



PGDM

ADMISSIONS
2027-29 **BROCHURE**

Shri Dharmasthala Manjunatheshwara
Institute for Management Development





Dharmasthala

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

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

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

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

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



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Director's Message

Dear Student Aspirant,

SDMIMD is part of the Sri Dharmasthala Trust, a philanthropic organisation involved mainly in rural development, social and health services, and is known for several innovative initiatives to help uplift the society. SDMIMD, for the last 32 years has adhered to its cherished Values and Mission of creating young leaders who are globally aware and rooted in the Indian value systems.

In 2025-26, SDMIMD achieved a major milestone of the successful renewal of its PGDM Accreditation for 5 years by the European Agency, the EFMD and Business School Impact System (BSIS) for 3 years. In addition, SDMIMD saw a record campus placement for the outgoing batch of 2026 in the relatively difficult placement environment experienced by other B schools. Average salaries also have increased gradually. Representation by states other than Karnataka in terms of student admissions for the PGDM Batch 2025-26 and 2026-28 have seen a marked increase.

SDMIMD students perhaps have one of the best AI enabled classroom and learning ecosystem that is well adjusted to the new learning environment. SDMIMD is a vibrant Campus with frequent and engaging student activities with great opportunities to showcase your talents and make a mark in the form of art, culture, oratory, sports and hobbies.

We look forward to welcome you to the award winning SDMIMD Campus and engage with us in the coming years.

Dr. (Lt Col) Prasad SN

Director-SDMIMD

Our Vision

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

Our Mission

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

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

Our Credos

We believe that:

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



SDMIMD Promises

To students :

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

To organisations:

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

To society:

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

To employees:

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

GOVERNING BOARD

Dr. D. Veerendra Heggade

Dharmadhikari, Shri Kshetra Dharmasthala
Chairman, SDMIMD, Mysuru

Sri. D. Surendra Kumar

Vice President
SDM Educational Trust, Ujire

Sri. Shreyas Kumar D.

Director-Projects
SDME Trust & Society, Ujire

Dr. Bhimaraya Metri

Director
Indian Institute of Management (Nagpur)

Sri. Kamal Bali

President & Managing Director
Volvo Group India, Bangalore

Dr. H. Chaturvedi

Chief Educational Advisor
Birla Academy of Art & Culture
Alternate President -EPSI

Sri. Samit Ghosh

Founder, Chairman
Ujjivan Small Finance Bank, Bengaluru

Sri. Nagaraj Ijari

Former Senior Vice President
Global Head - HiTech Business Unit
Tata Consultancy Services

Mr. Nishit Jain

Senior Special Advisor
Asia EFMD

Sri. T.R. Parasuraman

President and Whole Time Director
Toyota Industries Engine India Pvt. Ltd.

Dr. V. Kovaichelvan

Director
TVS Institute for Quality & Leadership
Bengaluru

Sri. Pavan G Ranga

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

Mr. Viju Parameshwar

Former President, Kluber Lubrication (India) Ltd.
Member, Governing Council of IIT, Pallakad
Nominated by the AICTE, Government of India

Dr. N. Muthukumar

President & Chief Operating Officer
Meritor HVS (India) Limited

Dr. (Lt Col) Prasad S N

Director
Professor-Strategy & General Management
SDMIMD, Mysuru

Prof. C.V. Sridhar

Assistant Professor-General Management
SDMIMD, Mysuru
Ex-officio Member

Mr. Ravindra M K

President - Prerana (SDMIMD Alumni Association)
Founding Member, BHIVE Workspace
Ex-officio Member

ACADEMIC ADVISORY COUNCIL

Dr. (Lt Col) Prasad S N

Director
Professor-Strategy & General Management
SDMIMD, Mysuru

Dr. Mohamed Minhaj

Dean - Academics & Professor – Systems
SDMIMD, Mysuru

Dr. Shamasundar Subbarao

Head, NIE Centre for Renewable Energy and
Sustainable Technologies
The National Institute of Engineering, Mysuru

Dr. Dharma Prasad

CEO & Chief Scientist,
Prosetta Bioconformatics Pvt. Ltd.
Founder Director
Funspluslearn Solutions, Mysuru

Mr. Shashidhar Dongre

Global Head
Embedded Engineering and Verification & Validation
L&T Technology Services, Mysuru
Visiting Faculty-SDMIMD

Mr. Niranjan N Naik

Founding Director
Quantum Leap Business Consulting
Former VP at Bosch
Entrepreneur and SDMIMD Alumni

Dr. Vasant Sivaraman

Professor, S. P. Jain Institute of Management &
Research (SPJIMR), Mumbai
Senior Academic, Strategy and Finance

CA Sabareesan C.K.

