member and president of various committees in Mangalore University. He has contributed for developing the All India Radio, Mangalore Station. He was actively involved as a Secretary of the Conference on Literature of All the Religions held at Dharmasthala in the year 1972. He has served in top positions at various educational institutions and also as President at taluk level literature conferences. A multifaceted personality, his areas of interest are Agriculture, Dairy farming, Cricket, Tennis, Badminton, Table Tennis. He has traveled to several countries in Europe & US.

Prof. S. Prabhakar as the Secretary of the Trust, was closely involved in setting the direction, making policies and procedures for ensuring the success of SDMIMD in its journey of adding value and knowledge to deserving students and all stakeholders. Prof. Prabhakar was instrumental in instituting faculty teaching and research standards, responding to stakeholder feedback on improving the Institution in various spheres. His vision and guidance have steered the Institute to where it is today.

The Director, faculty and staff members, alumni and the students thank Prof. Prabhakar S., for his stellar contributions to the Institute and express their gratitude and best wishes for a long and healthy life.



Dr. N.R. Parasuraman
Former Director & Director Emeritus
SDMIMD

Dr. N R Parasuraman joined SDMIMD in 1998 as a faculty member in the Financial Management area. Prior to his joining SDMIMD, he already had valuable experience as the Company Secretary in a well-known bank as well as a financial analyst in the capital markets. He held the appointments of Dean Academics for about 3 years and in 2011 became the Director of SDMIMD. He has been the longest serving Director of SDMIMD for a period of 12 years. In appreciation of his stellar contributions to the Institute, he was retained in the Institute as Director Emeritus from June 2024, however due to a sudden health issue he opted for retirement in October 2023.

Dr. Parasuraman's major contributions to the Institute focused on strengthening the core by bringing in academic rigour, National and international accreditations of NBA, ACBSP, EFMD and BSIS, thus adding immense value both to the students as well as the Institution as a whole.

In his 25 years long service as a teacher, research scholar and author he made several significant contributions including publication of his book on Financial Management which became a nationally popular as a regular textbook in addition to the other books he has authored. He was a visiting faculty at several foreign B schools including the British University in Dubai (BUID) and SHUMBA, China. His leadership achievements were recognised internationally, and he was on the main council of the European Federation for Management Development (EFMD) for more than 3 years. He was instrumental in encouraging and promoting faculty research activities that has taken the Institute far ahead of several well-known B Schools. Dr. Parasuraman also mentored several faculty members and students as a senior faculty member as well as being the Director of SDMIMD.

Director, faculty and staff members, the alumni and the students express their heartfelt gratitude and thank Dr. N R Parasuraman for his epoch making contributions in making SDMIMD a top level choice for students and recruiters from all over India.



Dr.(Lt Col) Prasad SN
Director-SDMIMD

Director's Message

Dear Student Aspirant,

SDM Institute for Management Development's journey of 30 years has seen it move from strength to strength and due to demand from students and the environmental change seen in the Indian economy, we increased the intake to 240 in the academic year 2023-24. Once again for the PGDM Batch 2024-26, we had an overwhelming response.

In the last one-year, new faculty members with industry experience with apt qualifications have joined SDMIMD, evidently resulting in relevant value addition to the students. We have introduced AI in Teaching and Learning in the form of providing class session notes and summary, conduct of modular tests with evaluation of on the desired parameters.

We are in the process of securing AACSB Accreditation for the PGDM Program and our EFMD Accreditation saw a successful renewal for the second time. SDMIMD secured a Diamond Rating from the QS-iGauge.

SDMIMD placements have been excellent for the last season, and we have already placed several students of the outgoing batch of 2025 and our regular recruiters have scheduled the campus interviews.

SDMIMD is a vibrant Campus with frequent and engaging student activities with great opportunities to showcase your talents and make a mark in the form of art, culture, oratory, sports and hobbies.

We look forward to the presence of meritorious students at SDMIMD and we are sure that once you become an SDMite, the memories of your time spent at SDMIMD will remain forever cherished in your mind.

Thanking you with warm regards

Dr.(Lt Col) Prasad SN

Director-SDMIMD



Dr. S. Saibaba
Chairperson-Admissions
Assistant Professor - Marketing

Message by Admission Chairperson

Dear PGDM Aspirant,

Since its establishment in 1994, SDMIMD has been dedicated to nurturing socially conscious leaders, responsible managers, and visionary entrepreneurs. We offer a holistic learning experience that combines classroom instruction, industry interactions, case discussions, experiential learning projects, peer collaboration, and teamwork. These dynamic experiences are designed to unlock your potential for exceptional personal and professional growth.

Guided by the Sri Dharmasthala Manjunatheshwara Educational Trust and the visionary leadership of Dharmadhikari Dr. D. Veerendra Heggade, SDMIMD is committed to delivering outstanding management education. Our 30 years of dedication have earned us international recognition and prestigious accreditations, including EFMD, ACBSP, and QS-I-Gauge 'Diamond' rating. NBA accreditation and AIU's equivalence to an MBA further solidify our reputation. Our collaborations with 18 esteemed global universities reflect our global reach and consistently place SDMIMD among India's top 50 management schools.

At SDMIMD, we are deeply committed to fostering leadership development through quality education grounded in moral principles. We adopt learner-centric pedagogies and innovative techniques, leveraging technology for effective learning. Our industry-aligned curriculum ensures practical understanding through case studies and meaningful industry interactions. Our academic conferences and vibrant student clubs further enrich the learning experience.

