

ANNUAL REPORT OF THE ACTIVITIES OF SDMIMD FOR THE PERIOD 2009 - 10

INTRODUCTION

I have pleasure in presenting a report on the activities of SDM Institute for Management Development for the year 2009 – 10. The year gone by has been a satisfying one on the academic and administrative front. Despite the global financial meltdown and the tough job market last year we did reasonably well. This year too, from reports gathered, SDM IMD did well on the placements front as compared to peer colleges. There was a concerted move to plan strategies and actions to raise SDM IMD level on the academic front as well as its visibility and standing in the market place.

NEW STRATEGIES / INITIATIVES

The year gone by was one of consolidating initiatives begun in the last two years. Our focus on values and ethics, our Centre for Service Excellence and our International Student Exchange programmes bore first in the year. We had the first International exchange student from Shanghai University who spent about 3 months with us.

The Socially Relevant Project process was further strengthened to improve its effectiveness and context.

We had put in place a very well thought out and executed. Strategy for improving the quality and quantity of applications to SDM IMD. The confusion in the CAT process and the consequent delay created a set back. We expect the outcome to be better than in the past though not on lines of what we had planned.

We initiated the process of accreditation and expansion of facilities to increase batch size from 120 to 180 students per year.

We implemented the recommendations of 6th Pay commission for faculty effective 1.10.2009.

PGDM PROGRAM

A total of 120 students were admitted during the year and the newly admitted students were taken through an induction process giving them an overall view of various management functions and latest developments. All the courses in the first year are compulsory for the students. 22 core courses totaling to 62 credits were offered during the three terms of the first year.

7 new courses were introduced in the current academic year as follows:

| | | |
|----------------------------|---|---|
| Finance | : | 5 |
| General Management | : | 1 |
| Human Resources Management | : | 1 |

For the second year students, there was no change in the specialization streams; the areas of Marketing, Human Resources Management, Systems, Finance and Operations were offered as specialization. A total of 9 credits were offered for the core courses. Many courses were on offer in the General Management area too. The number of electives offered in each of the above streams is as follows:

| Area | Electives | Credits |
|----------------------------|-----------|---------|
| Finance | 11 | 29 |
| Human Resources Management | 7 | 17 |
| Marketing | 13 | 39 |
| Operations | 5 | 15 |
| Systems | 5 | 15 |
| General Management Courses | 3 | 9 |

The pedagogy followed in all the courses is a combination of case discussions, theoretical concepts and its framework. Some of the courses also involved computer lab sessions and field work. In addition to the internal faculty the Institute invited eminent faculty from other Institutions including the IIM's and the industry. The students were taken on number of industry visits which included Operations – TVS Motors, Kadakola, Systems – Software Paradigms and Infosys Technologies Ltd., for the Software Project Management; visit to AT & S, Nanjangud for Enterprise Resources Planning.

On completion of the first year courses the students take up a corporate project assigned for a period of 6 - 8 weeks in the summer aptly called as the Summer Internship Program (SIP). This is a non-credited course but essential for the PGDM Course completion. The SIP reports were presented to a Faculty Committee and the SIP Reports were shortlisted. The students, whose SIP reports were short-listed, were given an opportunity to make a presentation to an invited audience consisting of experts, academics, industrialists and general public. The presentations were judged by the captains from the Industry. The best presentation is awarded Gold Medal.

The course titled “Contemporary Issues” is compulsory for II year students. A project is selected for study of contemporary concern for applied research for the corporates. An elaborate procedure was chalked out for the course orientation and evaluation. These studies were evaluated by faculty members based on phase-wise assessment, reports and final presentations.