Independent Director
BPL Limited & Panasonic Appliances Ltd
Former CFO of Automotive Axles

Mr. Girish Gopalarao

Vice President, HCL Technologies
Visiting Professor at SDMIMD

Dr Madhumita Chatterji

Director, ABBS School of Management
Senior Academic, OB and HR

Mr. AW Haris

HR Head, Excel Soft Technologies, Mysore
Distinguished Toastmaster
Industry Leader, Communication

FACULTY

Dr. (Lt Col) Prasad SN

ME, PGDM, MDBA, Ph.D

Director

Professor - Strategy and General Management

Dr. Mousumi Sengupta

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

Dean - International Relations

Professor - OB & HRM

Dr. Mohamed Minhaj

MCA, M.Phil, Ph.D

Dean, Academics and In-Charge - Campus Systems

Professor - Systems

Dr. S Vasumathy Hariharan

MBA, MCOM, MFM, Ph.D.

Professor - Finance

Dr. Neetu Ganapathy

M.Sc., MDBA, Ph.D

Associate Professor-Systems

Dr. Srilakshminarayana G.

M.Sc., Ph.D.

Professor - Quantitative Methods

Dr. M. Sriram

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

Associate Professor - Finance

Dr. Venkatraja B.

MA, Ph.D

Associate Professor - Economics

Dr. Nanda Kishore Shetty

PGDPM, Ph.D

Associate Professor - Marketing

Dr. Keerthan Raj

MBA, Ph.D

Associate Professor-Marketing

Dr. L. Gandhi

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

Associate Professor - OB & HRM

Prof. C.V. Sridhar

B.E., MBA

Assistant Professor-General Management

Dr. S. Kannadas

MBA, M.Phil, Ph.D

Associate Professor-Finance

Dr. Anand Ellur

PGDM, Ph.D

Associate Professor-Operations

Dr. S. Saibaba

MBA, MFM, MA, MPhil, Ph.D

Associate Professor - Marketing

Dr. K. Riyazahmed

MBA, Ph.D

Associate Professor - Finance

Dr. Anand Sasikumar

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

Associate Professor - Operations

Dr. Mamta Hegde

PGDBM, MBA, Ph.D

Assistant Professor -OB & HRM

Dr. Sunil M.V.

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

Assistant Professor- Systems & General Management

Dr. Vilas Nair

M.Com, PGDM, Ph.D

Assistant Professor, Strategy & Marketing

Prof. Venkatesh Goudar

B.Sc, MBA

Assistant Professor, Marketing

Prof. Alex B

B.Sc, MBA (IT)

Systems Manager & Lecturer

Adjunct/Contract Faculty**Dr. Radhakrishnan S.**

Telfer School of Management, University of Ottawa

Ms. Sheetal Mohithe

Trainer, Coach & Consultant for Softskills

Dr. Ramesh Babu Grandhi

Training and Consultant-Technologies

Dr. Vinod Madhavan, Consultant**Mr. Shashidhara Dongre**

Global Head, Embedded Engineering

Verification & Validation, L&T Technology Services





THE INSTITUTE

Established in 1993, SDM Institute for Management Development (SDMIMD), Mysuru, is a leading business school dedicated to nurturing ethical, competent, and socially responsible leaders. Promoted by the Shri Dharmasthala Manjunatheshwara Educational Trust under the visionary leadership of Dr. D. Veerendra Heggade, SDMIMD combines academic excellence with a strong foundation of values and service.

Its flagship two-year residential PGDM program is AICTE-approved, NBA-accredited, AIU-recognized as MBA-equivalent, and internationally accredited by EFMD. As a member of AACSB and a recipient of the EFMD-B SIS Certification and QS I-GAUGE Diamond Rating, SDMIMD stands among globally respected institutions.

With international partnerships across 13+ universities, accomplished faculty, industry-aligned curriculum, and experiential learning opportunities, students gain the knowledge, skills, and global perspective needed to excel in a dynamic business world.

Backed by a strong placement record and enduring corporate relationships, SDMIMD graduates are valued for their competence, character, and leadership potential.

