

A ★★ Rating by



Accredited by



Candidate for Accreditation



Shri Dharmasthala Manjunatheshwara
Institute for Management Development

AICTE Approved | CRISIL A ★★ Rated

Honouring a Commitment

Contents

Message from Chairman	-	2
Message from Director	-	3
Message from Deputy Director	-	4
Board of Governors	-	5
Advisory Board	-	5
Vision & Mission	-	6
The Institute	-	8
The Campus	-	10
International Linkages	-	12
Research	-	14
Our Publications	-	15
Events at SDMIMD	-	16
Speakers on Campus-A glimpse	-	20
Learning beyond the class rooms..	-	22
Student Achievements	-	21
Our Faculty	-	26
The Core Strength-PGDM	-	28
Marketing	-	30
Finance	-	31
Systems	-	32
Operations & Supply Chain	-	33
Human Resources	-	34
General Management	-	35
Alumni	-	36
Corporate Partners	-	38
Institute Key Contacts	-	40



Message from Chairman

Nearly 25 years back, when we conceived and set up the Management Institute in Mysore, we had very clear goals in our mind – to bring about quality management education with an emphasis on Indian values and ethics. Year after year, we have worked on our academic rigor and orientation in pursuit of this goal. It is heartening, therefore, to see that SDMIMD has lived up to our expectations and has been acclaimed as a leading management institute in the country.

As we make plans for the New Year, we seek to introduce new and contemporary ways of grooming the budding leaders – exposure to real-life cases, live projects in leading companies, international exposure and candid rubrics for assessment. The fact that SDMIMD has been accepted as candidate for accreditation by two International agencies – ACBSP and EFMD (EPAS), has geared the system into full steam and the road to becoming a truly international center for learning is on.

Founded on the belief that ethical practices and universal values are the starting point for business excellence, the Institute has grown to set a bench mark in managerial education. Our growing number of recruiters, who return to the campus every year, bears testimony to the rigor, contemporary relevance, and pedagogical innovation that prevails in SDMIMD's beautiful, well-equipped campus, at the foot of Chamundi Hill in Mysore.

Every year, we rededicate ourselves to our goals and objectives, and in these challenging times, we reaffirm our commitment to excellence

With regards,

Dr. D. Veerendra Heggade

Dharmadhikari, Shri Kshethra Dharmasthala
Chairman, SDMIMD, Mysore



Message from Director

Management education in India is going through a unique phase. B-schools in the country have been doling out programs with varying tenures and intensity. We have the conventional 2-year full-time program vying with several 1-year programs, part-time offerings and online courses. In such a scenario only the best of B-schools have the potential to thrive. It is a matter of pride and joy that SDMIMD has been able to withstand this pressure very well and what is more, has succeeded in standing out as a leading Institute.

Leveraging on the strengths of the parent Dharmasthala Trust, SDMIMD has lived up to the ideals of its mission statement and by a rigorous process seeks to bring out student managers who are competent in their subject and sensitive and value-driven in their approach. We teach them that means and ends are both important, and also that ultimately, only those who demonstrate responsibility to the society at large will truly succeed.

For this purpose, we have a curriculum and offering which is revised year after year by a detailed process, resulting in these being contemporary and current. Students go through projects, cases and presentations in almost all the courses. To make them realise the connection between theory and practice we arrange several guest lectures by leading corporate executives. To discuss and debate on values we have specific courses on Corporate Social Responsibility and Ethics.

We are glad that all of this is bearing fruit. Our alumni have been acclaimed as the top performers in several companies. Recruiting companies have found our students sound in concepts and adept at execution.

As we go into a new year, we seek the continued patronage and support of corporate entities in the placement process.

With best wishes

Dr. N.R. Parasuraman

Director & Professor, Finance

Message from Deputy Director



It is my pleasure to welcome all our stakeholders to partner with us in this year's journey. Our brochure gives insights into our PGDM Program, Student Activities and Placement Process.

SDMIMD provides a learning experience blending business aspects with ethical dimensions, conceptualized and delivered by outstanding faculty. This learning is supported by an integrated world class infrastructure, excellent library and high tech support systems.

SDMIMD has tie ups with leading foreign universities for knowledge creation and delivery which further enriches students learning opportunities. Keeping in mind the all-round development of the students, our institute encourages student activities that brings out the best in them, while shaping their leadership skills.

We welcome you to our campus for a mutually rewarding partnership in the years to come.

Dr. H. Gayathri

Deputy Director & Professor, Marketing



Board of Governors

Dr. D. Veerendra Heggade

Dharmadhikari, Shri Kshethra Dharmasthala
Chairman, SDMIMD, Mysore

Sri. D. Surendra Kumar

Vice President
SDM Educational Trust

Prof. S. Prabhakar

Secretary, SDM Educational Trust

Sri K. Jairaj IAS (Retd.)

Former Additional Chief Secretary
Government of Karnataka

Sri. B. Muthuraman

Former Vice Chairman, Tata Steel, Mumbai

Sri. Bhaskar Bhat

Managing Director, Titan Industries Limited

Dr. K.R. Srinivas Murthy

Former Director
Indian Institute of Management, Bangalore (IIMB)

Dr. Prasanna Chandra

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

Sri. R. Guru

Managing Partner
N.Ranga Rao & Sons, Mysore

Dr. Anant R. Koppar

Chairman & CEO
KTwo Technology Solutions, Bangalore

Sri. Harish Bijoor

Brand Expert & CEO, Harish Bijoor Consults Inc.