Our PGDM program at SDMIMD is not just about management excellence but also about instilling ethical values. This unique blend offers a transformative learning journey. Our distinguished faculty, known for their inspiring teaching and significant academic contributions, ensure our students are well-prepared for successful careers. Our strong placement record is a testament to the trust recruiters place in our graduates.

Unlock your potential and embrace excellence with SDMIMD—experience a transformative journey that prepares you for the future.

Dr. S. Saibaba

Chairperson - Admissions

Our Vision

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

Our Mission

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

SDMIMD will advance management thinking and practices that draw upon the best of Indian wisdom, are successful in dealing with change and effective and inclusive in value creation for the individual and society.

Our Credos

We believe that:

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



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

GOVERNING BOARD

Dr. D. Veerendra Heggade Dharmadhikari, Shri Kshetra Dharmasthala Chairman, SDMIMD, Mysuru	Sri. T.R. Parasuraman President and Whole Time Director Toyota Industries Engine India Pvt. Ltd.
Sri. D. Surendra Kumar Vice President SDM Educational Trust, Ujire	Prof. Archana Shukla Director Indian Institute of Management Lucknow
Prof. S. Prabhakar Secretary SDM Educational Trust, Ujire	Dr. V. Kovaichelvan Director TVS Institute for Quality & Leadership Bengaluru
Sri. Shreyas Kumar Director-Projects SDME Trust & Society, Ujire	Sri. Pavan G Ranga Managing Partner - N R Group CEO, Rangsons Technologies, Mysuru
Dr. Bhimaraya Metri Director Indian Institute of Management (Nagpur)	Mr. Viju Parameshwar Former President, Kluber Lubrication (India) Ltd. Member, Governing Council of IIT, Pallakad Nominated by the AICTE, Government of India
Sri. Kamal Bali President & Managing Director Volvo Group India, Bangalore	Dr. N. Muthukumar President & Chief Operating Officer Meritor HVS (India) Limited
Dr. H. Chaturvedi Chief Educational Advisor Birla Academy of Art & Culture Alternate President - EPSI	Dr. (Lt Col) Prasad S N Director Professor-Strategy & General Management SDMIMD, Mysuru
Sri. Samit Ghosh Founder, Chairman Ujjivan Small Finance Bank, Bengaluru	Prof. C.V. Sridhar Assistant Professor-General Management SDMIMD, Mysuru Ex-officio Member
Sri. R. Venkatanarayanan President-HR, IT and Education Rane Holdings Ltd., Chennai	Mr. Vijay Mane President - Prerana (SDMIMD Alumni Association) Ex-officio Member
Sri. Nagaraj Ijari Former Senior Vice President Global Head - HiTech Business Unit Tata Consultancy Services	
Mr. Nishit Jain Senior Special Advisor Asia EFMD	

FACULTY



Dr. (Lt Col) Prasad SN

ME, PGDM, MDBA, Ph.D

Director, Professor - Strategy and General Management



Dr. Mousumi Sengupta

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

Professor - OB & HRM



Dr. Mohamed Minhaj

MCA, M.Phil, Ph.D

Professor - Systems



Dr. S Vasumathy Hariharan

MBA, MCOM, MFM, Ph.D.

Professor - Finance



Dr. Neetu Ganapathy

M.Sc., MDBA, Ph.D

Associate Professor-Systems



Dr. Srilakshminarayana G.

M.Sc., Ph.D.

Associate Professor
Quantitative Methods



Dr. M. Sriram

MBA, FCMA, M.Com, MPhil, Ph D

Associate Professor - Finance



Dr. Venkatraja B.

MA, Ph.D

Associate Professor - Economics



Dr. Nanda Kishore Shetty

PGDPM, Ph.D

Associate Professor - Marketing



Dr. Keerthan Raj

MBA, Ph.D

Associate Professor-Marketing



Dr. L. Gandhi

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

Associate Professor - OB & HRM



Prof Girish Gopalarao

B.E., M.Tech

Associate Professor - Systems &
General Management



Prof. C.V. Sridhar

B.E., MBA

Assistant Professor-General Management



Dr. S. Kannadas

MBA, M.Phil, Ph.D

Associate Professor-Finance



Dr. Anand Ellur

PGDM, Ph.D

Associate Professor-Operations



Dr. S. Saibaba

MBA, MFM, MA, MPhil, Ph.D

Assistant Professor - Marketing



Dr. K. Riyazahmed

MBA, Ph.D

Assistant Professor - Finance



Dr. Anand Sasikumar

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

Assistant Professor - Operations



Dr. Sunil M.V.

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

Assistant Professor-General Management



Dr. Mamta Hegde

PGDBM, MBA, Ph.D

Assistant Professor -OB & HRM

Adjunct Faculty

Dr. Radhakrishnan S.