In addition to regular classes 10 guest lectures on various topics of management were arranged during the year. The guest speakers included eminent academicians, diplomats, research scholars, industrialists, and consultants. A separate list of guest lectures conducted is enclosed vide **Annexure 1**

ADMISSIONS

Introduction:

The new Admissions Committee was formed in March 2009. Based on the key areas that are critical for effective functioning of the admission process, the committee identified the broad objectives to be accomplished for 2009-10. Accordingly it designed the “Strategic Document”. The strategy document emphasized the following aspects:

- a) Revisit the existing admissions process
- b) Identification of effective medium(s) to reach out to prospective students;
- c) Rationalization of roles and responsibilities among the committee members and admissions officers by eliminating duplication of activities; and
- d) Emphasis of output oriented performance for guiding all the activities of admission committee;

The summary of the major initiatives undertaken and activities performed by the Admissions Committee for the academic year 2009-10 is as given below.

Welcome address and screening of essential documents of the PGDM: 2009-11 batch

Prior to the induction programme for PGDM: 2009-11, the admission committee addressed the current batch students, verified their original certificates with assistance from other colleagues and distributed the welcome kit.

To improve the admissions process we gathered inputs from the students through informal discussion and questionnaire.

The Director also addressed both the students and their parents and spent some time with each candidate.

I. Redesign of the Brochure and meticulous development of the application form

a) Visually appealing and Content driven Brochure

A visually appealing and cost effective admission brochure was prepared for the PGDM: 2010-12 batch students. The brochure so prepared besides being visually appealing also endeavored to meet all the information requirements of prospective students. An interactive CD accompanied each brochure.

b) Development of PGDM Application Form

Keeping in mind the requirement of the prospective students applying for the PGDM program, the committee redesigned the application form so as to make it user friendly. For this purpose, PGDM application forms of leading B-Schools in the country including ISB were looked at in detail.

II. Development of in-house Application Management Software (AMS)

Considering that data entry assumes critical significance, it was endeavored by the committee to develop a software that was capable of capturing all the essential components from the filled-in application form in a systematic manner. Accordingly Application Management Software (AMS) was developed and adopted with the timely and able assistance of Prof. Mohammed Minhaj and Prof. Malathi Sriram

III. Identification of Bank as a Channel for selling PGDM Application forms

Identification of HDFC Bank as a channel for selling PGDM Application forms was a major initiative taken by the Admission Committee. The committee envisioned the same in the Strategy document. Besides offering a convenient point for prospective candidates to procure application forms, the objective was also to improve the overall visibility of the institute. The application forms were made available in 52 branches of HDFC bank across the country.

IV. Participation in leading B-School Surveys

Given that any good business school is judged by its stakeholders by the ranking it commands, the committee felt that it was essential to participate in select and prominent B-School surveys. The B-School surveys in which SDMIMD participated in 2009 includes

- 1) Hindustan Mint
- 2) Business India
- 3) Open C-for Survey
- 4) Competition Success Review
- 5) Financial Express
- 6) Dalal Street
- 7) Outlook Express

It is worth mentioning that Open Cfore-Survey ranked us 20 among the private B-schools and CSR ranked us 27 (Top B-school of excellence). The school also commanded good rankings in other surveys too.

V. Presentations in leading Degree Colleges in Karnataka

One of the strategies enshrined in the “Strategy Document” was to make presentations about SDMIMD in leading colleges across the state. As part of this exercise the Committee with the assistance of Faculty and Staff made presentation in leading degree colleges across the state cutting across disciplines including Science, Commerce, Arts and Engineering. Some of the leading colleges where presentation was done on SDMIMD include;

- 1) SDM – MMK, Mysore.
- 2) Marimallapa’s College, Mysore
- 3) Mahajana’s College, Mysore
- 4) Ghousia Engineering College, Ramnagar
- 5) R.V.College of Engineering College, Bangalore
- 6) Canara Engineering College, Bantwal
- 7) Kalpataru Engineering College, Tiptur
- 8) Malnad Engineering College, Hassan
- 9) Adichunchangiri Insitute of Technology, Chikmagalur
- 10) Nitte Engineering College, Nitte
- 11) Bangalore Engineering College, Bangalore

VI. Participation in Education Fair

The avenue that good education fairs provide for growing schools like ours cannot be undermined. As a result, SDMIMD participated in **Roto Gyan -2009** organized by Rotary Club at National Institute of Engineering (NIE) Mysore in August 2009. The fair besides giving excellent visibility to the institute also served as a platform to position SDMIMD as the leading business school in Mysore. The SDMIMD stall garnered very good attention from visitors evidenced by the number of interests generated in applying to our institute.