At SDMIMD, education is not just about building careers—it is about shaping leaders who create lasting impact.

INITIATIVES

Artificial Intelligence Supported Teaching Learning System

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

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

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

SDMIMD and Infosys MoU for Springboard Platform

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

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

ESG - The new initiative for PGDM

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

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

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

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

ACCREDITATIONS



EFMD Program Accreditation - Renewed for 5 Years

Recognizing the quality of management education and Internationalization at SDMIMD the global accreditation body **European Foundation for Management Development (EFMD)** has reaccredited SDMIMD's flagship program–Post Graduate Diploma in Management (PGDM), for a further period of 5 years from 2026.



QS I Gauge

Recognizing the overall excellent practices at SDMIMD, **QS I Gauge**, the Indian wing of the global ranking agency QS, has rated us in the highest Diamond category. These rankings and accreditation are indication of our efforts towards total quality. These have certainly helped us in our visibility and consequently better acceptance by the corporate houses and admission-aspirants.



BSIS - Re-Certified

The Business School Impact System (BSIS) - Renewal SDMIMD has been re-awarded BSIS impact certification for period of a 3 years till 2029 based on quality work in the B-school.



NBA

The renewed three year accreditation for PGDM program upto 30 June 2027, by **National Board of Accreditation (NBA)** has continued to inspire us to maintain the best practice.



B-SCHOOL RANKINGS

Careers360 Rankings

Ranked 32nd among best b-schools of the country

Business Today

Ranked 34th among the Top Private B-Schools in India in the Business Today B-School Survey 2025.

Ranked 13th among the Top B-Schools in the South Zone in the Business Today B-School Survey 2025.

GHRDC B-School Survey

Secured the 8th position among the Top Private B-Schools in India in the GHRDC B-School Survey 2025.

CSR B-School Survey

Ranked 10th among the Top Supreme Private B-Schools in India in the CSR B-School Survey 2025.

Outlook-ICARE B-School Survey

Ranked 15th among the Top 200 Private B-Schools in India in the Outlook-ICARE B-School Survey 2026.

Ranked 6th among the Top Private B-Schools in the South Zone in leading national B-School rankings.

..... and Many More

INTERNATIONAL LINKAGES

Student exchange programs enable students to understand each other's countries, business practices and culture. This gives students an edge in seizing opportunities in global companies. SDMIMD has collaborated with eighteen high-profile, international management institutes and universities of repute for Faculty & Student Exchange Programs. Select SDMIMD students get opportunity to spend a term pursuing courses at these institutes. From the batch of 2025-27, 24 selected students did spend a term/semester at different institutes/universities with whom SDMIMD has collaborative arrangements.



USA



Asia



Shanghai University, China

Africa



The American University in Cairo, Egypt

Europe



Heilbronn University, Germany



Porto Business School, Portugal



EAE Business School, Spain



University of Bordeaux, France



ESC Pau, France



ESLSCA Business School, Paris



Business Analytics Institute, France



La Rochelle Business School, France



United Business School, Belgium



European Business School, France

INTERNATIONAL STUDENT EXCHANGE PROGRAM

The Student Exchange Program offers participants an immersive international learning experience. They equip students to thrive in an increasingly interconnected world. Working on live projects and case studies alongside peers from diverse nationalities and cultures offers students a truly global learning experience. These collaborations foster cross-cultural competence, broaden perspectives, and prepare students for international careers. To ensure seamless academic integration, credits and grades earned during the exchange are incorporated into the final SDMIMD transcript. Reflecting the growing strength of this initiative, 24 students from the PGDM 2025-27 batch did complete their studies at partner institutions across the globe.



M Naga Sathvik



Sachin Sharma



Shreya Gupta



University of Bordeaux, France



Rajshree Gupta H N



Sharan M



Thanush Gowda



Heilbronn University, Germany



Saumya Shridhar



Greeshma Urs B C



Aditya Sisodia



La Rochelle Business School, France



N Prarthana



Meghanashri V



Chethan Gowda M N



Preeth R Sanghavi



European Business School, France



Sakshi Prasad S D



Akanksha Shinde



Shyam Tukadiya



United Business School, Belgium



Priyanka A



Sanjay A



Praneeth Jain S S



Arnab Ghosh



Porto Business School, Portugal



Uday S



M S Shrivathsa



Sourav B M



Thejas Gowda



FOREIGN STUDENT IMMERSION PROGRAM

Foreign Student Immersion Programs are open to all students. Several week long student immersion programs in partnership with reputed and accredited B-schools in Malaysia and Srilanka are planned for academic 2027.