Telfer School of Management, University of Ottawa

Dr. Stephen Aro-Gordon

Muscat College, Department of Business and Accounting

Ms. Sheetal Mohithe

Trainer, Coach & Consultant for softskills

Dr. Ramesh Babu Grandhi

Training and Consultant-Technologies

Dr. Vinod Madhavan

Consultant

HONOURING A COMMITMENT OVER 30 YEARS

Convocation Chief Guests

PGDM 1994-1996

Dr. K. Kasturirangan

Chairman, Space Commission,
Chairman, ISRO & Secretary, DOS

PGDM 1995-1997

Dr. S. Rangarajan

Governor, Reserve Bank of India

PGDM 1996-1998

Prof. S. Ramegowda

Chairman, AICTE, New Delhi

PGDM 1997-1999

Sri. L. K. Advani

Home Minister, Government of India

PGDM 1998-2000

Dr. Rajaramanna

Chairman, Indian Institute of Science
Rajya Sabha Member

PGDM 1999-2001

Sri P. S. Subramanyam

Chairman, UTI, Bangalore

PGDM 2000-2002

Sri K. Narsim Shenoy

Chairman, Asea Brown Boveri Ltd. India

PGDM 2001-2003

Sri. Dattaraj V. Salgaocar

Managing Director, Salgaocar Group of Companies

PGDM 2002-2004

Sri. S.M. Datta

Chairman, IIM Bangalore
Former Chairman, Hindustan Lever Ltd.

PGDM 2003-2005

Sri. Amith Judge

Managing Director, Turner Morrison Limited

PGDM 2004-2006

Captain Gopinath

Chief Executive Officer, Air Deccan

PGDM 2005-2007

Sri. Venu Srinivasan

Chairman & Managing Director of TVS Motor Company

PGDM 2006-2008

Sri. R. Gopalakrishnan

Executive Director - Tata Sons

PGDM 2007-2009

Swami Sukhabodananda

Prasanna Trust

PGDM 2008-2010

Sri. Ramesh Ramanathan

Founder & Chairman, Janaagraha

PGDM 2009-2011

Shi. K.V. Kamath

Chairman, ICICI Bank

PGDM 2010-2012

Sri. S. Ramadorai

Vice-Chairman, Tata Consultancy Services Limited
Advisor to the Prime Minister in the National Skill
Development Council (NSDC)



PGDM 2011-2013

Sri. B. Muthuraman

Vice Chairman, Tata Steel
Chairman, Tata International

PGDM 2012-2014

Sri. Subroto Bagchi

Chairman, Mindtree

PGDM 2013-2015

Sri. R. Seshasayee

Executive Vice Chairman, Hinduja Group

PGDM 2014-2016

Sri. Arun Maira

Former Chairman, Planning Commission of India
Former Chairman, Boston Consultancy Group (BCG)

PGDM 2015-2017

Sri. Rajeev Dubey

Group President - HR & Corporate Services
CEO - Aftermarket Sector, Mahindra & Mahindra

PGDM 2016-2018

Sri. N.S. Vishwanathan

Deputy Governor, Reserve Bank of India (RBI)

PGDM 2017-2019

Sri Kamal Bali

President and Managing Director, Volvo Group

PGDM 2018-2020

(was deferred on account of the Covid-19)

PGDM 2019-2021

Sri. T.R. Parasuraman

Deputy Managing Director
Toyota Industries Engine India Pvt. Ltd.

PGDM 2020-2022

Smt. Pankajam Sridevi

Managing Director
Commonwealth Bank of Australia (India)

PGDM 2021-2023

Sri L. Ganesh

Chairman and Managing Director, Rane Holdings

PGDM 2022-2024

Sri Sanjay Koul

Chairman and Managing Director, Timken India Ltd.

FORMER DIRECTORS

SDMIMD remains thankful to all Directors of the Institute who have led the strategic thrust of the institute over the years..



Prof. A.V. Shanmugam
1993-1996



Prof. Malathi Bolar
1996-1999



Prof. A.K. Rao
1999-2004



Prof. J.M. Subramanya
2004-2007



Prof. Ramesh Venkateswaran
2007-2011



Prof. N.R. Parasuraman
2011- 2023

INSTITUTIONAL MILESTONES



- **1993** – Dharmadhikari Dr. Veerendra Heggade establishes SDMIMD at the Vinoba Road, Mysore location in an existing building
- **1994** – The First batch of PGDM with AICTE Approval commences with student intake of 60.
- **1999** – Certificate Program in Business Management (CPBM) commences.
- **2001** – Student intake increased to 120
- **2004** – Institute commences the PGDM 2004-6 Batch in the picturesque New Campus below the Chamundi Hills.
- **2009** – Start of the Student Exchange Program with May's B School, Texas A&M University.
- **2011** – Student intake increased to 180, awarded NBA Accreditation for 3 Years
- **2014** – NBA Accreditation renewed
- **2015** – Brickworks Ratings awarded
- **2017** – Award of international accreditation by ACBSP and EFMD, several other Student Exchange Programs increased to 10, NBA Accreditation renewed
- **2018** – Commencement of One Year PGPM, increase in number of international student exchange programs to 14
- **2019** – BSIS Accreditation awarded
- **2020** – EFMD Accreditation renewed, QS IGauge 'Diamond' Rating awarded, NBA Accreditation renewed. Extensive infrastructure for online classes developed to ensure seamless scheduling during covid period.
- **2022** – International Student Exchange programs increased to 18
- **2023** – EFMD Accreditation renewed, student intake increased to 240, AACSB accreditation process commenced
- **2024** – AI for Teaching and Learning in classroom commences as regular feature, New Girls' Hostel Block completed. NBA Accreditation renewed.