Dr. N. R. Parasuraman

Director, SDMIMD, Mysore

Dr. H. Gayathri

Deputy Director, SDMIMD, Mysore

Advisory Board

Sri. D. Surendra Kumar

Vice President
SDM Educational Trust

Prof. S. Prabhakar

Secretary, SDM Educational Trust

Mr. Aroon Raman

Managing Director
Raman Fibre Science Private Limited, Mysore

Dr. K.R. Srinivas Murthy

Former Director
Indian Institute of Management, Bangalore (IIMB)

Mr. Sid Mookerji

Chief Executive Officer (CEO)
Software Paradigms (I) Private Limited, Mysore

Mr. Viju Parameshwar

Managing Director
Kluber Lubrication India Private Limited, Bangalore

Mr. K. Ganesan

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

Dr. Saji Gopinath

Professor
Indian Institute of Management, Kozhikode (IIMK)

Dr. Sriram S.

Executive Director Emeritus
Great Lakes Institute of Management, Chennai

Dr. N.R. Parasuraman

Director
SDMIMD, Mysore

Dr. H. Gayathri

Deputy Director
SDMIMD, Mysore



Our 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.

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 in Indian wisdom, are successful in dealing with change and the contemporary marketplace, and effective and inclusive in wealth creation for the individual and the 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

And that passion, commitment and the single-minded pursuit of excellence will make true leaders of us all



The Institute

Shri Dharmasthala Manjunatheshwara Institute for Management Development (SDMIMD), ranked among the top Business Schools in India, is located at the foot of Chamundi Hills in the heritage city of Mysore in Karnataka, 140 kilometers from Bangalore. Its charming campus has won architectural and landscape awards, and provides a great setting for learning and germination of managerial intellect. The Institute is promoted by the Shri Dharmasthala Manjunatheshwara Educational (SDME) Trust, a much admired non-profit educational trust that runs over 40 recognized educational institutions in Karnataka, including engineering and medical colleges. Dharmasthala, 'the abode of dharma', has been a renowned pilgrimage centre for hundreds of years and canons of selfless service, integrity, and social development stand embedded in all of the Trust's activities. The Trust and all the associate Institutions benefit from the visionary leadership of our Chairman, Padma Vibhushan Dr. D. Veerendra Heggade.

SDMIMD has been rated A** (A Double Star) by Credit Rating Information Services of India Limited (CRISIL)

at the National Level. The ranking by CRISIL assumes special importance in the light of the fact that the rating was awarded after a thorough inspection of the facilities in the Institute, the performance in respect to admissions, placements, academic rigor and the feedback from the alumni and students. The ranking brings the Institute on par with many leading B-Schools in the Country.

SDMIMD's AICTE-approved PGDM program that is accredited by NBA runs for six terms over two years with an impeccable quality of academic rigor. The curriculum and pedagogy are planned by an elaborate process every year by taking into account practices in other leading institutes the world over, and considering the views of leading academics and recruiters. The Institute is well known for its research activities and the dedicated research publications have come in for praise from the world of academics.

SDM Research Centre for Management Studies (SDM RCMS) has been recognized as a centre by University of Mysore for guiding aspiring Ph.D students. Further, in association with AIMA, a two-year dual certification program was launched last year.

The Institute has tie-up with three foreign universities for academic collaboration-Mays School of Business, Texas A&M University, USA, MBA Centre, Global Management Education Institute, Shanghai University, China and British University in Dubai.



The Campus

A well-integrated learning experience awaits students in a beautiful setting where modern, well-equipped interiors blend seamlessly with the breathtaking landscaping of the campus, the lush Chamundi Hills and Mysore's salubrious climate. It is an exceptional setting, perfect for students to explore the ocean of resources available at SDMIMD. Here, truly are many corporate leaders of the future, shaped and sent forth.



Library:

SDMIMD Library is known as the Information Resource Centre and supports teaching, learning and research by providing 'Anytime, Anywhere Access' to information and knowledge.

SDMIMD Library is a repository of printed as well as electronic resources which include books, journals, databases, AVs, CDs/DVDs, e-books, e-journals, reports, course materials, case studies, conference proceedings and training manuals. Currently the library holds over 14000 books, 70 print journals, provides access to 39000 (EBSCO + J-Gate) e-journals, electronic corporate databases like Capitaline, newspapers and business magazines, abstracts & case study databases, and additional 120 multimedia resources. Being a site licence holder, SDMIMD Library has single click access to all Harvard Business School published materials. SDMIMD also holds institutional membership with other prominent libraries.

Classrooms:

Brainstorming, interaction and friendly debates are encouraged and practiced in areas within the classrooms. The classrooms are also equipped with high-tech support equipment such as LCD Projectors, AV Systems, Interactive Board and Wi-fi facility.

IT Infrastructure

Efficient managers are those who can use technology to mould their businesses successfully. With continuously upgraded hardware, software and communication facilities, SDMIMD is taking the face of management learning into a new era. Computer Center is extending its IT enabled service both on and off the campus.

Gym & Yoga

Healthy people make organizations healthy. In the modern global environment, managers need to play multiple roles, which call for multiple skills.

