



Shri Dharmasthala Manjunatheshwara  
Institute for Management Development

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





Shri Dharmasthala Manjunatheshwara Institute for Management Development

Recognized by



Accredited by



A \*\* Rating by



A \*\* Rating by



Candidate for Accreditation



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## Chairman's Message

When we set up the Management Institute in Mysore close to 25 years back, we had two broad objectives in mind – first, to have a centre for higher learning and research that will provide the best in terms of academics and support facilities, and second that we would be able to bring out management graduates with a deep sense of Indian values and ethics. In these 25 years, our goals have been met to a large extent and the journey is on. Many students who have successfully completed the program in SDMIMD are holding high positions of responsibility in India and abroad, and their career progression chart demonstrates that they have become worthy leaders. But we are not complacent with this. We have a process in place that gears itself up to changes in environment and changes in expectations. Our curriculum design process takes care of this. Side by side, we have intensified the process of grooming the students to social awareness and ethics, because to us that is the single factor that will make the difference in the days to come.

We request all stakeholders to continue their support to the Institute in its endeavour to reach higher levels of excellence.

With regards,

**Dr. D. Veerendra Heggade**

Dharmadhikari, Shri Kshethra Dharmasthala  
Chairman, SDMIMD, Mysore



## Director's Message

As we herald in a new academic year, it gives me great pleasure to be writing this brief communication to all our stakeholders and patrons. SDMIMD had a wonderful 2015-16 with a spate of conferences, events, and lectures. We were able to enter into fresh arrangements with foreign universities for student and faculty exchange, thereby bringing the total number of such tie-ups to six.

From the academic angle, the Faculty of the Institute made great strides and it is heartening that the number of per capita faculty publication this year is among the best in the country. In true reflection of this as well as the high academic rigor practiced in SDMIMD, we had many rating agencies ranking the Institute among the best Institutes in the country. CRISIL and Brickwork ratings accorded A\*\* rating to the Institute.

Amidst all this, there are several changes taking place in the overall scenario of management education in the country. SDMIMD is geared up for these potential changes, thanks to the highly proficient and involved Governing Council and Advisory Board. Our Chairman, Dr.Veerendra Heggade, continues to inspire us for scaling new heights of excellence. We would also like to acknowledge the support and direction from the Vice President of the Trust, Shri. D.Surendra Kumar and the Secretary of the Trust, Prof. S. Prabhakar.

The committed faculty and staff team at SDMIMD are treating the new challenges as opportunities. We solicit your continued support, patronage and involvement in the Institute's activities in the years to come, and help us in building a truly world-class Institute. With best wishes

**Dr. N.R. Parasuraman**

Director & Professor, Finance





## Deputy Director's Message

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, Institute tieups, 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 believes in providing value to the students by continuously working towards the Institute Mission of developing future corporate leaders.

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

**Dr. H. Gayathri**

Deputy Director & Professor, Marketing



## 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 Credo

We believe that:

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



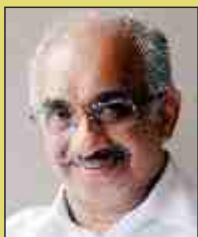
## Governing Council



Dr. D. Veerendra Heggade  
Dharmadhikari, Sri Kshethra  
Dharmasthala, Dakshina Kannada  
Chairman, Shri Dharmasthala  
Manjunatheshwara Institute for  
Management Development  
(SDMIMD), Mysore



Dr. K.R. Srinivas Murthy  
Former Director  
Indian Institute of Management,  
Bangalore (IIM-B)



Sri. D. Surendra Kumar  
Vice President  
SDM Educational Trust  
Bangalore



Dr. Prasanna Chandra  
Professor (Retd.), Indian Institute  
of Management, Bangalore (IIM-B)  
Director, Center for Financial  
Management (CFM), Bangalore