THE CAMPUS

Nestled at the foothills of the majestic Chamundi Hills in the heritage city of Mysuru, SDMIMD offers a learning environment that is as inspiring as it is serene. Located just 140 kilometers from Bengaluru, the campus seamlessly blends contemporary infrastructure with timeless architectural elegance, creating a space where tradition and modernity coexist harmoniously. Lush green courtyards, tree-lined pathways, vibrant gardens, and the melodious chorus of birds create a tranquil atmosphere that welcomes every visitor. Designed to foster reflection, creativity, and intellectual growth, the campus provides an ideal setting for aspiring managers to learn, innovate, and excel. Recognized with several prestigious awards for its architecture and landscape design, the SDMIMD campus is more than just a place of learning—it is a living ecosystem that nurtures curiosity, leadership, and holistic development amid nature's abundance.

Library

The SDMIMD Library is a state-of-the-art knowledge resource centre that supports learning, research, and academic excellence. It houses a rich collection of over 16,000 books and provides access to more than 1,400 national and international journals, along with leading business and financial databases. The library offers a wide range of print and digital resources, including e-books, e-journals, case studies, reports, conference proceedings, and audiovisual materials. A distinctive feature is its seamless access to Harvard Business School Publishing resources, enabling students and faculty to engage with globally acclaimed case studies and contemporary management insights.



The Post Graduate Diploma in Management programme at SDMIMD is a rigorous two-year, six-term journey designed to develop future-ready leaders. The curriculum is reviewed and enriched annually, drawing on global best practices from leading business schools while staying aligned with evolving industry needs.

Blending contemporary business insights, industry-driven learning, and real-world case studies, the programme offers a dynamic and immersive learning experience. Supported by world-class infrastructure and a vibrant academic environment, students gain the knowledge, skills, and perspectives needed to excel in today's competitive business landscape.

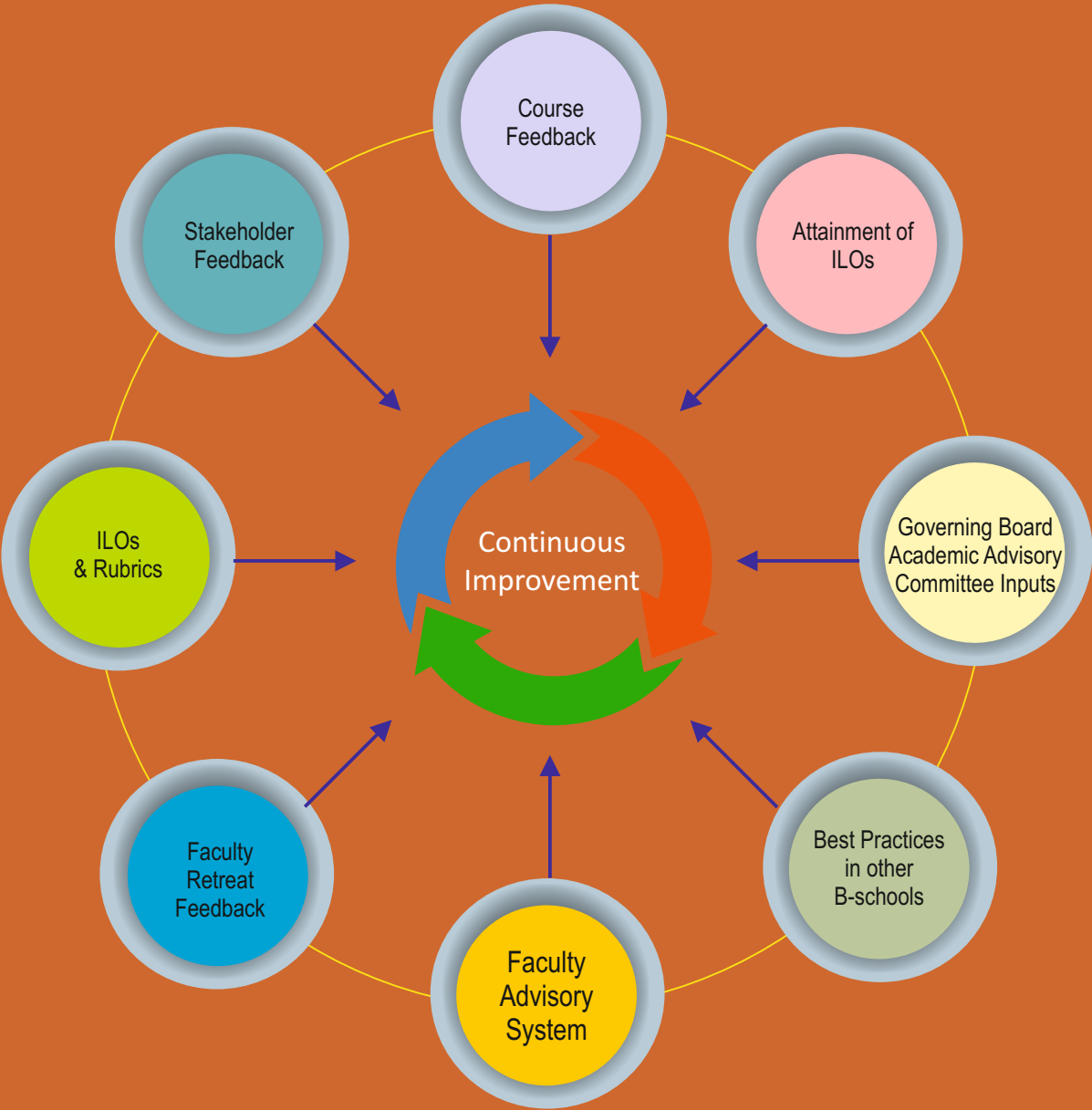
The programme emphasizes academic excellence, critical thinking, ethical leadership, and holistic development, inspiring students to lead with competence, confidence, and purpose.

