


  
sdmimd  
Honouring a Commitment



**SDM Institute for Management Development**



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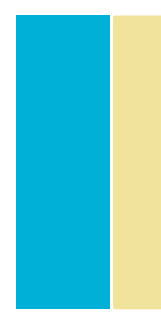
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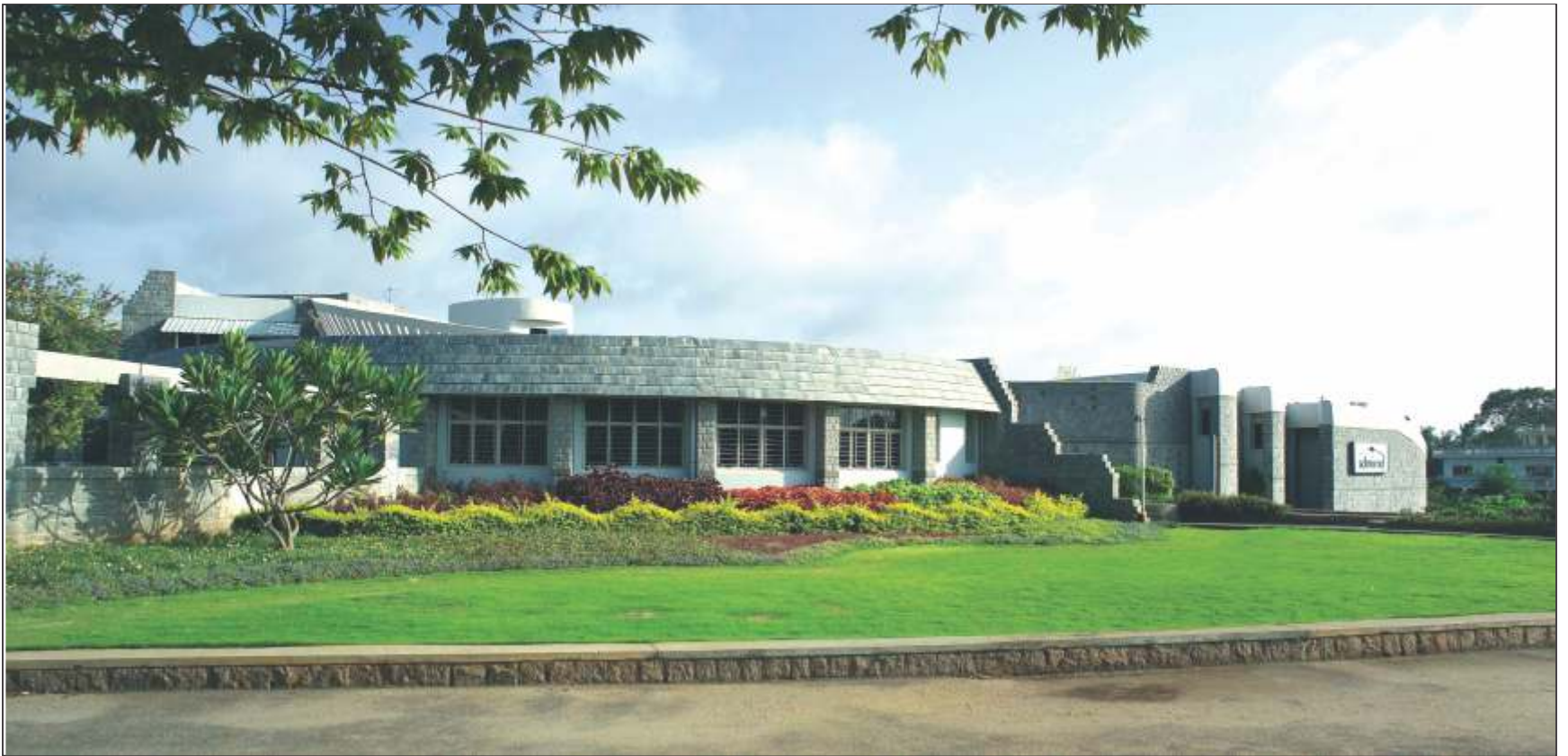


When we introduce SDMIMD, what we present is not just a campus or a course but an experience to be savoured and a vision to live up to the expectations of various stake holders.

Laid against the towering presence of Chamundi Hills, SDMIMD comes across as a visual delight with impressive architecture where nature blends in seamlessly with the artifacts of modernity. Whether it is the meticulously designed structure, impeccable facilities, friendly ambience, or even the award winning garden, at SDMIMD, everything reflects the pursuit for excellence and the passion for perfection.

The commitment to the Dharmasthala principles of generosity and righteousness elevates SDMIMD to higher levels of excellence and perfection. Here we focus on transforming lives through an intense inculcation of personal and professional ethics which in turn work towards the greater good of the world around us.

Driven by the zeal to bridge the gap between the classroom and the boardroom we at SDMIMD continuously review our course, curriculum and pedagogy in order to meet the requirements and expectations of the corporate world. Regular interaction with corporate leaders helps us to integrate new ideas and concepts that would create professionals who are theoretically proficient and pragmatically insightful. The courses tailor-made for the industry bring a slice of the real world into the classrooms. The dedicated team at SDM IMD, thus, offers you a holistic experience that would set up your tryst with excellence.