Prof. S. Prabhakar  
Secretary  
SDM Educational Trust, Ujire



Sri. R. Guru  
Managing Partner  
N.Ranga Rao & Sons, Mysore



Mr. B. Muthuraman  
Vice Chairman-Tata Steel  
Mumbai



Mr. K. Jairaj  
Former Additional Chief Secretary  
Government of Karnataka



Sri. Bhaskar Bhat  
Managing Director  
Titan Industries Limited  
Bangalore



Dr. N. R. Parasuraman  
Director  
SDMIMD, Mysore



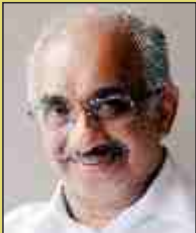
Dr. Anant R Koppar  
Chairman & CEO  
KTwo Technology Solutions,  
Bangalore



Dr. H. Gayathri  
Deputy Director  
SDMIMD, Mysore



# Advisory Board



Sri. D. Surendra Kumar  
Vice President  
SDM Educational Trust



Dr. Saji Gopinath  
Professor  
Indian Institute of Management  
Kozhikode (IIM-K)



Prof. S. Prabhakar  
Secretary  
SDM Educational Trust, Ujire



Dr. K.R. Srinivas Murthy  
Former Director  
Indian Institute of Management  
Bangalore (IIM-B)



Mr. Sid Mookerji  
Chief-Executive-Officer (CEO)  
Software Paradigms (I) Private  
Limite1



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



Mr. K. Ganesan  
Vice president-HR  
Tata Consultancy Service (TCS),  
Chennai



Dr. N.R. Parasuraman  
Director  
SDMIMD, Mysore



Mr. K.R. Viju Parameshwar  
President & CEO  
Kluber Lubrication India Private  
Limited, Bangalore



Dr. H. Gayathri  
Deputy Director  
SDMIMD, Mysore




Mr. Nishchae Suri  
Partner  
KPMG



## The Institute

Shri Dharmasthala  
Manjunatheshwara Institute for  
Management Development (SDMIMD),  
a premier B-school located in Mysore,  
was established in 1993 with the  
objective of providing quality  
management education based on a  
firm foundation of Indian values and  
ethics. From inception, it has been  
striving to create business leaders  
who are value-driven and ethical in  
their approach and are sensitive to  
societal needs. This is in keeping with  
the tradition of the Shri  
Dharmasthala Manjunatheshwara  
Educational (SDME) Trust, to which  
the Institute belongs.





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

For his exemplary service to mankind, Dr. Heggade was awarded the Padma Vibhushan (the second highest civilian award of the Republic of India, given for "exceptional and distinguished service") last year. Earlier to that, Dr. Heggade, was the proud recipient of the Ashden Award, dubbed as the Green Oscar, for demonstrating how a microfinance organization like Shri Kshethra Dharmasthala Rural Development Project (SKDRDP) can play a key role in meeting energy needs of the poor.

Inspired by the exceptional work done by our Chairman and the trust, SDMIMD has endeavored to create an environment where ethics and values are part of the cultural fabric. SDM IMD'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 Institute has been rated A\*\* (A Double Star) by Credit Rating Information Services of India Limited (CRISIL) and Brickwork Ratings at the National level. The rating brings the Institute on par with many leading B-Schools in the country.

The curriculum and pedagogy for the PGDM program are planned by an elaborate process every year by taking into account practices at other leading institutes the world over, and considering the views of leading academics and recruiters. Last year, the PGDM program was recognised for its academic rigor by the Higher Education Review (HER) which ranked SDMIMD as the "Management College of the Year 2015" under "College for Academic Rigor" category.

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

Mays School of Business, Texas A&M University, USA

MBA Centre at Global Management Education Institute, Shanghai University, China

British University in Dubai, University of Dubai

University of Bordeaux, France & University of Montevideo, Uruguay.

## The Campus



SDMIMD is located in a picturesque campus at the foot of Chamundi Hills in the heritage city of Mysore in Karnataka, 140 kilometers from Bangalore. The campus, designed by award winning architect Shirish Beri from Kolhapur, 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 architectural and landscape awards, and provides an atmosphere conducive for the germination of managerial intellect.