PROMINENT SPEAKERS ON CAMPUS

Mr. Nagi Rao
Founder-Chairman, EqualizeRCM, USA

Ms. Poornima Srihari
Senior Delivery Manager, Infosys

Mr. T. V. Mohan
Country Head & MD – India,
Andreas Maier Workholding Technology Pvt Ltd
(Subsidiary of AMF - Germany)

Mr. Lokesh Venkataswamy
CEO, and Managing Director, Innomantra

Mr. Vijaykrishnan Venkatesan
Managing Director, Kennametal India Ltd

Mr. Sriram Ranganathan
VP & Global Head-Taxation, Wipro Ltd

Dr. Basavaraju R
Executive Director, GRAAM

Mr. Pravin Iyer
Managing Director, Relicare Tech Services,

Dr. Anandakuttan B. Unnithan
Mentor Professor- Marketing Management
IIM Kozhikode

Mr. Manoj Pasangha
Deputy CEO, IIFL Samasta Finance Limited

Mr. Stanley Jacob
Zonal Brand Building Head
Ultratech Cement Ltd

Dr. Abhilash Misra
CEO, NSE Academy, Mumbai

Sri. Udaya Kumar Hebbar
Managing Director, CreditAccess Grameen Ltd.



Dr Christian Hitz

Senior Lecturer and Director of Studies in Data Science Zurich University of Applied Sciences, Switzerland

Dr Sudharshan Reddy Paramati

Chair Professor of Financial Economics and Climate Change, School of Business, University of Dundee,

Mr. Harsha Adya

Managing Director
Würth Elektronik India Pvt. Ltd.

Mr. Naganagouda S.J.

Vice President and Head - Human Resources
Global Edge, Capgemini

Mr. Manas Martha

Senior Vice President – HR and CHRO
TTK Prestige Ltd.

Dr. S. Devarajan

Sr Vice-President
TVS Motor Company

Dr. Kamlesh Vyas

Partner at Deloitte

Mr. Venkatanarayanan R

President - HR & CHRO
Rane Group; PCC (ICF)

Dr. Augustus Azariah

Employee & Labor Relations Leader, Kyndryl
Asia Pacific Middle East & Africa

Mr. Ashok Balaram

Managing Director
EqualizeRCM Services

Shri. Awibhawan Dhakharia

Head Liebherr Aerospace and Transportation

Mr. Ranganathan S.

Chief Financial Officer
Automotive Axles (India)

THE SDMIMD JOURNEY

ADDING VALUE TO ACADEMICS, SCHOLARS, LEARNERS AND EXECUTIVES

SDMIMD since its inception is involved in encouraging, promoting and conducting various connected activities in addition to the 2 Year Residential PGDM Programme.

SDMIMD specializes in conducting customized Corporate Management Development Programs for Mid to Senior Level executives from across the industry spectrum. The value addition made by these programs has resulted in several repeat client organizations vouching for the SDMIMD faculty quality, planning and delivery of these programs.

SDMIMD faculty members have been highly active in producing top level research publications in reputed international journals taking SDMIMD to be one of the top management research institutions in terms of per capita publications.

Faculty Development Programs and the Research Development Programs for faculty and scholars from other institutions across India is a popular feature at SDMIMD for which we have seen overwhelming response.

On the education innovation front, SDMIMD has been a pioneer in introducing AI in Teaching and Learning in classrooms benefiting both the faculty members and the students.

SDMIMD regularly holds up to five international conferences on Leadership, Finance, Marketing, Human Resources and Economics in each academic year spread over from August to January. Each one of these conferences are highly subscribed with several path breaking research papers presented by the research scholars.

SDMIMD's collaborations with technologically advanced organizations such as TCS-ION, Infosys Spring Board, the National Stock Exchange and KPMG by bringing them to the Campus with their proprietary software and technology inputs as practitioners adds immense value in the learning journey of students and faculty members.

SDMIMD's Research Centre for Management Studies publishes the SDMIMD Journal of Management, the Contemporary Research by Faculty, the Case Studies by Faculty and Excerpts of Selected Summer Internships every year and these have been highly appreciated by the recruiters and the academic fraternity. SDMIMD students regularly publish research papers both as joint authors with the faculty and as independent authors in reputed journals.

SDMIMD students regularly participate in business fests and events at other locations across the Country and have won prizes and accolades.

SDMIMD invites reputed achievers and leaders from the corporate, social and academic arena to deliver guest lectures, key note speeches and for giving opportunity for students to interact with them regularly and a glimpse of the same is available at the end of this brochure.

The non core activities at SDMIMD add value to the academic pursuits at SDMIMD for all the stake holders and thus creating the overall effectiveness of creating young leaders with well rounded personality.

INITIATIVES

Artificial Intelligence Supported Teaching Learning System

SDM Institute for Management Development has initiated the Artificial Intelligence driven teaching learning process recently. This is to integrate the contemporary technological advancements to support the students and faculties.

Generative Artificial Intelligence (Gen AI) driven by large language models (LLM) are used to facilitate the following aspects as of now.,

- Lecture capturing system which generates transcripts in the form of notes and summary to facilitate students and improve lecture attention.
- Automated question generations as question banks to facilitate faculty course evaluation through multiple choice questions generated based on prescribed difficulty levels.
- Automated test conduct and evaluation to facilitate the faculty on continuous course evaluation through module level tests.
- Topical resource support to faculty with contemporary content relevant to the topic of the class session.

SDMIMD and Infosys MoU for Springboard Platform

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

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

ESG - The new initiative for PGDM

The flagship program of the Institute being the two-year full-time residential PGDM (Post Graduate Diploma in Management) program has incorporated the ethical and value-based components in all the courses wherever possible to inculcate the ethical orientation among students who eventually become the drivers and captains of the industry after passing out in the near future.