## 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.

## 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 Pursuit



### Promise

**To students:**

We will nurture, support, and inspire you to realise your full potential as a future 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 work and personal development that will enable you to achieve personal satisfaction, professional recognition, and enhanced quality of life.

### 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.



## Message from the Chairman

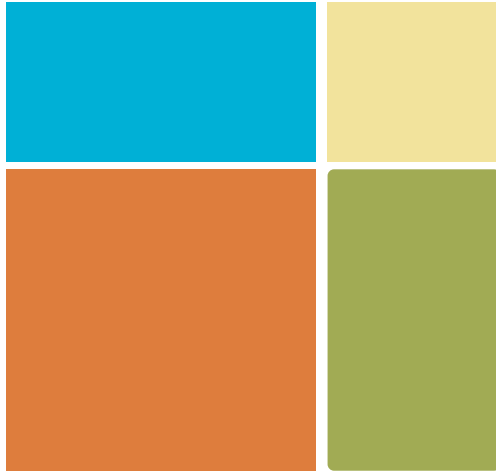
Over the last 18 years, SDMIMD has transformed talented youngsters into productive and inspired business leaders, who have made a mark across all sectors and geographical regions in India's growing economy.

Founded on the belief that ethical practices and universal values are the nucleus of business excellence, the Institute has grown to set a benchmark in managerial education. Our growing number of recruiters, who return to the campus every year, is testimony to the rigour, contemporary relevance, and constant pedagogical innovation that prevails on SDMIMD's beautiful, well-equipped campus.

Every year, we re-dedicate ourselves to our goals and objectives, and in these challenging times, we believe we are an ideal choice for dynamic young men and women looking for a rewarding career.

**Dr. D. Veerendra Heggade**

# Communique



## Message from the Director



SDMIMD has been going from strength to strength over the years. The recent accreditation by the National Board of Accreditation to the Institute's flagship program PGDM, is a recognition of the high academic rigor followed by the Institute and the great facilities available to the students here. We have been constantly working on changing the pedagogy and contents of various courses in keeping with international standards, and also keeping in mind the changing work habits of students these days and their penchant for web-based data and computer-based learning.

SDMIMD has been focusing on on-the-job skills, by putting the students first through a thorough Summer Internship Program and then by orienting them on a number of projects and case studies. Many courses have components which require them to work on the field, and base their findings on facts and figures gathered by their own work.

In keeping with the tradition and value system of Dharmasthala, the group to which we belong, we also have been inculcating the need for blending values with practices, and the ethical imperative in corporate decisions. What is more, students also undergo a full exposure to a Socially Relevant Project whereby they get sensitized to the problems and issues of the disadvantaged sections of the community and to the working of non-profit, government organisations.

All told, we are confident that the corporate world will find our students to be fully blossomed individuals, who are ready to take on the challenges of management in companies.

We look forward to a continued association with leading corporate bodies and will be pleased to receive your suggestions and inputs for further improvement in our working.

With regards,

Dr. N.R. Parasuraman



## Message from Chairperson-Placement and Dean-Administration



We thank all our recruiters for their continued support and patronage in our placement activity over the years.

SDMIMD is ranked among the top three percent of the B-Schools in India. Our PGDM Program is AICTE recognized with MBA equivalence and is NBA accredited. Our PGDM curriculum and structure are constantly updated with inputs from senior managers from the corporate world to make it relevant to the industry. We have a pan India representation of students who undergo rigorous academic program. We strive to create highly competent professionals who exhibit high standards of performance and integrity.

Our Alumni are our major source of strength and they are spread across the country and have achieved professional excellence in a short span of career and they continue to support us in all our activities.

It's with great pleasure, we invite the companies for placement 2012 season.

With good wishes,

Dr. H. Gayathri



## Post Graduate Diploma in Business Management

The core offering of the Institute is the two year mandatorily residential PGDM program approved by AICTE, Ministry of HRD, Government of India. The National Board of Accreditation (NBA) has accredited this program for a period of three years with effect from 13-12-2011. With an intake of 180 students per batch, the program 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 a discipline that they want to specialize in from amongst Marketing, Finance, Systems, HRM and Operations.

### Finance

The finance area provides the most contemporary courses that are highly relevant from the industry perspective. Equal emphasis is also laid upon conceptual clarity and understanding of finance jargons

The pedagogy is suited to derive maximum learning from the students. A holistic combination of cases, practical-web based demonstrations and lectures are employed to achieve complete learning.

- Financial Derivatives and Risk Management
- Security Analysis and Portfolio Management
- International Finance
- Mergers and Acquisitions

# Focus



## **Human Resources Management**

With an in-depth study of Human Resources, students are equipped with concepts in areas such as management of change, group dynamics and learning styles. Students are exposed to real life situations through an interaction process with practicing HR Managers.