## Library

The SDMIMD Library or the Information Resource Centre supports teaching, learning and research by providing 'Anytime, Anywhere Access' to information and knowledge. It 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.



## IT Infrastructure

The campus is equipped with contemporary IT infrastructure. The computer center is furnished with many databases, analytics and office productivity tools along with data-storage, printing and scanning facility. The campus alliance with Microsoft facilitates access to all their latest software. Google services have been deployed for the communication and collaboration. The dedicated leased line is accessible both on Wi-Fi and wired network across the campus.

The Computer center also houses Learning Management System which is extensively used for dissemination of learning materials, online discussions and conduction of quizzes.

## Classrooms

The classrooms are designed for active learning and allow for high levels of student engagement. Brainstorming, interaction and friendly debates are encouraged and practiced in areas within and outside the classrooms. The classrooms are also equipped with high-tech support equipment such as LCD Projectors, AV Systems, Interactive Board and Wi-fi facility.

## Gym & Yoga

The "Wellness Center" at the campus has facilities for Yoga and Aerobics. A gym, Table Tennis and Badminton courts indoors and a Basket Ball court outdoors provide students the means to pursue their favorite sport and stay fit and healthy.

## Auditorium and Amphitheatre

All major events at SDMIMD are held either in the auditorium or the amphitheatre. Both these spaces are spacious hubs of conferences, lectures and cultural events which are organised from time to time.

## Hostel & Mess

The SDMIMD hostel is indeed a home away from home. With fully furnished single rooms, lounge/study area, recreational facilities, and a common dining area, the hostel is a mini world of its own. The facilities in the hostel include broadband internet access, housekeeping, dry cleaning and laundry services. The SDMIMD Mess is student-managed. The students decide on the menu. It caters to around four hundred people, and serves a variety of North and South Indian vegetarian cuisine.





## Accreditations and Recognitions



### **CRISIL renews rating of SDMIMD as A★★ (A Double Star)**

SDMIMD has been re-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 of Admissions, Placements, academic rigor, and the feedback from alumni and students.

### **Brickwork awards A''' to SDMIMD at National Level**

A well-established track record, brand equity, quality of the program and knowledge transfer to the students have made SDMIMD to be ranked with A★★ (A Double Star) at National Level and A''' (A Triple Star) at State Level by Brickwork Ratings. The grading has considered other elite B-Schools in the country and rated SDMIMD for the diverse academic courses offerings, well qualified faculty, talented student pool, good placement record, excellent infrastructure facilities and stable financial risk profile of the Institute.

### **SDMIMD's PGDM Recognised as Equivalent to MBA Degree**

The 2-year full-time Post Graduate Diploma in Management (PGDM) of SDMIMD has been recognized as 'Equivalent to MBA Degree' of an Indian University by The Association of Indian Universities (AIU).

### **Visit of ACBSP President**

Mr. Jeffrey Alderman, President & CEO, Accreditation Council for Business Schools & Programs (ACBSP) the Global Business Accreditation body, visited SDMIMD for interaction on Friday, August 28, 2015. The interactive session with faculty members & students, followed by the campus tour was part of the packed schedule for Mr. Jeffrey Alderman. Speaking about ACBSP Mr. Jeffrey pointed out how the accreditation brings quality, equanimity and collaboration among B-Schools. Further, he shared information about initiatives of accrediting bodies in enhancing the collaborative research. Dr. Rajesh Khajuria, Chairman, GTU's Global MBA Program and Director of SMJV's CKSVIM Business School, Vadodara, India, accompanied Mr. Jeffrey.

### **SDMIMD listed in India's Top B-Schools Ranking**

SDMIMD has secured its position as one among the Top B-Schools in India. The B-School survey results released recently by key magazines which publishes B-School survey every year – Business Standard, Competition Success Review (CSR), Outlook and The Week has listed SDMIMD among the Top B-Schools in India again. CSR has ranked SDMIMD in 3rd in top private B-schools among Karnataka, while The Week has listed 11th among the top private B-School in South Zone.