In line with the movement to align with the Sustainable Development Goals (SDGs) announced by the UN, and the prominence being given to the Environmental-Social-Governance (ESG) dimensions, SDMIMD will be offering a modular specialization and certification for students to study ESG-related courses in addition to their chosen PGDM specialization. The Institute has planned several activities in this regard including MDPs, conferences, and conclaves.

In summary, this initiative on the ESG in several associate ways is focused at,

- Enhanced value creation for the student in terms of knowledge, openings for analysis, synthesis and creativity
- Enhanced opportunities for esteemed employers who value the ESG focus to employ our students certified with ESG courses

ACCREDITATIONS



EFMD Program Accreditation - 2nd Renewal

Recognizing the quality of management education and Internationalization at Shri Dharmasthala Manjunatheshwara Institute for Management Development (SDMIMD), Mysore, the global accreditation body **European Foundation for Management Development (EFMD)** has reaccredited SDMIMD's flagship program – Post Graduate Diploma in Management (PGDM), for a further period of 3 years from 2023. It may be recalled that the program was first accredited in 2017 for 3 years, followed by a renewal of this in 2020 for 3 more years.



Dr. D Veerendra Heggade, Chairman of Shri Dharmasthala Manjunatheshwara Institute for Management Development, Mysore (SDMIMD), received the prestigious re-accreditation of the Institute's flagship PGDM program in Lyon, France on 12th June 2023. At the award ceremony, along with Dr. D Veerendra Heggade, Vice President of the Trust, Shri. D Surendra Kumar and Director Emeritus of the Institute Dr. N R Parasuraman were present. The dignitaries from EFMD were; President Eric Cornuel, Director of Quality Services, Alfons Sauquet, Director of EFMD Program accreditation Barbara Sporn and Advisor EFMD Nishit Jain.



ACBSP

SDMIMD received the International accreditation from **Accreditation Council for Business Schools and Programs (ACBSP)**, USA in 2016. The accreditation is valid for 10 years. SDMIMD is the first and only B School in India to get dual accreditation from EFMD and ACBSP. These accreditations help students to learn from an environment that meets global quality standards and international orientation.



QS I Gauge

Recognizing the overall excellent practices at SDMIMD, **QS I Gauge**, the Indian wing of the global ranking agency QS, has rated us in the highest Diamond category.

These rankings and accreditation are a vindication of our efforts towards total quality. These have certainly helped us in our visibility and consequently better acceptance by the corporate houses and admission-aspirants.



BSIS

The **Business School Impact System (BSIS)** impact label to SDMIMD has added another feather to its cap with 2 International Accreditations. The BSIS impact has made SDMIMD continuously identify, measure and assess the impact on society at large.

NBA

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



AACSB

SDMIMD has submitted the initial self evaluation report (ISER) for AACSB Accreditation for the PGDM Program.



B-SCHOOL RANKINGS

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

GHRDC-CSR B School Survey 2023

In the GHRDC-CSR B School Survey 2023, our Institute is placed in 6th position among 16 Top Leading B-Schools of Super Excellence; 16th among 20 Top B- Schools under the category "Faculty, Publication, Research, Consultancy, MDP & Other Programmes"; 12th among 20 Top B- Schools under the category "Placement (Domestic & International), USP, Social Responsibility, Networking & Industry Interface" and 3rd among Top Private B-Schools in Karnataka.

BT-MDRA B School Survey 2023

Our Institute is placed in 51st position among 272 B-Schools in India in the Overall ranking, with a score of 668.9/1000; 50th among top 100 B-Schools in Placement Performance; 29th among Top 100 B-Schools in Selection Process; 55th among Top 100 B-Schools in Future Orientation; 12th among Top 20 B-Schools in South Zone and 29th among top 100 Private B-Schools.

Career360 B-School Survey 2024

SDMIMD is placed in 27th position among Top Private B-Schools in India and has got AAAA rating in the B Schools of South zone.

Outlook – ICARE Rankings India's Best B Schools 2024

Our institute is placed 16th among Top Private B Schools (Overall); 5th among Top Private Private B Schools – South Zone; 1st position in Top B Schools in Mysore and 9th among Private Standalone Institutions.

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 eighteen high-profile, international management institutes and universities of repute for Faculty & Student Exchange Programs. Select SDMIMD students get opportunity to spend a term pursuing courses at these institutes. From the batch of 2023-25, 36 select students are spending a term/semester at different institutes/universities with whom SDMIMD has collaborative arrangements.



USA



Texas A&M University, USA



Kennesaw State University, USA

South America

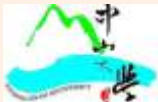


University of Montevideo, Uruguay

Asia

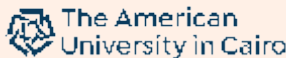


Shanghai University, China



National Sun-Yat-Sen University, Taiwan

Africa



The American University in Cairo, Egypt

Middle East



British University in Dubai



Abu Dhabi University, UAE

Europe



Heilbronn University, Germany



Porto Business School, Portugal



EAE Business School, Spain



University of Bordeaux, France



Montpellier Business School, France



Business Analytics Institute, France



ESC Pau, France



La Rochelle Business School, France



European Business School, France



United Business School, Belgium

INTERNATIONAL STUDENT EXCHANGE PROGRAM



INTERNATIONAL STUDENT EXCHANGE PROGRAM

As part of the students exchange program 36 select students of PGDM 2023-25 batch are visiting different international foreign universities for a whole term of study. During the program SDMIMD students will study with many international faculty. The experience of having different pedagogy is invaluable for their growth. Besides the facility to do cases and projects with students of other nationalities and background affords cross-cultural understanding. The grades obtained by the students in the overseas term will be incorporated into their final transcript.