- Recruitment & Selection
- Organisation Development
- International HRM

## **Marketing**

The emphasis of the marketing courses is to provide-conceptual understanding and practical skills that are required in marketing product and services to consumers. The courses also help in developing competence essential in a market-oriented organisation. The pedagogy includes case studies, projects and field-based research.

- Services and Customer Management
- Product Management
- Sales and Distribution
- Retailing

## **Operations**

Operations refer to all those transformation processes which convert a set of resources (inputs) into services and goods (outputs). These resources may be raw materials, information, energy or customers.

- Operations Management
- Project Management
- Technology Management and Innovations
- Logistics and Supply Chain Management

## **Systems**

Incorporation of technology in business is what enables a manager practice continuous improvement. Studying business application software makes the students capable of re-skilling an organization in an effective manner. Bridging the gap between business and technology also makes the student capable of working with a diverse range of organizations.

- Software Project Management
- Enterprise Resource Planning
- E-Business
- Business Data Management and Intelligence



### International Tour

The Institute organizes an International tour for the benefit of the first year students to expose them to international academic and industry environment. This international trip is compulsory for all the first year students and is fully sponsored by the Institute.

This exposure is very much essential for the budding managers rearing take on the global arena in this globalised business environment. All the students of PGDM batch 2011-13 visited Bangkok and Sri Lanka as part of PGDM curriculum (International Tour). They had a wonderful opportunity of visiting Assumption University and listening and interacting with faculty members. They visited a fully automated factory, Srithai Superware, which by itself was a learning experience. It was not all work and no play but included visit to fun places where they enjoyed outdoor games like parasailing and underwater diving! They were exposed to Thai Cultural Show and Elephant Show at Nong Nooch Village.

## Courses Offered



## General Management

Area	Course Title
<b>Core</b>	Managerial Communication – 1 (Presentation Skills) Micro Economics Quantitative Methods – I Managerial Communication – 2 (Written Communication & Case Analysis) International Business Knowledge Seminar Quantitative Methods – II Business Research Macro Economics Ethics & Values in Management Business Research – Statistical Techniques Decision Modeling and Optimization Business Policy and Strategic Management Business Law Global Markets & Strategic Perspectives and sustainable business Six Sigma & Lean Management Business Negotiation Skills Yoga & Wellness Management Socially Relevant Project (SRP) Summer Internship Project (SIP)
<b>Electives</b>	Economic Environment & Policy Dissertation of Contemporary Issues

## Finance

Area	Course Title
<b>Core</b>	Financial Accounting Corporate Finance Management Accounting Financial Derivatives Securities Analysis & Portfolio Management
<b>Electives</b>	Money & Financial Institutions International Finance Project Appraisal Strategic Financial Management Mergers & Acquisitions New Financial Products

## Courses Offered



### Marketing

Area	Course Title
Core	Marketing Management – I Product Management Services & Customer Management
Electives	Sales and Distribution Management Integrated Marketing Communication Business Marketing Brand Management Consumer Behaviour Retail Management Internet Marketing Rural & Social Marketing

### Human Resource Management

Area	Course Title
Core	Human Resources Management Organisational Behaviour – I Organisational Behaviour – II Organizational Development Compensation Management
Electives	Training & Development Performance Management Recruitment & Selection Talent Management International HRM Labour Laws & IR Strategic HRM

## Courses Offered



## Operations Management

Area	Course Title
<b>Core</b>	Production and Operations Management Logistics & Supply Chain Management Technology Management & Innovation Service Operations Management
<b>Electives</b>	Production, Planning & Control New Venture Creation Project Management

## System

Area	Course Title
<b>Core</b>	Information Technology for Management Management Information Systems Managing Software Projects Enterprise Resources Planning
<b>Electives</b>	Emerging Trends in IT Knowledge Management E-Business IT Outsourcing Business Intelligence Business Data Management Social Media Management



SDMIMD students with children of government school that has been adopted by the Institute.

### Socially Relevant Project

The foundation of SDM Education Trust is based on strong, uncompromising values. The accent is heavy on ethics, societal mores, social responsibility and philanthropy. The same principles underpin the core function of SDMIMD which is an essential segment of the Trust. Like all other initiatives, Socially Relevant Project (SRP) is designed to instill and develop the values in students of SDMIMD.

#### The Objectives of SRP are to:

- Sensitize students to Social Issues
- Instill and develop ethics, social responsibility and philanthropy
- Expose students to non- corporate organizations, government departments, NGOs to help them understand the application of management concepts and principles to social issues
- To serve as a curtain raiser to students who might consider Social Entrepreneurship as a career option

#### Participating organizations in SRP

More than 20 Government and non-Governmental organizations and co-operatives provide space to SDMIMD students. Some of them are - Pratham, Sneha Kiran Spastic Society of Mysore, Karuna Animal Welfare Association of Karnataka, Child Rights Trust, Pinjrapole Society, SKDRDP, Rudset, K.R. Hospital, Asha Kiran Hospital, Divya Deepa Chairtable Trust.