### **SDMIMD recognized for its academic rigour**

Higher Education Review (HER) has ranked SDMIMD as "Management College of the Year 2015" under 'College for Academic Rigor' category. A consistently revised curriculum that has been complemented by frequent guest talks and other events have made SDMIMD to secure top position in Academic Rigor. SDMIMD has been listed among 'Top 20 B-Schools' for the 'Management College of the Year 2015' in the October 2015 issue of HER.

### **SDMIMD's PGDM Program Re-Accredited by NBA**

The flagship program of SDMIMD Post Graduate Diploma in Management (PGDM) - is re-accredited by National Board of Accreditation (NBA) for a period of two years from 1st July, 2015.







## International Linkage

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 following Institutions.



Texas A & M University



Shanghai University



University of Bordeaux  
France



Groupe École Supérieure  
de Commerce, France



University of Montevideo  
Uruguay



British University, Dubai

## Events at SDMIMD







## Conferences at SDMIMD

4th International Conference on Emerging Trends in Finance and Accounting with the theme "Global Recovery India Story" August 21 & 22, 2015.

International Conference on "Global Economic Growth and Sustainability Challenges and Prospects", November 20-21, 2015.

The 4th International Conference on Managing Human Resources at the Workplace, December 4 & 5, 2015.

First National Conference on Consumer behaviour - Contemporary Issues & Emerging Trends, October 30, 2015.

Conference on "Corporate Social Responsibility – Approaches and Practices for Inclusive Growth", November 5 & 6, 2015.

International Conference in Operations Management and Research

(ICOMAR 2016) January 21, 2016

NHRD Conclave, November 19 & 20, 2015

ART Update 2015, December 19 & 20, 2015



## Conferences across the Globe (Conducted in collaboration with J.A. Alpha, a Dubai-based academic body)

International Symposium on Emerging Trends in Social Sciences Research, SDMIMD and J A Alpha, Chennai, April 3-5, 2015.

First European Academic Research Conference on Global Business, Economics, Finance and Social Sciences, June 30 & July 1-2, 2015 at Milan, Italy.

Second European Academic Research Conference on Global Business, Economics, Finance and Banking , Zurich, Switzerland , July 3-5, 2015.

3rd Asia Pacific Conference on Global Business, Economics, Finance and Banking , Singapore, July 17-19, 2015.

4th Asia-Pacific Conference on Global Business, Economics, Finance and Social Sciences, August 7-9, Kuala Lumpur, Malaysia

3rd Middle East Conference on Global Business, Economics, Finance & Banking, October 16 to 18, 2015, Dubai, UAE

4th International Conference on Global Business, Economics, Finance and Social Sciences with the theme "Green Economy! For Sustainable Development!", December 18-20, 2015, Kolkata.





**Shri Vivek Kulkarni**, Founder M D, Brickwork Ratings, delivering the Foundation Day Lecture



**Mr. Sid Mookerji**, Global CEO and Co- Founder, Software Paradigms International Group LLP (SPI) delivering the Annual Leadership Talk

## Other Annual Events

Foundation Day Lecture 2015, August 18, 2015

Annual Leadership Series (ALS 2015) Talk, September 10, 2015

International Symposium, January 11, 2016

Convergence 3i - 2016, February 23, 2016

Panel Discussion on Net Neutrality Vs Free Basics, February 1, 2016

Budget Conclave 2016, March 2, 2016

Startup Charcha, February 3, 2016

## Workshops, MDP and FDPs

Two day workshop on 'HR for Non-HR Professionals' -April 9 & 10, 2015.

2-Day Workshop on 'Questionnaire Design & Statistical Analysis' -May 18-19, 2015

Workshop on IT Business Analysis was organized -August 1, 2015.