In the second year, students may specialize in Marketing, Finance, Systems, Operations, or Human Resource Management, with the flexibility to pursue dual specialization. Those seeking a broader perspective may choose a general management pathway, selecting electives across disciplines while fulfilling the required 33 credits.

In their second year, students can opt to specialize in the areas of General Management, Marketing, Systems, Finance, Operations, or Human Resource Management. Students have the option of dual specialization. Students can also decide to be a generalist and not specialize in any area and instead opt for courses from various streams to make up the required minimum of 33 credits.

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

PGDM QUALITY MODEL





ACADEMIC CALENDAR FOR THE YEAR 2027-29

Term 01 July to September 2027	Term 02 October to December 2027	Term 03 January to March 2028
Term 04 June to August 2028	Term 05 September to November 2028	Term 06 December to February 2029

General Structure

- a) The 2-year fully residential PGDM program comprises of 6 trimesters each of duration varying from 10 to 13 weeks.
- b) The general course contents and curriculum are revised periodically taking into account the latest development in business environment and managerial thought and in line with practices in other leading B-Schools the world over.
- c) All the courses in the first year are compulsory core courses. These courses equip the students with basic knowledge in various areas of management.
- d) The courses in the second year emphasize the multifunctional and strategic dimensions in decision – making, and include courses related to different functional areas as well general areas.
- e) Students have the option of single / dual specialization along with modular specialization in Business Analytics.
- f) SDMIMD has built into its curriculum some unique courses & programs that distinguish it from other institutes, such as Ethics & Values in Management, Yoga, Socially Relevant Project & ESG (Environmental Social & Governance).

COURSES IN THE PGDM PROGRAM

General Management

Core

Fundamentals of Data Analysis for Decision Making
Managerial Communication – I
Managerial Economics
Advanced Data Analysis for Decision Making
Business Ethics, Governance and Social Responsibility
Managerial Communication – II
International Business
Macroeconomics
Universal Human Values
Strategic Management
Knowledge Seminar
Summer Internship Project
Socially Relevant Project (SRP)
Business Landscape
Yoga & Wellness Management
Entrepreneurship
Social Enterprise Research

Electives

Entrepreneurship
Social Enterprise Research
Business Negotiation
Economics for Viksit Bharat
EXIM Trade Strategies of MSMEs
Phygital Experience Management
Public Relations and Media Interactions

Finance

Core

Financial Reporting and Analysis
Costing for Decision Making
Corporate Finance

Electives

Artificial Intelligence and Analytics in Finance
Financial Derivatives
Financial Systems and Markets
Investment Analysis and Portfolio Management
Mergers and Acquisitions
Algorithm Trading Models and Modalities
Banking and Financial Institutions
Foreign Exchange and Treasury Management
Microfinance
Personal Finance & Tax Planning
Project Appraisal
Advanced Corporate Finance
Asset Pricing, Analysis and Valuation
Behavioural Finance
Corporate Tax Planning