### International Exchange Programs

Students of SDMIMD have the enriching educational opportunity of participating in foreign exchange programs. SDMIMD has collaborated with high-profile, international management Institutes of repute to conduct exchange programs every year for an understanding of management concepts and practices from an international perspective.

SDMIMD's collaborations are with the MAYS School of Business, Texas A & M University, USA and Global Management Institute of Shanghai University, China. The students selected for the program must have an exceptional record in academics and all-round excellence.

The exchange programs have several benefits for students, one of them being that students find themselves well-equipped to successfully work in any multi cultural workplace.

Three of the students of the batch 2010-12 successfully completed a semester study, at Texas A & M, US during fall 2011. In the words of Amulya, one of the beneficiary students, "The learning went beyond the class and library, and the organization of activities. I came back a more systematic, disciplined, responsible and cultured individual".

## Beyond Boundaries



### **Certificate Program in Business Management (CPBM)**

The Certificate Program in Business Management (CPBM) is intended to be an Executive version of the Post Graduate Diploma in Business Management (PGDM) offered by SDMIMD. This program is designed by the SDMIMD faculty, specifically to cater to the requirements of working executives and entrepreneurs. The pedagogy is interactive and application oriented to encourage participatory learning. Rich teaching and industry experience of the faculty matched with excellent infrastructure provide for a wonderful learning experience on the SDMIMD campus. The course aims at imparting cutting edge knowledge in the areas of Marketing, Systems, Human Resources Management and Operations.

### **Client Specific Programs (CSP)**

These programs are exclusively developed by the SDMIMD in consultation with the management of the client organisation. Client Specific Programs provide impactful long-term effective solutions to the participants for typical workplace related situations.

### **Management Development Programs (MDP)**

MDPs are uniquely-designed training programs exclusively created for corporate houses. The programs offer a solution customised for each individual corporation. The solutions show how to simplify the handling of complex issues by breaking them down into focus areas such as creation of new competencies in managing diverse businesses, technologies, people dynamics and global markets.

### **Consultancy**

Extensive experience in consultancy has instilled into the faculty of SDMIMD keen ability to tackle concerns faced by a client on any subject. The faculty members group themselves into teams or work individually when undertaking in-depth research to arrive at an optimal solution.

### **Research and Training**

SDMIMD's faculty members frequently meet to find ways of improving the current course material. The faculty's intense desire is to always introduce fresh perspectives and ideas for the development of young management students. A body of research papers and articles on new theories and concepts on management training are produced in-house every year. The articles have appeared in National as well as International journals covering diverse functional areas such as: Marketing, Finance, Systems, HRM, Quantitative Methods, Economics and Production Strategy.

The faculty also specialises in developing case studies that assist in students' understanding of management issues in the market place.

## Research



### **Centre for Research**

SDM Institute for Management Development (SDMIMD) has taken a new initiative in the form of establishing a Centre for Research (CFR). The objective of this centre is to promote a variety of research and scholarly initiatives in the field of management. It is envisaged that, CFR 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.

### **Contemporary Research in Management**

Contemporary research in management is a compilation of focused research of the faculty of SDMIMD. The purpose of this publication is to act as a channel between the academic community and the corporates for exchange of ideas related to their respective organizations and industry.

### **Excerpts of selected Summer Internship reports**

This is a unique publication from the Centre for research, SDMIMD. Selected students' summer internship project (SIP) reports are published in the form of articles along with inputs from the faculty. These articles, primarily student driven, would help the students to portray their work to a larger community comprising of students, academicians and industry. It helps them to apply the concepts learned in the classes.

## Institute Publications



### SDM IMD Journal of Management

The SDMIMD Journal of Management is published twice a year during March and September. The journal has successfully seen many issues since inception and already well recognized as a scholarly publication from the institute. The journal invites articles with a focus on various management issues pertinent to the Indian and international corporate sector. The journal is targeted at academicians, industry managers and practitioners and the articles and papers published would thus aim to meet the needs of this primary segment. Institute's website provides more details about the journal.

The journal presently has a good team of reviewers and editorial board members and is expanding to reach more readers and invites reputed academics, industry leaders and practitioners to be on the Editorial Board and Panel of Reviewers of the publication.

### Dimensions

'Dimensions' is a quarterly, published by the students of SDMIMD. 'Dimensions' is as good as many a business magazine on the news stands. 'Dimensions' is a channel for the students to exhibit their writing skills, their editing prowess and their design abilities. It is also a medium for students and industry professionals to speak out on issues of importance to them.

### B-Street Buzz

'The B-Street Buzz' is a campus term newsletter that is informative and fun to read in the matters of national and international business activities.

# Opportunities



## Career Management Centre

The Career Management Centre of SDMIMD provides valuable career advice, guiding students towards choosing the right vocational path. SDMIMD is individualistic in its approach and offers personalised advice. Students are given an opportunity to explore their capabilities. The centre also facilitates students in the process of placement in the industry by preparing them and developing skills through various programs and exercises.