A presentation on “Careers in Management and Opportunities at SDMIMD” was given by Prof. Ullas Rao.

VII. Advertisement Campaign

a) News Papers:

The Admission Committee meticulously identified all the leading National and Regional dailies for carrying out advertisement on Admission Notification. As a result, three rounds of advertisement were carried out in leading newspapers across the country.

b) Magazines:

Recognizing the importance of Magazines as an effective channel of media, advertisements of SDMIMD appeared in leading magazines including CSR and Business India. Besides, SDMIMD advertisements also appeared in magazines of leading Coaching centre like IMS, TIME, Career Launcher and PT Education.

c) Web Portals:

It was envisioned in the 'Strategy Document' to identify channels of communication appealing to the current generation of MBA aspirants. Also, given that CAT 2009 for the first time was to be conducted in an on-line format, it was aptly felt by the Committee to have presence of SDMIMD in leading internet portals catering to the specific requirements of MBA aspirants. As a result, the Committee decided to advertise SDMIMD on some of the most popular web portals for MBA aspirants in India like **Shiksha.com, pagalguy.com and MBAUniverse.com**. Also, it was decided to be present on web portals of leading coaching centres like TIME and Career Launcher.

VIII. Mailing SDMIMD's corporate CD and E-News letter to MBA aspirants and Coaching centre Managers

a) CD Initiative:

The initiative has by far been the most important and successful initiative taken by the Admission Committee. An offer of a free CD on SDMIMD was made on our website. The website of SDMIMD was enabled in a manner so as to capture the basic information of prospective MBA candidates. Subsequently, the CD was mailed to the candidates at their postal address within 48 hours. The CD requests were received from all across the country and also from foreign countries including Nepal, UAE and South Africa. As of now we have dispatched 1300 CDs to the prospective candidates. Among the recipients, around 200 candidates have already applied for our PGDM Programme and others are expected to apply after the CAT result is published.

b) E-News Letter and Poster:

As part of our image building and relationship management, fortnightly e-news letters were mailed to all major stakeholders and Coaching Centers, recruiters and prospective candidates. This initiative received positive response .

IX. Visit to Coaching Centres

Recognizing the fact that it is the coaching centres that play a pivotal role in influencing prospective MBA aspirants towards applying to various B-Schools, the members of the Admission Committee visited various coaching centres across India. The 'Strategy Document' envisaged identification of focus states which were extremely important from admission point of view were covered extensively. In all the visits, the heads of various coaching centres were briefed extensively about the various developments at the Institute and how SDMIMD would fulfill the aspirations of potential MBA students. This strategy was very successful as it helped in translation of the visit in tangible application forms received from different parts of the country. The various cities that were covered as part of the visit to coaching centres are as follows:

- 1) Karnataka – Bangalore, Mysore, Mangalore, Hubli, Dharwad and Belgaum
- 2) Tamil Nadu – Chennai, Madurai, Trichy and Coimbatore
- 3) Andhra Pradesh- Hyderabad-Secunderabad, Vijayawada, Vishakapatnam and Rajmundry.
- 4) Kerala- Calicut, Cochin, Trivandrum & Thrissur
- 5) Orissa- Bhubaneswar and Cuttack,
- 6) West Bengal-Kolkata
- 7) Maharashtra-Mumbai, Pune and Nagpur
- 8) Gujarat-Ahmedabad and Surat
- 9) Madhya Pradesh-Gwalior and Indore
- 10) Uttar Pradesh – Lucknow, Allahabad, Kanpur and Varanasi
- 11) Chandigarh
- 12) New Delhi

PLACEMENTS

A new Placement Committee was constituted for the year 2009-10. Based on inputs given by the placement committee, the placement brochure was redesigned. On the basis of previous year's experience and recession it was decided to focus on non – IT and new companies for final placement. As on 9th March 2010, 89 students have been placed out of 119 students (5 opted out for personal reasons). Despite the continuation of recession till Nov '2009, the placement committee put efforts to attract new companies and companies that were not inclined initially. This effort resulted in a significant number of leading companies coming to Campus for the first time. The committee will continue to support students after convocation.