Montpellier Business School
France



Pradhan R



Suellen D'Souza



Amith N Maiya



Naomi Lobo



ESC Pau, France



Ananya S



Harshitha R



Nishith Jain M



Suhas R



University of Bordeaux, France



Ullas Gowda A



Aashik Gowda A



J Keerthan



Rohith N R



European Business School
France



Neha M S



Aravind Narayanan V



Athul venugopal



N.Diksha



La Rochelle Business School
France



Akash R



Abhinav M R



Manya Y



Vismaya S



United Business School
Belgium



Dattatreya Bhat



Supriya.S.



Ashutosh Vishwambhar



Sneha MJ



Porto Business School, Portugal



Harsh Tank



Surabhi Rai



Bhavika Joshi



Kishore M



EAE Business School
Spain, Madrid and Barcelona



Likhita A



Smitha.R



Vidwath Gowda



Heilbronn University, Germany



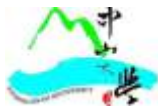
Rahul Kumar AM



Manisha D



Lahari P R



National Sun-Yat-Sen University
Taiwan



Adhulya K H



Supritha P

SDMIND FACULTY INVITED TO TEACH FOREIGN UNIVERSITIES



Dr. Mousumi Sengupta, Dean-International Relations, Professor-OB & HRM, visited ESC Pau Business School, France, as part of faculty exchange program, in the month of November 2023. She taught a course on "Responsible HRM", to the group of students at ESC Pau from 21 November to 24 November 2023.



Dr. Mohamed Minhaj, Dean-Academics, Professor-Systems & IT, was invited by the Business Analytics Institute (BAI), France, to serve as a resource person for the summer school focused on Artificial Intelligence (AI). This event was organized by BAI in collaboration with ZHAW School of Management and Law.

FACULTY FROM FOREIGN UNIVERSITIES



Dr. Stephen ARO-GORDON
Muscat College
Department of Business and Accounting, Oman



Dr. Elengo Rangasamy
Head of Finance and Banking Program
Faculty of Business, Dubai
International Academic City
Dubai, United Arab Emirates



Dr. Siamak Zadeh
Professor & Data Scientist
Director of Data Analytics
Ageno School of Business
Golden Gate University
San Francisco



Dr. Radhakrishnan Swaminathan
Professor-Marketing
Telfer School of Management
at the University of Ottawa



Dr. Shilpa Iyanna
Senior Lecturer-Marketing
New Castle Business School
Northumbria University, UK



Dr. Kristian Alm
Distinguished Professor of Ethics
BI Norwegian Business School
Head of Research on Global
Bibliography on Whistleblowing
Norway



Dr. Heidi Karisen
Senior Lecturer-Marketing
New Castle Business School
Northumbria University, Norway



Dr. Dawood Askarany
Senior Lecturer
The University of Auckland
New Zealand

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 15000 books, provides access to 1400 plus journals and financial databases. SDMIMD Library also has single click access to all Harvard Business School Publishing materials.

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.

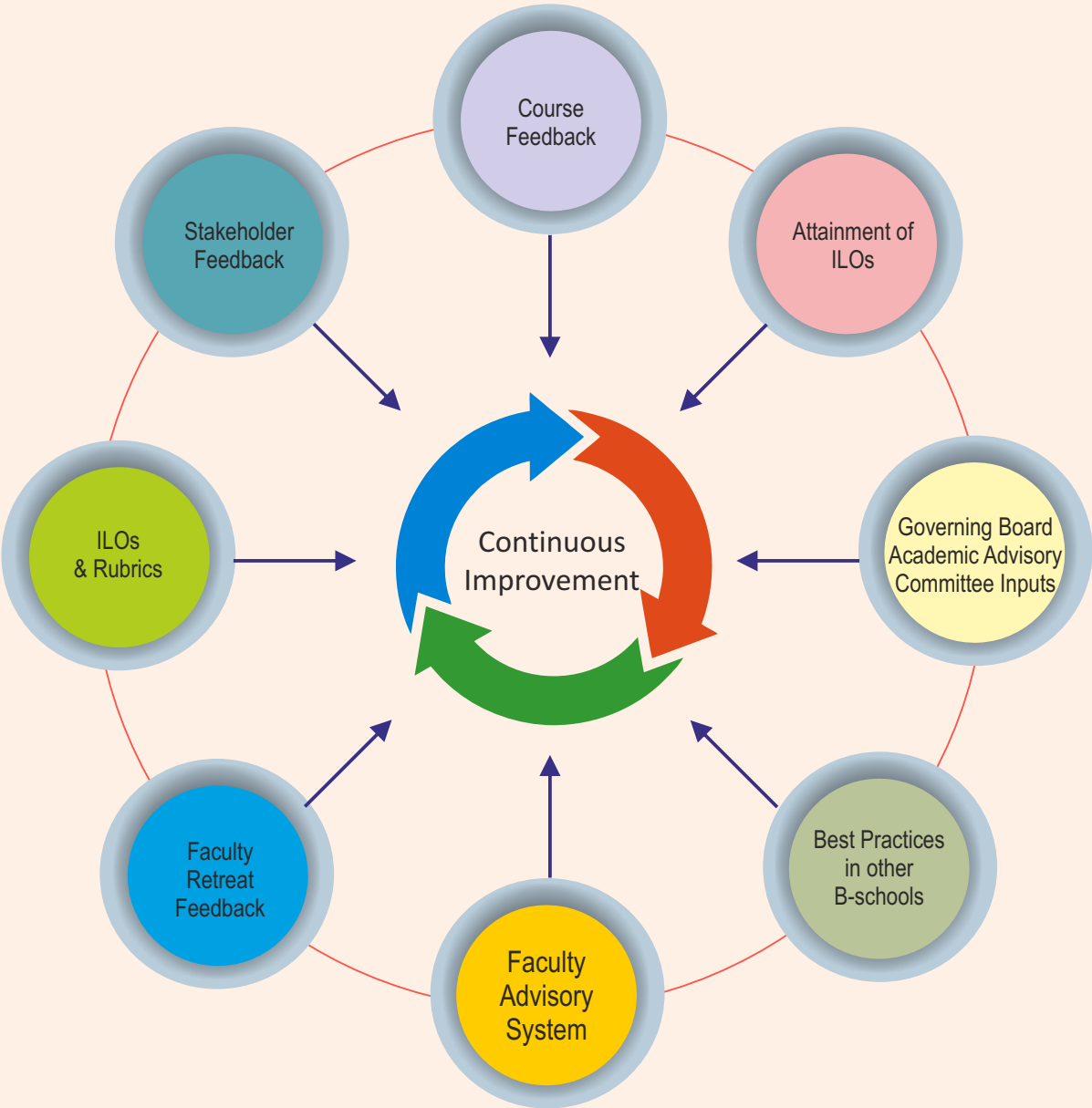
The course is compiled from contemporary industry practices and probing business case studies. The faculty has a wide and in-depth knowledge base with rich teaching experience. This complements the Institute facilities of international standards, creating a state-of-the-art environment for learning and 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 our website