One day workshop on “How to publish your paper in journals” - June 27, 2015

Workshop on Managing Knowledge in Project' - August 6, 2015

Pre-Conference Workshop on the theme – “Empirical Research in Finance” -August 20, 2015

Workshop for ESIC professionals on Soft Skills, September 26, 2015

Workshop on New Directions in HRM Tools and Techniques, December 3, 2015

### MDP and FDPs

3-day Management Development program on Finance for Non-Finance Professionals - April 23-25, 2015

MDP on Inferential Statistics using Excel - May 23, 2015

MDP on Dimensions of Leadership - May 28, 2015

Faculty Development Program on “Innovative Methods in Teaching HRM -June 5-6, 2015.



## Glimpse of Prominent Speakers on Campus

Mr. Vishwaprasad Alva  
Managing Director  
Skanray Technologies

Mr. Praveen Kamath  
General Manager & Global Head  
Talent Transformation, BPO/KPO,  
Wipro Corporation

Mr. Ram Mohan  
EVP and Head (IMS & EIM Services),  
Mindtree Ltd.

Mr. Sunil D.A.G. Kutty  
Head – HR  
Ujjivan Financial Services Pvt Ltd

Mr. Sid Mookerji  
Global CEO and Co- Founder, Software  
Paradigms International Group LLP (SPI)

Mr. Nagi Rao  
Founder and President, SI Holdings

Mr. Samit Ghosh  
Founder & Managing Director  
Ujjivan Financial Services Pvt. Ltd.

Mr. Srikanth Srinivasan  
Director- HR  
Cognizant Technology solutions

Mr. Muthuraman  
Former Vice Chairman, Tata Steel

Mr. Robert Grobbier  
MD & COO – AT & S

Mr. Muralidhar Reddy  
VP-Jubilant

Mr. Shekar Viswanathan  
Vice Chairman & Whole-time Director,  
Toyota Kirloskar Motor Ltd

Mr. Ajay Nanavati  
Former Managing Director, 3M India &  
President, Grey Gurus Management  
Advisors LLP

Dr. Rangan Vardhan

Founder Chairman, Micrograam

Mr. Richard Lobo  
Senior Vice-President & Head - HR, Infosys

Mr. Sarosh Ghandy  
Former Managing Director, TELCON

Mr. Thrishuli B  
Head HR, Janalakshmi Financial Services

Dr. N Muthukumar  
Chairman, CII Mysuru

Dr. Debashis Chatterjee  
Former Director IIM Kozhikode &  
Professor IIM Lucknow

Dr. Pradeep A. Rau  
Professor of marketing and International  
Business The George Washington University,  
Washington

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

Dr. Elango Rengasamy  
Head of Banking & Finance Program  
British University in Dubai (BuID), UAE

Prof. Ashta Aravind  
Banque Populaire Chair in Microfinance,  
Burgundy School of Business

Dr. Stephen ARO-GORDON  
Professor & Department Chair - Financial  
Mathematics, Baze University, Nigeria

Dr. Lee Schlenker  
Professor of Business Information Systems &  
Vice Dean of the Groupe ESC Pau, France



## SDMIMD 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.



## Marketing

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.

### Core

Marketing Management  
Marketing Research

### Electives

Integrated Marketing Communication  
Sales and Distribution Management  
Business Marketing  
Digital Marketing  
Retail Management  
Consumer Behaviour  
Product Management & Brand Strategy  
Business Negotiation  
Services Management



## Finance

The Finance specialization stream is specially designed to help students analyze 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.

### Core

Financial Accounting  
Management Accounting  
Corporate Finance

### Electives

International Finance  
Project Appraisal  
Mergers & Acquisitions  
Financial Institutions & Markets  
Behavioral Finance  
Contemporary issues in International Business & Finance  
Financial Statement Analysis  
Financial Derivatives  
Investment Analysis & Portfolio Management



## Systems

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

### Electives

Social Media, Mobility, Cloud Analytics and Cloud  
IT Outsourcing- Trends and Strategies  
E Business  
Business Intelligence  
Business Data Management  
IT Audit and Governance  
Managing Software Projects  
Enterprise Resource Planning  
IT Strategies for Startups