A joint training programme on Retail Banking was launched in collaboration with HDFC Bank to help finance students. HDFC Bank would give preference to these students for placements.

Mock interviews were conducted with the help of all faculty to orient students in facing interview conceptually. In addition, soft skills programme was conducted to enhance the students ability. These initiatives were well appreciated by the students.

The committee continues to have regular interaction with the students by keeping them informed about the developments about the market place and industry.

For this year the number of job offers received for 119 students was 130. This year we encouraged companies to increase their intake beyond the shortlist. The profiles of the job are varied and include new roles such as Technology-cum-Business Development and Customer Service.

The total number of companies who participated (as on March 9, 2010) in the campus recruitment process is 35. The first time participants are :

| | | | | |
|------------------|----------------|--------------|------------------|----------|
| Arvind Brands | SAI India | Silwin | Fenesta | Mapro |
| ICICI Securities | Bharti Axa | Fedex | India Medtronics | Deloitte |
| Nova Medicals | Indus Ind Bank | Finitiatives | Right Horizon | |

Salary :

| | 2009 | 2010 |
|-------------|----------------|----------------|
| Average | Rs. 4.52 lakhs | Rs. 5.47 lakhs |
| Max. Salary | Rs. 7.5 lakhs | Rs.8.5 Lakhs |

FACULTY RESOURCES

List of Faculty Members as on 19 March 2010 is as follows:

| Sl. No. | Name | Qualification | Designation |
|---------|----------------------------|--|-----------------------------------|
| 01 | Prof. Ramesh Venkateswaran | B.Tech. (Hons.) IIT, Mumbai, PGDM (IIM, Bangalore) | Director |
| 02 | Dr.N.R.Parasuraman | B.Com, LLB, FCS, AICWA, D.B.F, Ph.D | Deputy Director & Dean Academics; |
| 03 | Dr. H. Gayathri | B.Sc, M.B.A. Ph.D | Dean Administration |
| 04 | Dr. R.Jagadeesh | B.E, M.E, PGDM, Ph.D | Professor |
| 05 | Prof. N.R.Govinda Sharma | B.E, MBA,M.Tech, | Associate Professor |
| 06 | Prof. M.R.Suresh | B.Sc,PGDRM, Ph.D | Associate Professor |
| 07 | Dr. Mihir K.Mahapatra | M.A, M.Phil,Ph.D | Associate Professor |
| 08 | Prof. M.A.Malathi Sriram | B.Sc, MCA, PGD - System Analysis | Associate Professor |
| 09 | Prof. Sridhar K.Chari | M.A, M.B.A | Associate Professor |
| 10 | Prof. Neetu Ganapathy | M.Sc, MBA | Assistant Professor |
| 11 | Prof. S.N.Prasad | B.E, M.E,MDBA,PGDHRM | Assistant Professor |
| 12 | Prof. M.Minhaj | B.Sc, MCA, MPhil. | Assistant Professor |
| 13 | Prof. Ullas Rao | M.Com | Research Associate |
| 14 | Prof. Ravinder | B.E, PGDM (IIM,Bangalore) | Adjunct Faculty |
| 15 | Prof. M.S.BhatMarakini | M.A, PGDM (IIM,Calcutta) | Adjunct Faculty |

Faculty recruited during the academic year 2009-10

1. Dr. R.Jagadeesh, Professor, Q.M
2. Prof. M.Minhaj, Systems
3. Prof. S.N.Prasad, HRM

Faculty resigned during the academic year 2009-10

- 1.Prof. Sunil Parameswaran - Resigned
2. Prof. J.M.Subramanya – Senior Professor– Retired

PROFESSIONAL ACTIVITIES BY FACULTY MEMBERS

Research & Publications by Faculty

During the year 21 articles and research papers by our Faculty members were published in professional journals and were presented in both National and International Conferences. Detailed report of the research papers are enclosed vide **Annexure 2**.