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.

PGDM QUALITY MODEL





Term 01 July to September 2025	Term 02 October to December 2025	Term 03 January to March 2026
Term 04 June to August 2026	Term 05 September to November 2026	Term 06 December to February 2027

General Structure

- a) The 2-year fully residential PGDM program comprises of 6 trimesters each of duration varying from 10 to 13 weeks.
- b) The general course contents and curriculum are revised periodically taking into account the latest development in 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 Microfinance or 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 and Values in Management, Yoga and Socially Relevant Project.

ADD-ON CERTIFICATION



Logistics Certification

SDMIMD, Mysore, and TT Skill (Member of TT Group, Chennai), have officially entered into a MoU for training and certification programs for students in the domain of supply chain logistics.



Certification on BFSI

(Banking Financial Services and Insurance)

SDMIMD has MoU with BFSI Skill Development Council under the aegis of Ministry of Skill Development and Entrepreneurship, Govt of India to offer BFSI certification.



Certification on NCCMP

(NSE Certified Capital Market Professional)

This certification is jointly offered by NSE Academy and SDMIMD.



Certification on KPMG Lean Six Sigma

This certification is jointly offered by KPMG and SDMIMD to embellish their profile with skills in Lean manufacturing and Six sigma.



Professional Diploma in Business Analytics

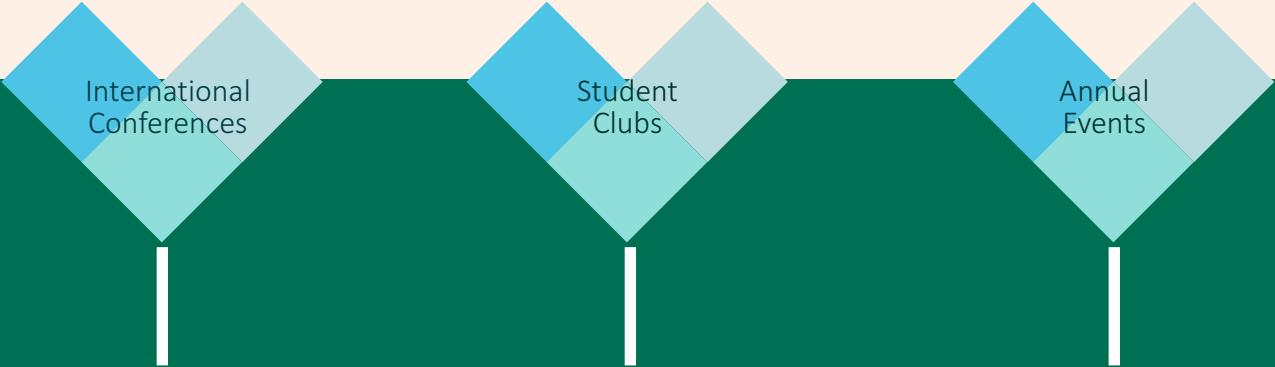
This diploma is jointly offered by All India Management Association (AIMA) and SDMIMD.





LEARNING BEYOND CLASSROOM

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



International Conferences

International Leadership Conference

International Conference on
Emerging Trends in Financial Markets

International Conference on
Economic Growth and Sustainable
Development-Emerging Trends

International HR Conference on
Navigating the Human Capital
Management in Digital Era

Marketing Conference on Marketing
in the AI Era

**Students are the co-organizers of
the conferences**

Student Clubs

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

Annual Events

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



100 Plus Guest Lectures

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

Social Initiatives

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

Industry Projects

- Summer Internship Projects
- Live Projects ⁴
- 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.