## SDMIMD Recruiters

SDMIMD aims at ensuring that students secure a position in the profession of their choice. The placement programmes are directed towards this cause. The institute not only trains students well, but also gives them the chance to find their way into the corporate world. These are some of the recruiters who have given SDMIMD students the opportunity to gain this experience in the previous year.



## Alumni



Our alumni network is 1500-odd in strength. SDMItes, as our alumni would like to call themselves, is a synergetic group of people who are well-placed in senior positions and connected. SDMIMD hosts PRATIGAM—the Annual Alumni Reunion – in the month of November at various locations to suit the convenience of the alumni. PRATIGAM provides the emotional connect and corporate linkage between the students on campus and alumni. The two-day PRATIGAM is filled with fun activities hosted by the students and thoughtful sharing of the corporate experience by our alumni. Formal chapter meets are organized city-wise twice in a year that renew the same with the faculty.

Alumni involve themselves actively in the Institute activities that include – admissions process, pre-placement preparation interviews conducted for the second year students and also part of the final placements.





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

A handful of utility-based services created around the learning requirements of students help the students to improve their efficiency and areas of core competencies.

### The Classrooms

Brainstorming, interactions and friendly debates are encouraged and practiced in areas within the classrooms. The classrooms are also equipped with high-tech support equipments

- LCD Projectors
- Computers
- White and Interactive Boards
- AV Systems

### Management Development/Lecture Hall

Full fledged MDP hall with latest AV systems for conducting client specific programs for corporate are also available.

## Infrastructure



### The Interaction Rooms

The Interaction Rooms are the students' hub for exchange of ideas, sharing knowledge, group discussions and other such activities. Healthy exchange of ideas and thoughts help the students to broaden their knowledge horizons and break old mind sets. SDMIMD prides itself on having well equipped Interaction Rooms.

### The Library

Here is the true student's haven an IT-enabled resource centre for teaching, learning and research at the heart of the academic centre with an aim to provide 'Anytime, Anywhere Access' to information and knowledge.

The library is a repository of printed as well as electronic resources which include: books, journals, databases, AVs, CDs/DVDs, e-books, e-journals, reports, course materials, case studies, conference proceedings, training manuals, etc. Currently the library holds over 12000 books, 140 print journals, provides access to 2100 e-journals, electronic corporate databases, newspapers and business magazines, abstractive databases, database pertaining to case studies and additionally, 120 multimedia resources.

The SDMIMD library is approved by the Union Ministry of Human Resources Development as a Training Centre. The SDMIMD library holds corporate membership with prominent libraries in Bangalore and Chennai. The increased range of resources would certainly invoke hunger for more knowledge. Library and Resource Centre facilities along with video conferencing facility is available to the students around the clock.

### The Auditorium

The large, acoustically designed auditorium is a showcase of discourses, seminars, films, presentations and theater for management and general education. It seats 300 and is a constant witness to cultural, educational and recreational feats for and by the students

### The Conference Hall

The plush conference hall hosts a number of special events for guests on campus such as corporate houses, the press and the faculty. Fully air-conditioned, the conference hall is ideal for presentations as well as for group interactions.



## The Amphitheatre

The ambience and the structure of the amphitheatre is breath-taking. Over 500 people can watch the cultural extravaganzas produced by students and others. The amphitheatre is also a meeting place where students can relax.

## The Hostel

The SDMIMD hostel is indeed a home away from home. Fully furnished single rooms, lounge/study area, recreational facilities, and a common dining area create a mini world of its own. The facilities in the hostel include broadband internet access, housekeeping, dry cleaning and laundry services.

## Dining Hall

A fully equipped, modern and spacious dining hall having an area of 7,500 Sq.ft to accommodate 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, practical management of a micro-institution.

## Our World



### Yoga, Gym and sports

To help students cope with the mental and physical stress of a management career, Yoga is compulsory credit course in the first year.

10,000 sq. feet, indoor walking, jogging, table tennis courts and a private fitness centre is available to the students to stay healthy as they pursue their sport of choice. (Besides, basket ball and volley ball courts are also there to complement the physical workout of the student).

### The Faculty Block

The Faculty Block is driven with an eclectic mix of state-of-the-art industry practices and teaching experience. The support infrastructure is benchmarked against global standards.

### The Administrative Block

The Director's Office, Administrative Wing, Accounts and Reception are a part of the Administrative Block.





## Student Achievements and Events

In 2011-12 students were on a winning spree. They won awards and trophies at various conferences, competitions and fests conducted by reputed B-Schools across the country and abroad. Their most notable achievements are winning first place in VISTA-2011, Annual Fest of IIM Bangalore and winning "Best Student Paper Award" at the 23rd AIMS (Association of Indian Management Schools). Some of the other fests they participated in and won laurels were IMT Nagpur, St. Ann's College, Hyderabad, Amrita School of Business, Christ University, IFMR Chennai, Manipal Institute of Management Manipal and BITS Pilani, KK Birla Goa Campus.

### Activities

**Naissance:** The annual b-school fest with the theme "Management Stalwarts", was conducted in January 2012 in association with Software Paradigms Infotech Pvt Ltd. (SPI). The fest was attended by more than 200 students of B-schools across the country and was a grand success.