Marketing

Core

Marketing Management-I
Marketing Management – II
Marketing Research

Electives

Applied Marketing Research (Research Practicum)
Business Development and Market Expansion
Business Marketing
Integrated Marketing Communication
Managing Digital Commerce & Sales for Managers
Strategic Marketing
Digital Marketing
Marketing Analytics and Modeling
Personal Selling and Relationship Management
Retail Management
Sales & Distribution Management
AI in Marketing
Consumer Behaviour
Customer Relationship Management
Marketing of Banking & Financial Services

Systems

Core

Information Technology for Management
Business Information Systems

Electives

Data Analysis using R
Designing and Managing Business Databases
Managing Software Projects
BIG Data Technologies
Business Intelligence
Enterprise Resource Planning
Managing Cloud Services
E-Business

Human Resources Management

Core

Human Resource Management
Understanding people in Organizations
Organizational Dynamics

Electives

Advanced Recruitment and Selection
Compensation Management
Talent Management
Workplace Learning & Development
Cross-cultural Management
HR Metrics & Analytics
Mindfulness Basics and Lateral Thinking
Organizational Change & Development
Performance Management
Emotional Intelligence and Understanding Self
International HRM

Operations

Core

Operations Management – I
Operations Management – II
Project Management

Electives

Supply Chain Analytics
Supply Chain and Logistics Management
Lean Management
International Logistics and Warehouse Management
Production, Planning & Control
Six Sigma for Managers

Business Analytics

Electives

Essentials of Python for Business Analytics & AI
Business Analytics - Capstone Project
Data Visualization for Decision Making



LEARNING BEYOND CLASSROOM

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

International Conferences

International Conference on Finance, Accounting and Banking

International Conference on Economic Growth and Sustainable Development- Emerging Trends

International Conference on Managing Human Resources at the Workplace

International Conference on Value driven Marketing

International Conference on Leadership

International Case Conference

International Conference on Operations Management

Students are the co-organizers of the Conferences

Student Clubs

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

Annual Events

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



100 Plus Guest Lectures

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

Social Initiatives

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

Industry Projects

- Summer Internship Projects
- Live Projects ⁴
- Applied Research (Jointly with Faculty) ⁵

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

2. Library Initiative for Education at School

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

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

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



PLACEMENTS

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

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

PLACEMENTS - 2024-26 BATCH

KEY HIGHLIGHTS

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

Offered Roles

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

Top Recruiters

Infosys, Wipro. Schnieder Electric. Oracle. Infosys BPM.
Deloitte, Morgan Stanley. TTK Prestige, Loreal
Federal Bank, Ujjivan SFB,cFeedback Consulting,
Sundaram Home Finance, Bajaj Housing Finance, ICICI Bank,
HDFC Bank

Highest Salary

16.25
Lakhs

Average Salary

10.10
Lakhs

Median Salary

9.7
Lakhs

Top 10% Average

13.8
Lakhs

Top 50% Average

10.70
Lakhs



ADMISSION PROCESS

Step

1

Eligibility

- Graduates/Final Year Graduation students appearing for CAT/XAT/GMAT/NMAT/CMAT/ATMA /MAT or who already have valid CAT/XAT/GMAT/NMAT/CMAT/ATMA/MAT scores.
- Full-time graduation courses in any discipline recognized by the UGC/AIU.
- Consistent academic record of not less than 50% aggregate in 10th Std, 12th Std. and Degree. Students in final year of Degree to consider their percentage up to the Second Year/Last completed semester.

Step

2

How to Apply?

Applications should be submitted online through our website at **www.sdmimd.ac.in**

Application Fee: Rs. 1250/-

Mode of Payment (Online/ Cheque/DD) and other relevant information available at our website.

Step

3

Selection Process:

Selection process consists of Group Discussion (GD), Written Ability Test (WAT) and personal interviews (PI). Applicants will be shortlisted based on consistent academic performance, competitive exam score and interview performance. Short listed applicants will be called for an interview process in February-March 2027 to be held at several centers across India as mentioned in the Application Form (online interviews are also held on specific request) Selected students will be intimated by email.