To efficiently execute organizational roles, one has to have good physical, mental, social, emotional and spiritual health. Keeping this in view, SDMIMD has introduced Wellness Management as a Compulsory Preparatory Course for the first year students and as a 2-Credit Course for the second year students. A well designed and equipped "Wellness Center" at the campus offers Yoga, Aerobics, Hi Tech Gym, Table Tennis and Shuttle Badminton. At the outdoor, the campus offers Basket Ball and Volley Ball courts.

Hostel & Mess

The SDMIMD hostel is indeed a home away from home. Fully furnished single rooms, lounge/study area, recreational facilities, and a common dining area create 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. The Students decide on the menu. It caters to around four hundred people, and serves a variety of North and South Indian vegetarian cuisine.



International Linkages

Student exchange programs enable students to understand each other's countries, business practices and culture. This gives students an edge when it comes to international opportunities. Students of SDMIMD have the enriching educational opportunity of participating in foreign exchange programmes. SDMIMD has collaborated with high-profile, international management institutes of repute to conduct Student Exchange Programmes every year for an understanding of management from an international perspective.

SDMIMD has Student Exchange Programs with the Mays School of Business, Texas A&M University, USA, MBA Centre, Global Management Education Institute, Shanghai University, China and the University of Dubai. Every year, students can opt to study one term at either of the above Institutes. Such students are put through a selection process, which also includes an interview. Various parameters like



academic performance, performance in extra-curricular and co-curricular activities are taken into consideration to draw up the final list of candidates to study at either Shanghai or Texas.

SDMIMD has also entered into a Memorandum of Understanding (MoU) with British University in Dubai with effect from November 2013. In 2014, 20 students were taken on an all expense paid study cum interaction tour to British University in Dubai. Several other international tie-up arrangements are being discussed.

Faculty Exchange Program

Dr. H. Gayathri, Deputy-Director, and Dr. Mousumi Sengupta, Professor – HRM, from SDM Institute for Management Development, Mysore (SDMIMD), travelled to Dubai in February, 2015, and conducted workshops for MBA students, studying in British University in Dubai (BUiD). Dr. Gayathri offered a workshop on “Business Negotiation Skills”, and, Dr. Mousumi conducted a workshop on “Self-Management”. This was a part of the MoU between BUiD with SDMIMD regarding exchange of Faculty for academic activities. In turn, Dr. Elango Rengaswamy visited SDMIMD in March 2015 to held a workshop on International Business.



The international symposium built bridges of understanding between our cultures through the engagement programs. We gained information regarding the academic curriculum which gave a different insight to their management program.

Aishwarya B
II Year PGDM



Research

SDMIMD is a unique management institution that has pioneered a philosophy of management education that is Indian in ethos and global in relevance. Being known for its flagship program – Post Graduate Diploma in Management (PGDM), SDMIMD has widened the scope by offering Doctoral Research Program in Management Studies. Shri Dharmasthala Manjunatheshwara Research Center in Management Studies (SDM RCMS), the research unit of SDMIMD has been recognized as Research Center by the University of Mysore, Mysore, Karnataka. The objective of this center is to promote a variety of research and scholarly initiatives in the field of management. It is envisaged that, SDM RCMS would help in growing the intellectual capital, not only within the institute, but also provide SDMIMD with a platform to broad base their research initiatives at various levels in times to come.

SDM RCMS has been promoting the following activities in a phased manner to strengthen the intellectual growth process within the institute:

- Extending professional guidance and assistance to the research aspirants in the area of Management Studies.
- In- house publications by faculty of the institute. Joint publications and research work by students and faculty.
- Collaborative and interdisciplinary research in management with scholars & institutions in India and abroad.
- Conducting Faculty Development Workshops in the field of research methods and techniques for budding scholars.
- Establishing links with bodies, like, UGC, AICTE, etc., for accessing grants for various workshops, symposiums, and other research initiatives at the SDMIMD campus.
- Co-ordinating applied research by faculty.

A total of 78 journal/book publication, 18 cases and other intellectual outputs were published in the year 2014.

Our Publications

SDMIMD Journal of Management

SDMIMD Journal of Management was started in the year 2010 and is published twice a year. The journal invites articles with a focus on different management issues pertinent to the Indian economy and corporate sector. The Journal has been indexed in popular database like EBSCO and Open J-Gate. The journal is available as open access at <http://sdmimdjournal.in>

Summer Internship Reports

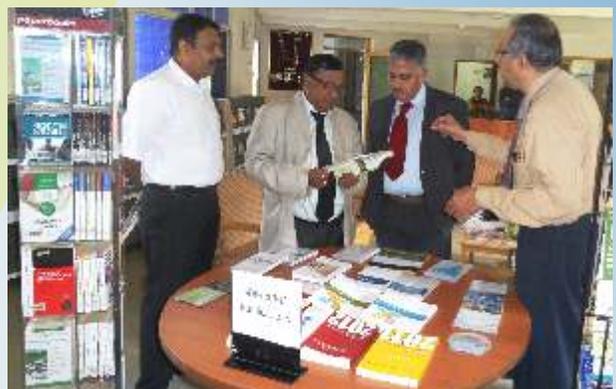
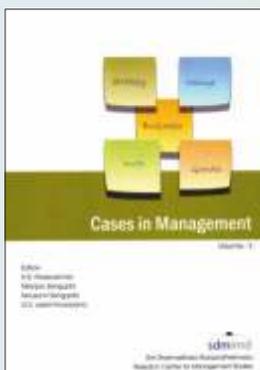
SDMIMD through its Research Center for Management Studies (SDM RCMS) compiles and publishes selected Summer Internship Program (SIP) research works conducted by students in various industries across sector. The publication has a wide range of research projects carried out under the able guidance of faculty members of SDMIMD.