PLACEMENTS

Placements at SDMIMD is the culmination of a series of activities that empowers the students to take on the challenges of today's complex and tough business with aplomb. The institute has adopted the **"ACE framework"** that equips the students to take on tomorrow's challenges.

The institute prides in providing 100% placement consistently. The graduates of SDMIMD are sought after by the industry for not just their business acumen and intellect, but also for their ethics and value system.

PLACEMENTS - 2022-24 BATCH

Highest Salary

14
Lakhs

Average Salary

10
Lakhs

Median Salary

9.8
Lakhs

Top 10% Average

12.7
Lakhs

Top 50% Average

11.06
Lakhs

KEY HIGHLIGHTS

- 10 % Increase in Highest Salary
- More than 8 Companies recruiting from 5 years and more.
- 10 New Companies participated.

Offered Roles

Management Trainee
Consultant, Business Analyst,
Functional Analyst, Credit Analyst
Regional and Area Sales Manager
MT-Training & Development, MT-Talent Acquisition

Top Recruiters

Infosys
Wipro
Schneider Electric
Oracle
Infosys BPM
Deloitte
Morgan Stanley
TTK Prestige
Loreal
Federal Bank
Ujjivan SFB
Feedback Consulting
Sundaram Home Finance

ADMISSION PROCESS

Step
1

Eligibility

- Graduates/Final Year Graduation students appearing for CAT/XAT/GMAT/ CMAT/ATMA /MAT or who already have valid CAT/XAT/GMAT /CMAT/ ATMA/MAT scores.
- 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.pgdm.co.in/admission-process>

Step
3

Selection Process:

Selection process consists of Written Ability Test (WAT) and personal interviews (PI). Applicants will be shortlisted based on consistent academic performance, competitive exam score and interview performance. Short listed applicants will be called for an interview process in February-March 2025 to be held at several centers across India as mentioned in the Application Form (online interviews are also held on specific request) Selected students will be intimated by email/ phone/mobile.

Last date to apply : 28th February 2025

Fees

The existing fee is Rs 12.70 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 as per the distributed expenditure, which is approximately Rs. 3000 /- per month, In addition to the above.

Education Loan

SDMIMD has been added in following banks for education Loan scheme under Premier Institutions

Bank of Baroda - Baroda Gyan Scheme

- The education loan up to 15 lakhs can be availed without tangible collateral security

SBI Scholar Loan

- The education loan up to 20 lakhs can be availed without tangible collateral security

HDFC - Pre Approved Education Loan

- Pre-approved loan upto 40 lakhs
- Attractive Interest Rate \ No security required
- Quick & hassle free services

Union Bank of India Special Education Loan Scheme

The education loan up to 20 lakhs can be availed without tangible collateral security

SCHOLARSHIPS

Entry Merit Scholarship (Code: EMS)

Rs. 75,000 for finally selected applicants with minimum 75% each in – 10th Standard; 12th Standard / PUC 2; and Degree.

Entrance Exam Merit Scholarship (Code: EEMS)

Rs. 1,00,000 for candidate who have scored 85 percentile or higher in CAT/XAT and GMAT.

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.

EMS and EEMS are mutually exclusive: i.e, a student will get whichever is higher only

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 as follows

Term I

Rank	Amount in Rs
1	10,000
2	5,000
3	2500

Term II

Rank	Amount in Rs
1	20,000
2	10,000
3	5000

Term III

Rank	Amount in Rs
1	25,000
2	15,000
3	10,000

Term IV

Rank	Amount in Rs
1	30,000
2	15,000
3	10,000

Term V

Rank	Amount in Rs
1	40,000
2	20,000
3	15,000

Term VI

Rank	Amount in Rs
1	50,000
2	25,000
3	20,000

- Scholarship amounts, except SES will be adjusted against the last instalment of fees during the PGDM program.
- All Scholarships are subject to students joining & successfully completing the SDMIMD PGDM program on schedule.
- 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

Merit cum Tuition Fee Scholarship (Code: MTFS)

SDMIMD offers 100% tuition fee waiver for maximum of 5 meritorious economically weaker students allowing them to pursue management education by paying only the applicable non-tuition fee

For More Information login to <https://sdmimd.pgdm.co.in/scholarships-loans/>



Innovative and contemporary pedagogy



Consistent Placement Record



Faculty with rich experience in academia and industry



18 International Student Exchange Programs with renowned universities



Merit Scholarship Scheme and Merit cum Means Scholarship Scheme worth of Rs. 1.3 crores



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



5 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



Air-conditioned Classrooms



MYSURU, INDIA

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. 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, Chennai and Cochin directly through flight.



CONTACTS

Email: admissions@sdmimd.ac.in

Phone: +91-821-2429722,2420490

For Admission Information

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Admission Manager

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Mr. Gautham S

Admission Officer

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For Placement Information

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Placement Manager

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Mr. Lohit R Patil

Placement Officer

Mobile: +91-9731482833

Faculty Committee for Admission

Dr. S. Saibaba

Chairperson- Admissions

saibaba@sdmimd.ac.in

Dr. L. Gandhi

gandhi@sdmimd.ac.in

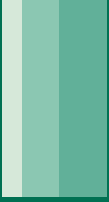
Prof. Kannadas S

kannadas@sdmimd.ac.in

Dr. K. Riyazahmed

riyazahmed@sdmimd.ac.in





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