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

Apart from teaching, faculty members have been invited by various B-Schools and organizations to deliver guest lectures at conferences, seminars, workshops and also teaching at other B-Schools. A detailed report is enclosed vide **Annexure 3**

Institute Industry Interface

Faculty members actively participate in the activities of CII, GMMA, AIMA, Institute of Company Secretaries and so on.

Professional Interventions with Industry

The Institute has been handling Consultancy and Research projects. The list of Consultancy projects being handled is enclosed vide **Annexure 4**

STUDENT ACTIVITIES

This year was a busy and successful year in terms of both student activities on campus and student participation in competitions at other B-School campuses. Students achieved high degree of success & recognition in these events. Details of participation and Prizes won by our students both in Research & Publications and Extra Curricular activities are enclosed vide **Annexure 5**

On campus, the following major events were organised :

- Welcome to New Batch - with cultural events presented by Senior Students
- Khoj - Talent Search for New Batch students
- Abhigyaan- Competitions organized for Mysore Colleges
- **Kala Anubhav** – A Musical Concert “Saaranga” Violin Duet by Mysore M Manjunath & Mysore M Nagaraj was organized by Kala Anubhav student committee on **19.01.2009**
- Farewell to outgoing batch with cultural events presented by FY students]

Besides these, students celebrated the following festivals with full traditional fervour:

- Diwali
- Navratri
- Onam
- Pongal
- Baisakhi
- Christmas.

Extra Curricular activities

- ❖ **Mysore Dasara** : Our students took part in Yuva Dasara 2009 and successfully stage played “Samaj Parivartan” a skit on Gandhigiri, which received lot of appreciation/attention through media.
- ❖ **Matrushree Ratnamma Heggade Memorial Day** : A Corporate Chess Tournament 2010 was conducted on **24.01.2010** in memory of Matrushree Ratnamma Heggade.

- ❖ **Republic Day** : Republic Day was celebrated on Campus. A Blood Donation camp was organised on the occasion on **26.01.2010**. Students numbering to around 66 donated blood at Wellness Centre, SDM IMD Campus. Medical team from K.R.Hospital, Mysore was in attendance.
- ❖ **Naissance 2009-10** : Naissance the annual college fest with theme “Go Green”, was conducted by Students on **29th to 31st 2010**. The event was grand success with no core committee and everyone working with full enthusiasm. Students raised total amount of INR 3 lacs as sponsorships. Students numbering to 167 from 16 different colleges participated and 4 news papers covered the event.

Students Journal

Two Issues of Dimensions have been published in this academic year so far; and the third Issue is in progress and will be out at the convocation. E-Dimensions website was revived and is now more interactive and has substantially more content.

Suvidha

Suvidha store , a student initiative to cater to the daily needs of the student community has been run efficiently this year too. The Annual Accounts of Suvidha have been drawn up.

Alumni Activities

The Alumni association of the Institute was active in its interactions with the Institute. Alumni visit the Institute at various times and interact with the faculty and the students. **Pratigam**:SDMIMD's 16th Alumni Meet was held at the Institute campus. Over 70 Alumni participated in the two-day function on 19th & 20th December 2009. Alumni shared their experiences with a professional touch during interaction session. A cultural program and sports events were the attraction during the meet.

LIBRARY ACTIVITIES

The Library has successfully moved the NewGenLib Library Automation Software to Linux platform from Windows platform. SDMIMD Library is powered by “Open Source Software” to manage the library automation, institutional repository and digital library services.

The Open Source Networking Site Xoops was deployed to create – “**Spandan**” the social networking site for SDMIMD Community which includes the Faculty, Staff, Students and Alumni Members.