Contemporary Research in Management

This publication from SDM RCMS consists of research papers authored by the faculty members of the Institute. The externally blind reviewed research articles in this publication are informative and timely in character as they seek to address challenging issues in the area of management theory and practice.

Cases in Management

Cases in Management is a collection of cases written by the faculty members of SDMIMD as a result of their own research and or consulting experiences in various areas of management.



Events at SDMIMD

Foundation Day Lecture 2014

An annual event organized to commemorate the founding of the Institute in 1993, The Foundation Day lecture in 2014 was delivered by Mr. Sivakumar, Group-Head, Agri & IT Businesses, ITC Group, on July 25, 2014

Annual Leadership Series (ALS) 2014

Annual Leadership Series (ALS) 2014 was held on December 20, 2014. Prof. Gita Gopinath, Professor in Economics, Harvard University, delivered the talk

Conferences

- 3rd International finance conference on 'Emerging trends in Finance and Accounting', August 22-23, 2014
- 3rd International HR Conference on Managing Human Resource at the Workplace, December 5 & 6, 2014.
- National Conference on Strategies, Innovations and Paradigm shifts in Logistics and Supply Chain

Management on 26th September 2014.

- National Conference on Corporate Social Responsibility, November 13 & 14, 2014.

International Conferences held at other Places

- SDMIMD, Mysore as Principal Academic Partner collaborated with J.A. Alpha Business Research & Publishers Pvt. Ltd, Chennai, in organizing Asia-Pacific Conference on Global Business, Economics, Finance and Social Sciences during August 1 –3, 2014, Singapore.
- SDMIMD, Mysore and J.A. Alpha Business Research & Publishers Pvt. Ltd, Chennai, jointly organized the 1st Middle East Conference on Global Business, Economics, Finance and Banking. This was held from October 10-12, 2014, Dubai, UAE.
- The International Conference on Global Business, Economics, Finance and Social Sciences was jointly held by SDMIMD and J A Alpha on 11-13 July 2014 at Chennai.
- The 3rd International Conference on Global Business, Economics, Finance and Social Sciences was on the theme 'Reviving Economic Growth!' was organized at Mumbai during December 19 to 21, 2014 in collaboration with J A Alpha.
- The International Conference on Global Business, Economics, Finance and Social Sciences (GB15_Thai Conference) organized jointly by J.A. Alpha and SDMIMD was held at Bangkok, Thailand, during



February 20 to 22, 2014.

Seminars

- SDMIMD in association with The Institute of Cost & Management Accountants (ICMA) Mysore Chapter organized One-Day Seminar on Cost Management & Business Sustainability on November 8, 2014.
- A Special Awareness Seminar was organized for the benefit of new faculty. This was handled by Dr. K.R.S. Murthy, Former Director, Indian Institute of Management (IIM) Bangalore.
- Industry-Academia Seminar in collaboration with CII.
- Budget Conclave in collaboration with CII.

Workshops

- Workshop on Avoiding Plagiarism
- Workshop on Research Ideas in Finance & Accounting

Faculty Development Programs (FDPs)

- FDP on Innovative methods in Teaching HRM & OB
- Customized Faculty Development Program (FDPs) for SJCE, Mysore

Management Development Programs (MDPs)

- MDP on Finance for Non-Finance Executives
- MDP on SPC Using Excel
- MDP on Inferential Statistics
- MDP on Effective Business Negotiation
- MDP on 'Dimensions of Leadership'
- Customized MDP (CMDP) for JK Tyre & Industries Ltd.
- Customized MDP (CMDP) for MyPol Executives

International Interface for Academic Activities

- Visit of Lions International Exchange Students
- Student Exchange Program with Texas A&M, USA
- International Symposium 2015
- Commencement of Faculty Exchange Program with BUiD
- Visit of PGDM 2014-16 Batch Students to BUiD

Others Events

- Induction Program for PGDM 2014-16 Batch
- The Business Landscape Course for PGDM 2013-15 Batch, June 1 to 7, 2014.
- Khoj 2014 - The Annual talent search
- Convergence 3i – The Industry Institute Interface
- Abhigyaan 2014 – Annual Management Fest for undergraduates
- Kannada Rajyothsava Celebration
- Vittaaksh 2014 – All India Level Finance Competitions



We, at SDMIMD, seek to continue our academic endeavour by keeping ourselves and academic fraternity at large, abreast on current practices and trends in the field of management. Our customized and open Management Development Programs (MDPs) and Faculty Development Programs (FDPs) have been well-accepted by participants. Our national and international conferences in various management disciplines have been attended by academicians, research scholars, executives and management students, from India and abroad.

Dr. Mousumi Sengupta
Professor - Human Resources



Speakers on Campus - A glimpse

Dr. Julian Gaspar
Clinical Professor of International Finance
Mays Business School, Texas A & M University, USA

Mr. Robert Grobbauer
Vice Chairman AT&S

Dr. Elango Rengasamy
Faculty of Business
The British University In Dubai (BUiD) UAE

Mr. William Woudenberg
Founder & CEO, Brand Dialogue
Amsterdam, Netherlands

Dr. Kuldeep Kumar
Professor of Economics, Faculty of Business
Bond University, Australia.