**Matrushree Ratnamma Heggade Memorial Chess Tournament:** A chess tournament was conducted on Feb 5, 2012, in memory of Matrushree Ratnamma Heggade. The tournament attracted the participation from UG/PG students, Corporate Executives, Government and Private Employees.

**Abhigyaan :** The competition for Undergraduate students - Abhigyaan 2011 was held on October 1 and 2, 2011 at Institute campus. Students of the undergraduate colleges from across the state participated. This year the online quiz and technology based management games were appreciated by the participants.

**Kala Anubhav:** An event of traditional "Yakshagana" was organized on 6th September 2011 in the institute's auditorium. Folklore artists from Nidle Mahaganapathi Yakshagana Mandali, led by Shri Ganapathi Bhat performed "Chakravyuha", picked up from Mahabharata. Kala Anubhav is the Arts, Culture and Traditional forum of SDMIMD's - Samprathi student group.

## Students Excel



Amulya Kulkarni, a second year student participated in the International Youth Forum Seliger 2011, an international eco-camp uniting outstanding young individuals –held on the shore of Lake Seliger, Tver region from July 1 through July 9, 2011 under the auspices of the Federal Agency on Youth Affairs, Russian Federation.



SDMites won an OVERALL Championship at Kurukshetra 2012 – the B-School Management Event organized by Manipal Institute of Management, Manipal on February 13 and 14, 2012. The success achieved by PGDM 11-13 batch in several events has contributed to the overall championship for SDMIMD.



Swosti Panda and Srikanth won the 2nd place prize in the Association of Brics Business Schools ( ABBS ) Case Competition on 26 March, 2011 by competing with teams from India, China , Brazil Russia and South Africa, in BRICS B-School Conference held at Guangzhou, China.



Chirag Ghiya and Swosti Panda of PGDM 2010-12 won Third Prize in student paper presentation competition at the 3rd international conference on IT & Business Intelligence (ITBI-2011) held on November 25-27, 2011, jointly organized by IMT Nagpur and St. Ann's college, Hyderabad. It is co authored by Prof. Neetu Ganapathy, Chirag Ghiya and Swosti Panda.



'Mahindra Rise : Syed - The Newspaper Boy', a marketing campaign created by Mr. Praveen Sharma and Ms. Pooja Mishra of PGDM 2010-12 on Mahindra's latest 'Rise' Campaign. This was selected among top 3 creative ad in Quark 2012.



Sumith Jain, Swarup Gattani & Rupesh Gupta second year students won first place in the Event –“Master the Market”, a portfolio management competition Organized By IIM Bangalore as a part of their Annual Fest VISTA-11.



Students of SDMIMD won the overall championship trophy in Pragati 2012 - A management fest held in Amrita School of Business, Coimbatore on 3rd and 4th February.



Manu Govind, Nikita Ajwani, P.N. Rameez, Parth Poddar, Rohit Roy, Siddhi Agarwal and Vinay Bothra participated in the Debate competition - Dwandwa and B Plan Event - Impressa organized by IFMR, Chennai on 4th Feb 2012.



The Faculty team at SDMIMD

- Rich blend of academic excellence and domain experience
- Proficiency in Research, Corporate Training and Consultancy
- Several members are visiting faculty at IIMs and at renowned corporate executive training institutes
- Commitment to the SDMIMD vision and mission

## Academics



**N.R. Parasuraman**  
**LLB, FCS, FCMA, DBF, Ph.D.**  
**Finance**  
**Visiting Faculty at IIM Kozhikode**

With thirty years of experience in diverse areas of Finance, Dr. N.R. Parasuraman was the Company Secretary of Federal Bank Ltd., for five years and the Vice President (Finance) in charge of Securities Analysis for Joindre Capital Services Ltd., for two years. Earlier, he was the Finance Manager of KEK Group of Companies, Thiruvananthapuram.

He has been researching and teaching in the areas of Strategic Finance, Financial Derivatives, Cost Management, Portfolio Management and also International Finance.

He has published 31 papers in leading journals on various topics in finance and has also authored a book titled 'Fundamentals of Financial Derivatives', published Wiley India, which featured in the Business World's top 10 management bestsellers in August, 2008 and has gone to a second edition.

He is an Adjunct Faculty of Finance at the Indian Institute of Management, Kozhikode.

### Areas of Interest:

- Strategic Finance
- Financial Derivatives
- Cost Management



**H. Gayathri**  
MBA, Ph.D.  
Marketing

Dr. H. Gayathri has over twenty five years of teaching experience at the Mysore University and at SDM Institute for Management Development. In addition to this, she has assisted various companies in

Market Research Studies and has helped in developing strategic marketing plans. Her areas of interest are Business Negotiation Skills, Marketing, Services Management & Service Quality, Self Empowerment and Leadership Influencing Skills. She has conducted a number of training programs in the above areas.