## 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.

### Core

Production & Operations Management  
Logistics & Supply Chain Management  
Decision Modelling and Optimization

### Electives

Production, Planning & Control  
Lean & Green Management  
Project Management  
Strategic Quality Management  
Strategic Outsourcing  
Managing of Small & Medium Enterprises  
Services Management  
Technology Management & Innovation  
Data Analysis using R Programming





## Human Resources Management

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

### Electives

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



## General Management

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  
International Business  
Business Law  
Ethics & Values in Management  
Socially Relevant Project  
Knowledge Seminar  
Fundamentals of Data Analysis  
Advanced Data Analysis  
Business Landscape  
Yoga & Wellness  
Corporate Social Responsibility & Sustainability

### Electives

Leadership for Global Citizenship  
Entrepreneurship  
Crisis Communications  
Strategic Management

## Our Faculty



**N.R. Parasuraman**  
LLB, FCS, FCMA, DBF, Ph.D.  
Director  
Professor - Finance



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



**H. Gayathri**  
MBA, Ph.D  
Deputy Director  
Professor - Marketing



**R Sugant**  
BE, MBA  
Associate Professor - Marketing



**R. Jagadeesh**  
BE, ME, Ph. D  
Dean-Academics  
Professor - Operations



**Rajendra Todalbagi**  
BE(Mech), EGMP  
Associate Professor - Operations



**Nilanjan Sengupta**  
M.A., Ph.D.  
Professor - Human Resources



**Neetu Ganapathy**  
M.Sc., MDBA & Ph.D  
Associate Professor-Systems



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



**Prasad S.N.**  
BE, ME, PGDM, MDBA  
Associate Professor - OB/HRM



**M.R. Suresh**  
PGDRM & Ph.D  
Professor - Marketing



**Mohamed Minhaj**  
MCA, M.Phil  
Associate Professor - Systems

**Srilakshminarayana.G**

M.Sc., Ph.D.  
Assistant Professor  
Quantitative Methods

**M. Sriram**

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

**Jayakrishnan S**

Bsc, PGDM, PGCAM & PR  
Assistant Professor - Marketing

**Venkatraja B**

MA, Ph.D  
Assistant Professor - Economics

**L Gandhi**

M.A., M.B.A., M.Phil.  
UGC-NET (Ph.D)  
Assistant Professor - OB/HRM

**Kannadas S**

MBA, M.Phil, FDP (IIM K)  
FDP (IISc), (Ph.D)  
Assistant Professor

**Ram Kumar Dhurkari**

B.Sc. (Mathematics), MCA  
Fellow (IIM Kozhikode)  
Assistant Professor - Operations

**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** - *CSR*

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** - *HRM*

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*

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

**N. Ravi Shankar** - *Marketing*

CEO, Aimhigh Consulting



## 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 29 journal/book publication, 39 cases and other intellectual outputs were published in the year 2015-16.



# Our Publications



## Institute Publications



SDM Journal of Management



Contemporary Research in Management



Excerpts of select Summer Report



Cases in Management

## Faculty Research Publications

25 International Journal Papers

04 National Journal Papers

39 Case Studies

13 International conference Papers

01 Book Review

## Beyond the classroom



While SDMIMD prides itself on its academic rigor, we firmly believe that actual learning happens beyond the classroom as well. To nurture and provide for all round development, we have several associations and clubs. They provide a forum for interaction amongst students and allow them to connect with the outside world.



## **Samprati**

Samprati is a student committee at SDMIMD, which plays an active role in enhancing the social life of students by organizing celebrations of festivals, intersectional competitions and other events. The two main events they organize are “Khoj”, an event where the first year students get a chance to showcase their talents and “Abhigyaan”, which is one of the biggest events in the SDMIMD calendar as it attracts undergraduate students from the best colleges in South India and gives them a peek into the life at a B-school through various competitions.

## **Finnacle, the Finance club**

The members of this club organize various competitions in the area of Finance. Their flagship event is Vittaaksh.