Dr. T. Kanti Srikantaiah
Professor, University of Maryland
Former Director, Centre for Knowledge Management
Dominican University, USA

Prof. Gita Gopinath
Professor in Economics, Harvard University

Mr. Sundar
Associate VPEducation and Research,
Global Education Centre, Infosys, Mysore

Mr. Venkatesh Valluri
Chairman & President, Ingersoll Rand India

Dr. Viswanath Palled
Chief-CSR, JSW Foundation

Mr. Swaminathan Santhanam
CEO, Adrenalin E-Systems Ltd.

Mr. Praveen Kamath
GM & Global Head of Talent Acquisition, Wipro BPO

Mr. Babu Vittal
Head HRBP, Flipkart.Com

Mr. Rajendra C Mruthyunjayappa
Managing Director, APAC & EMEA
Talisma Corporation Pvt. Ltd.

Ms. Saroj Sridhar
Feedback Business Consulting

Mr. J P Haran
MD, Tata Consulting Engineering Limited

Ms. Shachi Irde
Catalyst India ERC

Ms. Priti Parekh
Senior Managing Director, Copal Amba

Mr. E S Chakravarthy
Tata Consultancy Services, Bangalore

Mr. Pramod Grama
Founder & Executive VP, SPAN System

Mr. Krish Ganesan
Vice-President, Global Talent Acquisition
Tata Consultancy Services (TCS)

Mr. Dinesh Pillai
CEO, Mahindra Special Services Group

Mr. R. Venkatanarayanan
President - HR, IT & Education, Rane Group

Ms. Monisha Parikh
Partner – Deloitte Haskins & Sells

Ms. Preethy Unnikrishnan
Head – Campus Recruitment, TCS, Chennai

Mr. K. Sriram
Enclaves Infrastructure, Mysore



R. Seshasayee, Chairman of the Board of Directors, Infosys, addressing the 20th Annual Convocation on March 27, 2015.



Learning beyond the class rooms..

Did somebody say learning is only in the class?! While SDMID prides itself on its academic rigour (and rightly so), in quest of developing holistic managers, SDMIMD witnessed a series of activities during the year 2014-15.

SDMIMD is mini India! Coming from twenty states and with varying cultural backgrounds, there a pool of talent in the budding managers of SDMIMD, waiting to be explored; “Khoj 2014” was the search for talent waiting to unfold (“Khoj” in Hindi means, “Search”). Managed by Team Samprathi, Khoj held on 5 July 2014, showcased cultural events such as dancing, singing, comedy (humour is a serious business) and fashion-show (who is the “Miss SDMIMD” and who is the “Mr SDMIMD”!?)

Who hasn't heard the adage, “the way to a man's heart is through his stomach”?! The students from the multi-cultural background at SDMIMD, rearing to showcase their culinary skills and let know the world that dishes from 'their' are the best, tastiest and healthy too,

organised the **food carnival** on 27 September 2014. The food carnival while setting the taste buds on flame also took students through lessons on inventory management and marketing.

The undergraduate students look at SDMIMD with wondering eyes (can I join the club, please?) and love to have a taste of life at SDMIMD. Here it was, **Abhigyaan 2014**, on 30 September and 1 October 2014 challenging the young aspirants with series of management events and providing them with a window into life at SDMIMD.

The intellectuals from the corporates, the **“Shatranj ke khiladi”**, the chess masters, look forward with lot of excitement to the chess tournament at SDMIMD. This year, on 21 December 2014, chess masters from Accenture, ITC, TCS, SPI, JK Tyres, Robert Bosch, IBM and AIG, had a blast of a time during the “Chess Blaster” held in memory of Smt Ratnamma, mother of our Chairman, Dr Veerendra Heggade.

“Men of letters, please rise”. SDMIMD honoured Virendra Bhasin for his best article, Dinesh M R for his book review (a proof that students indeed read books!) and Chinnappa for the best case study. **Dimensions 2014**, online version of the student magazine, went live on March 20, 2014.





“Dana” or “Giving”, is in the blood of SDM tradition. So, why not donate blood?! The students gave “someone another chance for living” by donating blood enthusiastically on 28 November 2014.

“Money, matters”. **Vittakash 2014**, the Annual National Level Finance Fest on 28 and 29 November 2014 saw 17 teams from reputed B-Schools across the nation, tested and teased their grey matter, in “matters of money”.

Naissance means “a birth, an origin, or a growth, as that of a person, an organisation, an idea, or a movement”. Naissance 2015, as the flagship management fest of SDIMD, held between 29 and 31 January 2015 saw 180 students from the best of B-Schools across the country give raise to their ideas, grow them and perform. This year's theme, “Unscramble for success”, emphasised the need for energy and distinctiveness amongst managers to enable them to make the right moves at the right time to rise to greater heights in a scrambled world.

In Black and White (and colour too). The photo exhibition, **“Amazing you”**, showcased the works of the shutterbugs at SDMIMD to more than 350 visitors who were amazed by the works of light and shade by the students.

“Kalanubhav” intends to hone the emotional culturing of the budding managers by exposure to music and performing arts. On 19 January 2015, SDMIMDites and the invited guest were treated enthralling Carnatic music by the renowned Ra-Ga sisters, Ranjani and Gayathri.

In short, SDMIMD was a beehive of activities buzzing with learning within and without the classrooms in symphony with the very architecture of the campus where the interior and outdoors blend so seamlessly!