Last date to apply : 28th February 2027

Fees

The existing fee (PGDM Batch 2026-28) is Rs 14.10 Lakhs* for the 2-year PGDM program including Tuition fees + Hostel Stay (Fees can be paid in six instalments, distributed through six Terms - Schedule of payment will be given with the offer letter) Breakfast, Lunch & Dinner will be served at Mess. Food will be charged on a monthly basis as per the distributed expenditure, which is approximately Rs. 35000 /- per year in addition to the above.

* The fees is subject to revision for PGDM 2027-29.

Education Loan

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

Bank of Baroda - Baroda Gyan Scheme

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

SBI Scholar Loan

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

HDFC - Pre Approved Education Loan

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

Union Bank of India Special Education Loan Scheme

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

SCHOLARSHIPS

Entry Merit Scholarship (Code: EMS)

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

Entrance Exam Merit Scholarship (Code: EEMS)

Rs. 1,00,000 for candidate who have scored 85 percentile or higher in CAT/XAT and 650 in GMAT.

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

Student Merit Scholarship (Code: SMS)

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

Term I

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

Term II

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

Term III

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

Term IV

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

Term V

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

Term VI

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

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



CONTACTS



STUDENTS ADMISSION COMMITTEE

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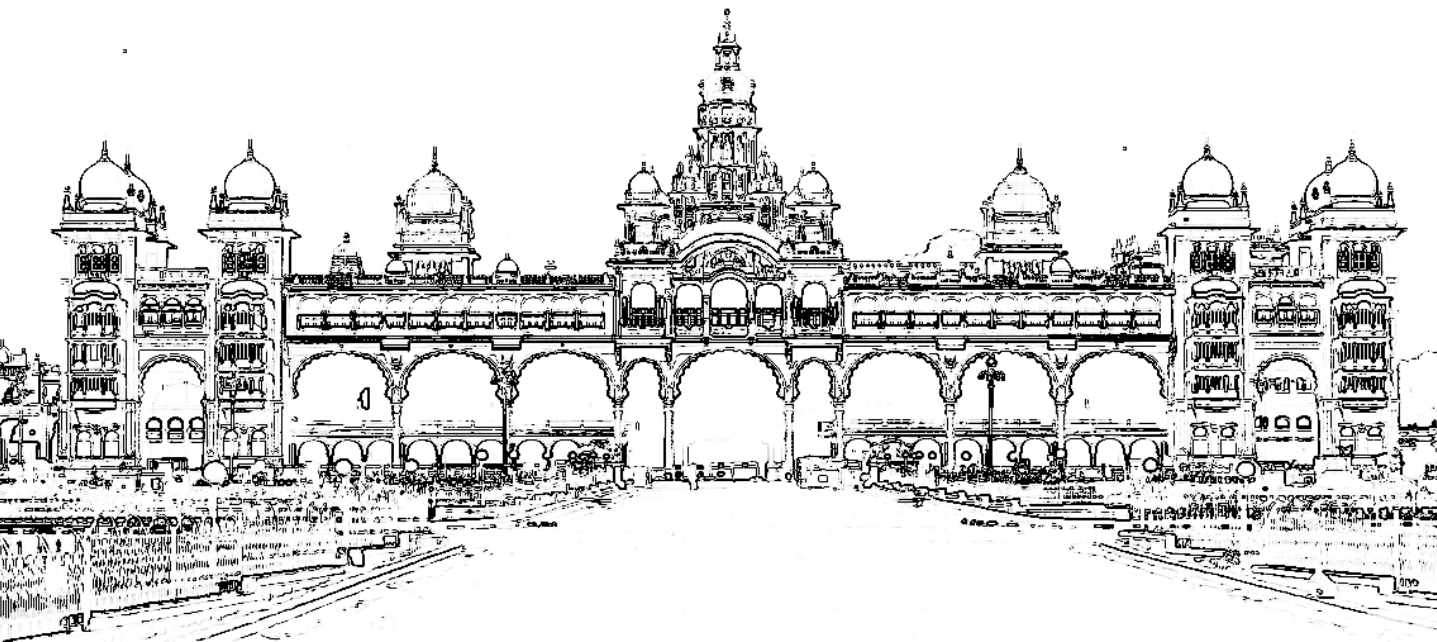
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MYSURU, INDIA

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

Connectivity

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

PGDM

2027-29

URL : www.sdmimd.ac.in



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