She has published articles in the area of Marketing, and has also taken up consultancy assignment. She has conducted several company specific management development programs in the areas of Strategic Business Negotiations Skills and Services Management. She has assisted people in self awareness through the process of empowerment leading to achievement of goals and success.

She is an Adjunct Faculty at IIM (K) and visiting faculty at HAL Management Academy. She is a member of Membership Services Panel, CII and NHRD and a licensed NLP practitioner.

#### Areas of Interest:

- Business Negotiation Skills
- Services Management
- Self Empowerment



**R. Jagadeesh**  
M.E. (Madras University)  
Ph.D (IIT, Bombay)  
Operations Management and  
Quantitative Techniques  
Visiting Faculty at Temple  
University, Philadelphia, USA

Dr. R. Jagadeesh is a Professor in the area of Operations Management and Quantitative Techniques and also the Editor of SDMIMD Journal of Management. His additional

qualifications include Diploma in Production Management (Annamalai University), and Six Sigma Green Belt.

He is a Visiting Professor at The Richard J Fox School of Business and Management at Temple University, Philadelphia, USA, from 2006 till date, where, he taught a course on Operations Management and listed in Marquis Who's Who 2010 US Edition.

He has over 25 years of experience in academics, teaching Engineering and Management subjects at graduate and post-graduate levels.

He has published more than 80 papers in reputed national and international journals and conferences and is a reviewer and member of editorial board of international journals. He has guided Ph.D. candidates, under Visveswaraya Technological University, Mysore University, University of Azteca, Mexico. Has co-authored the Indian edition of "Operations Management" by Jay Heizer and Barry Render of USA.

He has successfully conducted training programs for personnel from corporate world, government and academia, on various related areas/topics

He is a

- Life Member – Indian Society for Technical Education
- Life Member – Institution of Engineers (India) to management.

#### Areas of Interest:

- Quantitative Techniques
- Operations Management
- Logistics and Supply Chain



**Nilanjan Sengupta**  
M.A. (Sociology),  
Jawaharlal Nehru University, New Delhi  
PhD. (Sociology),  
Visva Bharati University, Shantiniketan,  
West Bengal  
**Human Resource Management**

Dr. Nilanjan Sengupta has more than 17 years of experience as an educator and practitioner in the field of management. He has worked as a teacher, trainer, researcher and consultant in NIBM Pune,

EDI Ahmedabad, IMT Nagpur, and has held important academic and administrative positions in his career. He has taught in management programs offered by foreign universities in India, like University of Michigan, Lubeck University Germany, and Cambridge University UK (British Council, Kolkata). He has also worked in the corporate sector in manufacturing and IT, in managerial positions.

He has consulted with international bodies like The World Bank, E.C. and IFAD (Rome) and OXFAM (India) in a number of international and national projects. He has an impressive track record of publications with more than 35 papers in national and international journals, conferences and seminars and 5 books in the areas of management and social sciences, respectively. He is in the Editorial and Advisory Boards of several prestigious journals. Dr. Sengupta is a registered PhD guide at VTU, Belgaum. He is also an empanelled consultant at TRI, Mumbai and ConnectEd, Thailand.

#### Areas of Interest:

- Organization Behavior
- Human Resource Management
- Talent Management
- Management of Change and OD processes



**Mousumi Sengupta**  
M.A. in HRM  
(Thames Valley University, London, UK)  
GradIPD (Institute of Personnel and  
Development, London, UK)  
PhD (IIT, Kharagpur)  
**Human Resource Management**

Dr. Mousumi has more than 12 years of experience as a consultant, teacher, researcher and trainer. She has been

associated as a faculty member with IISWBM, Kolkata; IMT, Nagpur; PESSE, Bangalore; KIAMS, Harihar; SIBM, Bangalore; and I2IT, Pune. She has also been associated with the management programs offered by foreign universities in India, such as, Dominican University, US; Lubeck University, Germany; Auckland University of Technology, New Zealand; Cambridge University, UK (British Council, Kolkata). She is a registered PhD guide at VTU, Belgaum. She has been an empanelled consultant at TRI Mumbai, and ConnectEd Thailand. She has been a trainer for many public and private sector companies like the Union Bank of India, Alstom, Oxfam India, Selvel, Ness Technologies, Oracle, ISRO.

She has more than 25 research papers published in national and international journals. Among the four books she has co-authored in the area of management, the book entitled "Emotional Intelligence: Myth or Reality" has won the Second Prize of the ISTD Book award 2007-2008.

#### Areas of Interest:

- Human Resource Management
- Organization Behavior
- Emotional Intelligence
- Compensation Management
- Strategic Human Resource Management



**Mohan Monteiro**  
M.Com, MBA, Ph.D.  
(University of Mysore)  
Marketing

Dr. Mohan N.J. Monteiro is the former Professor & Head of MBA department at Vidyā Vikas Institute of Engineering & Technology, Bangalore. Prior to this he was Director, MBA Institute, Acharya Institute of

Technology, Bangalore.

He has also served as visiting professor at several B-Schools offering MBA Degrees for the past 14 years. His areas of interest include Marketing, International business, Banking and International Finance.

He has over 9 years of corporate experience.