Student Achievements

- Mr. Hitesh Subramanyam of PGDM 2014-16 was the runner-up at IET's PATW competition held at Bangalore on Friday, May 17, 2014. The topic was "The Next Industrial Revolution using 3D Advanced Manufacturing".
- Aditi Bhattacharya & Sudipta Pan of PGDM 2014-16, emerged as winners of the Human Resource Event "Prudentia". Sushobhan Saha & Virender Pal Bhasin won the first position in the Marketing Event at of 'CMS Festival' of JSS CMS
- Mr. Navaneeth V.N. of PGDM 2014-16 batch has secured 2nd Place in the IIMK's National level flagship event DigIT organized as part of annual management fest Backwaters 2014.
- SDMites emerge as Winners in CURA 2014 Fest
- Mr. Gaurav Kar and Mr. Mohit Behal of PGDM 13-15 have won First Position in Ad Design and Management Extempore events which were part of CURA 2014 – the all India annual management fest of Future Institute of Engineering and Management, Kolkata.
- Mr. Kushal Swain of PGDM 2013-15 has won the logo design competition organized by IMI Delhi.
- Srinidhi K. presented a paper "Growth of Kannada Cinemas using ICT" at the National Conference on New Age Communication and Media seminar held on 2nd February 2015 at the Centre of Management Studies, Jain University, Bengaluru.
- Mr. Prateek Jain & Mr. Vishal Vaswani of Batch 2014-16 have won the Qimpro Champions League Competition and earned the title of "Certified Qimpro Champions".





Our Faculty

Malathi Sriram
MCA, P.G. Diploma in System Analysis, M.Phil.

Ullas Rao
M.Com, Ph.D.

R Sugant
BE, MBA

Rajendra Todalbagi
BE(Mech), EGMP

Neetu Ganapathy
M.Sc., MDBA & Ph.D

Prasad S.N.
BE, ME, PGDM, MDBA

Mohamed Minhaj
MCA, M.Phil

Srilakshminarayana.G
M.Sc., Ph.D.

M. Sriram
M.Com, MBA, Ph.D.

Jayakrishnan S
Bsc, PGDM, PGCAM & PR

Venkatraja B
MA, Ph.D

Jaideep Gupte
BE., M.Sc, M.Sc (Operations)

N.R. Parasuraman
LLB, FCS, FCMA, DBF, Ph.D.
Director

H. Gayathri
MBA, Ph.D
Deputy Director

R. Jagadeesh
BE, ME, Ph. D
Dean-Academics

Nilanjan Sengupta
M.A., Ph.D.

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

M.R. Suresh
PGDRM & Ph.D

N.R. Govinda Sharma
M.Tech., MBA, FIE, FACCE, MICI

Visiting Faculty

Somanatha Murthy
Operations
Technology Manager
RSA Securities Ltd

Rangan Mohan
Marketing
Ex CEO, HTMT

J.M. Subramanya
Operations
Management Consultant, Mentor, Trainer

R. Balasubramaniam
Corporate Social Responsibility
Founder & President
Swami Vivekananda Youth Movement

Neetika Batra
Finance
Chair, Business Leadership Program
School of Inspired Leadership(SOIL)

Prasanna Chandra
Finance
Director, Centre for Financial Management

Julian Gaspar
Finance
Clinical Professor of Finance & Executive
Director, Center for International Business
Studies, Mays Business School

Praveen Kamath
Human Resources Management
Global Head - Talent Transformation, Wipro BPS

Skanda Jayaraman
Finance
Head-Investment Banking
Spark Capital Advisors (India) Private Limited

Prof. Sudhir Sosale
Operations
Director- Center for Training
in Advanced Technologies
The National Institute of Engineering

Dr. T. Kanti Srikantaiah
Systems
Professor, University of Maryland
Former Director, Centre for Knowledge
Management Dominican University, USA

N. Ravi Shankar
Marketing
CEO, Aimhigh Consulting



The Core Strength PGDM

The core offering of the Institute is the two year residential PGDM programme approved by AICTE, Ministry of HRD, Government of India. The National Board of Accreditation (NBA) has completed the review of the renewal process for accreditation. With an intake of 180 students per batch, the programme is enriched with a combination of contemporary, conceptual and industry practices, driven by faculty with an eclectic mix of industry and teaching experience and supported by an infrastructure that matches global standards.

The PGDM program is designed and structured to enable students to adapt to the changing requirements, challenges and opportunities of the global business scenario. In the first year, students are provided with a strong theoretical and conceptual base. In the second year, students can choose one or two disciplines that they want to specialize in from amongst Finance, Marketing, Systems, HRM and Operations.





SDM IMD, already well recognized and accredited by the national certifying agencies like the NBA and the CRISIL, is currently a candidate for international accreditation under the aegis of ACBSP. Thus, having exhibited the supremacy in all aspects of management education at the national level, the institute is all set to acquire the international glory.

Dr. Jagadeesh
Dean - Academics
Professor - Operations



Marketing

Marketing governs organizations growth and sustainability. Over the years, marketing environment has become competitive and dynamic. In contemporary times, marketing competency is the key which ensures the existence of any organization.

At SDMIMD, we strive to provide the budding marketers of tomorrow a holistic view of the current market scenario. Over the years, SDMIMD has been known for churning out a talented pool of managers who have consistently proven themselves by carving a niche in the exciting domain of Marketing. The curriculum and pedagogy have been structured with flexibility and adaptability to meet the demands of the corporate world. This includes live projects, case discussions, industry insights via interaction with corporates and above all our emphasis on ethical leadership help SDMites meet the challenges in an ever changing environment.