## **Club Silicon**

Club Silicon, the students' IT Club of SDMIMD, serves as a single point of contact among the Institute's students for all IT related activities. The club besides serving as an interface between the students and Systems department of the Institute, also endeavors to evangelize the application of Information Technology in various functions of management through organization of events like quizzes, knowledge sharing sessions etc. Since its inception, the club has internally managed all IT-support activities like development of websites for the events organized by the students.

## **Toastmasters Club**

Toastmasters International is a non-profit educational organization that aims at helping people improve their leadership and communication skills. Started in 1924 by Ralph Smedley, the organisation now has 3,32,000 members in 135 countries worldwide through its 15,400 clubs. The mission of SDMIMD Toastmasters is to provide a positive learning environment in which every member has the opportunity to develop communication and leadership skills. This will help to boost their self-esteem and support their growth into confident individuals.

During the weekly meetings, members of the club take on various roles like that of the MC, grammarian, evaluator etc. Every meeting has an education section, prepared speech section and an extempore section. The club is open to students, faculty, staff and alumni.





### **e-Dimensions**

“e-Dimensions” is the official student magazine of SDMIMD. It gives students a platform to showcase their writing skills. It contains articles on contemporary business issues, interviews with business leaders from different industries, book reviews etc.

### **Swayam**

Swayam fosters the spirit of entrepreneurship amongst students by conducting workshops and competitions. It allows for networking with other entrepreneurs via various events.

### **Drishti**

Drishti is the film and photography club at SDMIMD. It conducts workshops and competitions related to photography, making videos etc. It also screens various educational movies and documentaries from time to time and arranges for an exhibition of all art work done by students.

### **Suvidha**

Suvidha is an equity-funded departmental store conceived and run by students as a co-operative venture with the objective of providing daily necessities to students at the lowest cost. It provides an opportunity for students to apply their knowledge to professional and practical management of a micro-institution.

### **Admissions Committee**

This committee is dedicated to attract the best talent aspiring for education in Management. It resolves queries raised by potential candidates on online forums. The committee works along with the management of SDMIMD by communicating various grievances and issues faced by the aspirants. It acts as a bridge between the aspirants and SDMIMD.

### **Placement Committee**

The placement committee at SDMIMD comprises of a team of highly motivated students, mentored by faculty members, who work towards achieving the goal of obtaining the desired placement offers for the students in terms of both profiles and organizations to work with. In addition, the placement committee plays an instrumental role in developing and sustaining a mutually beneficial long term relationship with the industry.

### **Mess Committee**

The Mess Committee comprises of students who plan the menu based on student choices. They also ensure that there is a representation of dishes from different states on the menu considering that there are students from 22 different states on campus.



### **Kalanubhav**

The committee aims to create cultural awareness amongst the students about Indian art forms. It also tries to promote these art forms by arranging various events on campus every year.

### **Gnosis**

The Gnosis committee at SDMIMD arranges for corporate talks and fun and interesting management games. The students conduct knowledge sharing sessions on various topics to continue learning beyond the classroom.

### **Sports Committee**

This committee manages sports activities at SDMIMD. It conducts SPORTS DAY on 15th of August every year and other events like inter-class competitions for badminton, table tennis etc. The committee also conducts a chess tournament at the district level.

## **Student Events**

Annual Fests

Khoj 2015

Abhigyaan 2015

Essay Competition 2015

Naissance 2016 – the Annual Management Fest

Blood Donation Camp 2015

Food Carnival 2015

Debate Competition 2016

Kalanubhav 2015

69th Independence Day

Ganesh Chaturthi at SDMIMD

Onam Celebration

Dasara Celebration

67th Republic Day at SDMIMD



# Student Achievements



## Runner up prize in the SCM MAESTRO

Mr. Rohitaksh G.S., Mr. Paras Mainali and Mr. Bhavesh Sobhani- students of PGDM 2014-16 batch won the runner up prize in the SCM MAESTRO – a national level Supply Chain Management (SCM) event organized by Symbiosis Institute of International Business (SIIB), Pune on the theme “Supply chain management and its importance in Make in India initiative”.