The library has developed and improved its core services and products this year.

The single window portal IMDKC (<http://imdkc>) was launched to enable SDM family members, access mail, library services – databases, digital library, OPAC, Photo Gallery, Reports, Student Attendance, Time Table, and Course Manager. Searching details about an SDMite was easier than before.

Workshops

Workshop on the Open Source Course Manager (e-Learning) Software - Moodle and Content Management Software (CMS) – Drupal was organized during December 9 – 11, 2009. The workshop attracted participants from 5 neighboring states.

Publications from Library

The First draft of “SDMIMD Library Manual” was released in June 2009.

The First draft of “SDMIMD User Guide for Faculty Members” was released.

OTHER EVENTS

❖ Budget Conclave

07.07.2009 - SDM-IMD in collaboration with CII Mysore and ICSI Mysore Chapter organized the Budget Conclave at the Campus.

27.02.2010 - SDMIMD hosted Budget Conclave 2010 on February 27th (Saturday) 2010 at 5:00 PM in the Institute's auditorium. An eminent panel discussed the finer aspects of Budget.

❖ Conference on 'Service Strategies for Global Leadership'

23-24 July, 2009 - SDMIMD hosted a conference on 'Service Strategies for Global Leadership' under the banner of the newly established Custommerce Centre for Service Excellence at the Campus. The conference brought together academicians, practitioners and students of management to deliberate and reflect on issues pertaining to service strategies and excellence in contemporary business.

❖ Yakshagana

03.8.2009: Shri Krishna Parijata – Narakasura vadha Yakshagana play performed by the artists from Dharmasthala.

❖ **Monthly Speaker Series** : As part of monthly speaker series eminent speakers from industry and academia were invited. A detailed list of speakers are enclosed vide **Annexure 6**

❖ Annual Leadership Talk

23 December 2009 : SDM IMD organised a talk by **Dr. V.Prakash, Director, C.F.T.R.I, Mysore**. He addressed on the topic "***If climate change matters to us, we shall matter more to it***".

❖ Workshop for Young PEX

National Institute for Personnel Management, Mysore Chapter, conducted two day workshop for Young PEX and organized CEO's meet at the Institute 07.01.2010 & 08.01.2010.

❖ Adoption of School

21.07.2009: SDM IMD initiated a program "Adopt & Nurture a School". Stationery and Sports Goods worth over Rs 33,000 (Money donated by students towards purchase of stationery, cost of Sports Material borne by Samprathi – a student forum) distributed to Govt Hr Pr School KARC Body Guard Line Jockey Quarters Mysore. SDMIMD has proposed to upgrade basic infrastructural facilities for the school (namely fencing the open area, providing furniture for class rooms, provide equipment required for purifying water to drink, carry out painting and maintain toilets etc).

PROMINENT VISITORS : During the year large number of visitors visited our Campus. A separate list is enclosed vide Annexure 7

CONCLUSION

The challenge to provide high quality management education in this highly volatile, changing and competitive environment continues. At SDM IMD we are constantly looking for ways and means of improving and adding value to the programme. This is a never ending task becoming more challenging and difficulty each year. We are committed to the task.

Finally, my deep gratitude to our Chairman Dr. D.Veerendra Heggade for his support, encouragement and faith in us. Our Vice President, Sri D.Surendra Kumar, Secretary, Prof. S.Prabhakar have engaged themselves with SDM IMD in a very positive and supportive manner that has helped us in our progress. WE have benefited from the wisdom of the members of the Governing Council and Advisory Board who have always been available to us. They have been generous in giving us their time and wisdom. My faculty colleagues and staff continue their good work in the true tradition of Dharmasthala service. It is no exaggeration that every visitor on Campus has very positive words to say about their experience on Campus. Our students have always co-operated with us and helped us hold the SDM IMD flag high through their participation, involvement and achievements.

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

Ramesh Venkateswaran

Director

19 March 2010