Core

- Marketing Management
- Marketing Research
- Product Management
- Business Negotiation

Electives

- Brand Management & Integrated Marketing Communication
- Sales and Distribution Management
- Business Marketing
- Digital Marketing
- Retail Management
- Managing Services
- Consumer Behaviour



Finance

The Finance specialization stream is specially designed to help students analyse and examine the nuances of finance and fund management and at the same time appreciate its role as the life blood of business organization. This knowledge is complemented with a thorough understanding of the financial decision making process in the corporate world through regular industry interactions. Distinguished faculty, industry experts and a continually evolving curriculum ensure that the future business leaders have a strong grounding in the fundamentals of finance. This coupled with the constant industry interactions ensures that the students understand the significance of decisions, and are ready to engage actively in the dynamic industry.

Core

Financial Accounting
Management Accounting
Corporate Finance I
Corporate Finance II
Financial Derivatives
Investment Analysis & Portfolio Management

Electives

International Finance
Project Appraisal
Investment Banking
Strategic Financial Management
Mergers & Acquisitions
Banking & Financial Institutions
Business Analysis & Valuation
Financial Services *
Behavioral Finance*
Contemporary issues in International Business & Finance
* Seminar Courses



Systems

The essence of any Post Graduate Diploma in Management (PGDM) program lies in a curriculum in business management, strategy and economics. However, business runs on information, and in today's world, information is shared through technology. Whether the technology comes in the form of a cash register, data warehouse or Analytics, knowing how to incorporate it into a company is essential to modern business. A Systems stream in PGDM integrates business management and technology knowledge to give the students an all rounded view of use of Information Technology as a leveraging & enabling tool in organizations. The courses offered approach the domain from the fundamentals of Information technology and its uses for managers, to Management Information Systems, Enterprise Resource Planning to Managing software projects; and E-business to Business Intelligence.



Core

Information Technology for Management
Management Information Systems
Managing Software Projects
Enterprise Resource Planning

Electives

Social Media, Cloud Analytics and Mobility
IT outsourcing- trends and strategies
E Business
Business Intelligence
Business Data Management
IT Audit and Governance
IT Strategy for Start-ups

Operations & Supply Chain

The group of complex activities related to an organization's functioning constitutes its Operations. SDMIMD offers a distinct curriculum and pedagogy in the field of Operations, focusing on an insightful and practical mode of study for students who embark upon it. Courses offered are tuned to the demands of the industry. There has been a renewed focus in this field with the realization of the importance of operations and the major financial and strategic consequences it can have for any organization in terms of productivity and sustained competitive edge. The courses offered in this area expose the students to the various facets of this domain – technical, operational and strategic. This ensures that the participants gain a thorough understanding of the relevant concepts and are able to apply the concepts to solve practical problems. Because of the value the field offers, global companies have traditionally been recruiting students from this specialization, for various roles.

Core

- Production & Operations Management
- Logistics & Supply Chain Management
- Decision Modelling and Optimization
- Services Operations Management
- Technology Management & Innovation

Electives

- Production, Planning & Control
- Lean & Green Management
- Project Management
- Strategic Quality Management
- Strategic Outsourcing
- Managing New Enterprises



Human Resources

Human Resources, the people aspect of business, is increasingly being recognized as a strategic contributor towards the success of business. It plays a pivotal role in integration of business and human resource strategies. Given the importance of Human Resource Management and Industrial Relations, there is the need for a structural approach to prepare individuals for this field. Human Resource managers seek to achieve this by aligning the recruitment of skilled and qualified individuals with the capabilities of the current workforce, with the organization's on-going and future business plan and requirements to maximize return on investment and secure future survival and success.

The courses offered by SDMIMD lay particular focus on HR strategies and the best practices in HR followed across the industry. Incorporating hands-on learning experience through industry projects, our pedagogy ensures an exhaustive and topical curriculum for learning by some of the best minds in this field. This enables students to hone their skills and knowledge to excel in the field of HR.

Core

Human Resources Management
Understanding People in Organization
Organizational Dynamics
Compensation Management
Organizational Development

Electives

Performance Management
International HRM
Labour Laws & IR
Talent Management
Advanced Recruitment & Selection
Human Capital Management
Workplace Learning & Development



General Management

Consulting and Strategy as domains of interest have evolved in SDMIMD over the years due to the increasing batch size, which allows interaction of a larger pool of people with diverse profiles. The bright minds at SDMIMD are encouraged to question, think fresh and be innovative as they generate and exchange ideas while polishing their thoughts.

General Management deals with leadership and management of any business. Effective management skills are developed and honed at SDMIMD, as the courses are designed to create awareness about philosophies and strategies for growth of enterprises. The importance of the relation between the company and community is best incorporated in the students by focusing on ethical leadership and corporate citizenship.



Core

Managerial Communication - 1
Managerial Communication -2
Microeconomics
Macroeconomics
Business Policy & Strategic Management
International Business
Business Law
Ethics & Values in Management
Socially Relevant Project
Knowledge Seminar
Global Markets and Strategic Perspectives
Fundamentals of Data Analysis
Advanced Data Analysis
Business Landscape
Yoga & Wellness

Electives

Leadership for Global Citizenship
Corporate Social Responsibility
Entrepreneurship
Strategy in Action
Communication Strategies for Leaders
Crisis Communications

Alumni

www.sdmimd.ac.in/spandan

SDMIMD alumni are unique stakeholders of the institute. What our alumni are today and roles they play clearly define the brand of SDMIMD. At the institute alumni take active part in all initiatives and endeavour to strengthen SDMIMD.