## Qimpro Champions League

Mr. Prateek Jain & Mr. Vishal Vaswani -of Batch 2014-16 have won the Qimpro Champions League Competition and successfully completed five Challenges to earn the title of "Certified Qimpro Champions". The Qimpro champion's league is an initiative that focuses on seeding Quality and Innovation concepts and practices in budding college students.



## Runner-up prize in Caso di Studio

Mr. Sudhanshu Chauhan and Mr. Shivendra Gupta- students of the PGDM 2014-16 batch won the Runner-up prize in Caso di Studio, a national level case study competition organized by Symbiosis Institute of International Business (SIIB), Pune.



### **SDMites emerge winners at Bangalore 2015 Event**

SDMIMD students participated and won the following events at 'In Bangalore 2015', a National Level Management fest organized by Rajagiri Centre for Business Studies on 15 & 16 October 2015. Mr. Arvind Bharadwaj for Best Manager, Mr. Srikanth Kadkol, Mr. Chaitanya Gaddam, Mr. Vivin Varghese and Mr. Karthik.M.Nair for Best Management Team, Ms. Shwetha Kotian, Mr. Gagan Chengappa M.N., Mr. Gowrav Gopi and Mr. Amol Rachit Goel for Marketing. Mr. Ankit Sanghani, Mr. Narendran, Ms. Thamburu N Sanan and Mr. Vijesh M V, have won the first prize in the finance game "Rabban". Ms. Hannah Priyadarshini B, Mr. Krishna Arun, Ms. Shushma Chengappa have won the second prize in the HR game "Afonso".



### **SDMites 2nd in 'Effectus' @ XIMERA 2015**

Abeel Iqbal Mogral and Kidiyoor Nihal Saheb of PGDM 2015-17 bagged second place in the Operations Management event 'Effectus' organized as a part of XIMERA 15 - the National level B-School Management fest.



### **Runner-up position at Atharva 2016**

Dipyaman Choudhury and Tushar Joshi of PGDM 15-17 secured 'Runner Up' position in marketing event "Make Your Mark" of the flagship event of TAPMI's ATHARVA 2016 the national level Management Fest organized during January 30 & 31, 2016. They competed with 130 teams.



## Alumni



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.





## Corporate Partners



Actuant India  
Adrenalin eSystems  
AIM HIGH Consulting  
Albumizer  
ANZ Bank  
Asian Paints  
Berger India  
Bosch  
Brigade Enterprises  
Brigade Enterprises Limited  
Capital Via  
Copal Amba  
CoreEL Technologies  
Dell International Services India  
Deloitte  
ESAF Microfinance  
Feedback Business Consulting Services  
Fenesta Building Systems  
Finitatives Learning India  
Foradian Technologies  
Freudenberg India  
Gutenberg Communications  
Harita Seating Systems  
Lookup  
HCL Technologies  
HDFC Bank  
HDFC Limited  
Hexagon Capital Advisors  
Hycom Engineering  
ICICI Securities  
IDEA Cellular  
IiDeCK  
Infosys Technologies  
ING Vysya Bank  
ITC Limited  
Janalakshmi Financial Services  
Klubber Lubrication  
Mahindra & Mahindra Financial Services  
Mphasis  
Narayana Hrudayalaya  
Nestle India  
Odessa Technologies  
ODigMa Consultancy Solutions  
Oracle Financials  
Practo Technologies  
Probe Equity Research  
Rane Group  
SKDRDP  
SKS Microfinance  
Software Paradigms Infotech  
Span Infotech  
Svatantra Microfin  
SysInformation Healthcare  
Target India  
Tata Consultancy Services  
TE Connectivity  
Telcon - TATA Hitachi  
The Lakshmi Vilas Bank  
Total Oil India - LPG Division  
TTK Prestige  
Ujjivan Financial Services  
Vistaar Financial Services  
Wipro Technologies  
Writers Corporations  
XL Dynamics  
Yodlee Infotech Private Limited

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