Our alumni are in top positions in leading corporates. SDMIMD alumni are involved in providing constructive feedback to the institute in improvement of existing courses, offering suggestions for new ones and strengthening of pedagogy. They provide industry perspective to the PGDM students. The alumni associate themselves in various forums such as entrepreneurship cell and various student initiatives. The alumni also share their professional experiences through guest lectures as part of the courses. Opportunities for summer internships, guidance and support in placements are also areas of contribution by SDMIMD alumni.

Spandan

Alumni achievements, their visits to SDMIMD campus and other alumni related activities are showcased in “Spandan” the alumni portal.





“

As a knowledge institution, SDMIMD collaborates with corporate organizations by strengthening their capacities, documenting their knowledge their cases and in contemporary business realities to the class room.

Dr. M.R. Suresh
Professor - Marketing

Corporate Partners

Actuant India
Adrenalin eSystems
AIM HIGH Consulting
Albumizer
Amba Research (India)
ANZ Bank
Asian Paints
AT&S India
Berger India
Brigade Enterprises
Bosch
Capital Via
Cholamandalam Investment and Finance
Café Coffee Day
CoreEL Technologies
Dell International Services India
Deloitte
Essilor India
Federal Express (India)
Feedback Business Consulting Services
Fenesta Building Systems
Finitatives Learning India /FL.I.P
Foradian Technologies
Freudenberg India
Future Group / Pantaloon
Gutenberg Communications
Godrej Tyson Foods Ltd

Harita Seating Systems
HCL Technologies
HDFC Bank
Hycom Engineering
ICICI Securities
IDEA Cellular
Infosys Technologies
ING Vysya Bank
iDeCK
Integrated Brand-comm
ITC Limited
Jubilant Life Sciences
Kluber Lubrication
McAfee Software (India)
Mercedes-Benz Research and Development(I)
Murugappa Group
Mphasis
Narayana Hrudayalaya Hospitals
Nestle India
NetApp India
Odessa Technologies
ODigMa Consultancy Solutions
Oracle - OFASS
Practo Technologies
Probe Equity Research
Rane Group
SAI India (Licensee of SAI spa Italy)
SAP India
SKDRDP
Software Paradigms Infotech
Span Infotech
SysInformation Healthcare
Tata Consultancy Services
Target India
TE Connectivity
Telcon - TATA Hitachi
Terex India
The Lakshmi Vilas Bank
Total Oil India - LPG Division
Toyota Financial Services (India)
Transparent Value
Trident Group
TTK Prestige
Ujjivan Financial Services
United Spirits
Valtech India
Vistaar Financial Services
Vodafone South Limited
WeP Pheriperals
Wipro Technologies
Writers Corporations
XL Dynamics



It was an honour & privilege to visit this wonderful institute and address & interact with the young students & faculty. Institutions become great, when they have an ambition as well ambience. This institute has both. All my best for journey ahead & for attaining a position amongst the best in the world.

R.A. Mashelkar

President, Global Research Alliance
Former Director General, Council of Scientific and Industrial Research (CSIR)

It was a pleasure spending time with the faculty and the students. It is an energizing and vibrant environment.

S. Sivakumar

Divisional Chief Executive of the Agri Business Division
ITC Limited, Hyderabad



Great to be at SDMIMD. A fine Institution this, I was very impressed with the ambience and professional culture prevalent

J. P. Haran

Managing Director, Tata Engineers Limited, Mumbai

I am highly impressed with the environment of SDMIMD, which includes in addition to the physical environment, excellent faculty, curriculum & effective management.

Dr. T. Kanti Srikantaiah

Professor, University of Maryland
Former Director, Centre for Knowledge Management Dominican University, USA



Very Positive environment and refreshing faculty.

Priti Parekh

Senior Managing Director, Equities, Fixed Income, Compliance & Operations
Copal Amba

Institute Key Contacts

Mr. C.V. Sridhar
Manager-Administration
Mobile: 9886024265

Dr. Sunil M V
Librarian
Mobile: 9986439832

Mr. Muddaraj Urs G
Secretary to Director
Mobile: 9740140485

Ms. Divya R.
Accounts Officer
9847225586

Ms. Rekha Ganapathy
Admissions Officer
Mobile: 9742722906

Mr. Deepak Chandrashekar
Placement Officer
Mobile : 9449040060

Mr. Jinesh N.
Superintendent - Hostel & Mess
9886571803

Mr. Ramesh M.P.
Placements Co-ordinator
9900348687

Ms. Sone Selvavinayagam
PGDM Co-ordinator
9538585171

Mr. Shashidhar M.
PGDM Co-ordinator
9945273780

Mr. Alex B.
System Administrator
9036978088



Shri Dharmasthala Manjunatheshwara
Institute For Mangement Development

No. 1, Chamundi Hill Road, Siddharthanagar, Mysore - 570011.

Phone : 91 - 821 - 2429722, 2429161

Fax : +91 - 821-2425557

Email : contact@sdmimd.ac.in

URL : www.sdmimd.ac.in