Prof. Monteiro has also worked as consultant to a number of organizations in India and abroad. He is on the Board of Examination of several Colleges and Universities.

He is a post graduate in Commerce and holds a Masters Degree in Business Administration. He also holds a doctoral degree from the University of Mysore

#### Areas of Interest:

- Marketing
- International Business
- Banking and International Finance



**Mihir K. Mahapatra**  
M.A (University of Hyderabad)  
M.Phil. (Jawaharlal Nehru University)  
Ph.D. (Utkal University), NET (UGC)  
Economics

Dr. Mihir Mahapatra obtained his Ph. D in Economics from Utkal University on a Reserve Bank of India Doctoral Fellowship. His area of interest and the papers he teaches include Microeconomics, Macroeconomics and Economic

Environment and policy. He was earlier with the Goa Institute of Management (GIM), Goa and has also worked with the Centre for Multi-Disciplinary Development Research (CMDR), Dharwad, Karnataka and the Economic and Political Weekly Research Foundation (EPWRF), Mumbai. He has published papers in national and international refereed journals and contributed articles in edited books published by Springer-Verlag, McGraw Hill and New Century.

He has worked on or been associated with, various research projects sponsored by national and international agencies, including the Planning Commission (Government of India), Canara Bank, European Economic Commission and Confederation of Indian Industry (CII).

He also participated in capacity building programmes sponsored by the World Bank, UNCTAD and organised by National Institute of Public Finance and Policy (NIPFP), New Delhi and Centre for Development Studies (CDS), Thiruvananthapuram. Currently, he is a life member of prominent economic organisations/associations including the Indian Economic Association, Indian Society of Labour Economics, Orissa Economics Association and member of AIMS International.

#### Areas of Interest:

- Microeconomics
- Macroeconomics
- Economic Environment and Policy



**M.R. Suresh**  
PGDRM (IRMA)  
Ph.D(MSU Baroda)  
Marketing

Dr. M.R. Suresh has a combination of many years of experience in research, teaching and management consulting. Starting his career in TERI he contributed to the development of a research group with focus on renewable energy.

Subsequently as Senior Consultant with the Tata Economic Consultancy Services (TECS) he helped in the setting up and expansion of the Bangalore Division of TECS. Dr. Suresh has handled assignments, as a principal consultant, in a variety of organisational contexts such as turnarounds, new product development, institutional analysis, opportunity identification, etc. He has led projects sponsored by leading corporate enterprises, international funding agencies, non-profit set-ups and government bodies. He was a Faculty Member in IRMA, Indian Institute of Plantation Management (Ministry of Commerce) and ICFAI Business School, Bangalore. He has taught core and elective courses in the Marketing area, has handled general administration responsibilities and has held academic administration positions.

Dr. Suresh has expertise in the Case Method for research and teaching. He has designed and conducted Management Development Programmes for corporate enterprises, cooperatives and public system organizations. He is associated with Leadership Development in Public Services and has completed various modules of NEN Entrepreneurship Educators programme. Dr Suresh is Co-winner of Emerald-AIMA 2008 Indian Management Research Fund Award and was also Silver Medal winner of the AIMS-WeSchool Innovation Award.

#### Areas of Interest:

- Strategy and Marketing Interface
- Global Marketing
- Innovation and Entrepreneurship
- Educational Leadership



**N.R. Govinda Sharma**  
M.Tech., (IIT, Madras),  
MBA, FIE, FACCE, MICI  
Business Policy and Ethics & Values

Prof. Govinda Sharma has nearly three decades of consultancy and teaching experience. He is presently teaching Strategic Management and Ethics & Values in Management to post graduate students of management.

He has worked as Project Management Consultant for a Project funded by the Asian Development Bank. He has worked for premium consultancy firms in India namely, Tata Consulting Engineers and Fichtner Consulting Engineers. Overseas, he has worked with MinConsult, Malaysia and Electrowatt (UK) at Dubai.

His area of research interest is Small and Medium Enterprises. He has presented a number of research papers in India and abroad such as the paper titled "Are Small and Medium Enterprises Agents of Social Justice?" at the International Conference jointly organized by the International Society for Marketing & Development and Macro-Marketing Society at Washington DC, USA. His paper on "Innovative Pedagogy in Management with special reference to Strategic Management" was awarded as the "Best Paper" in an International Conference.

He has coauthored a book titled "Strategic Management" for post graduate management students. He has contributed a chapter to the book "How of Strategy".

On a personal note, he is keenly interested in Yoga and Vipassana meditation and believes in imparting values in education.

#### Areas of Interest:

- Business Policy
- Strategic Management
- Ethics and Governance



**M.A. Malathi Sriram**  
MCA, M.Phil.  
Systems

Prof. Malathi Sriram has 20 years of varied work experience in academics and in the industry.

She has worked as a software engineer with Aztec Software Services (now acquired by MindTree).

She has delivered courses at the JSS International Institute of Professional Studies, Mysore, Bharathidasan Institute of Management, Bangalore. She has conducted a number of corporate training programs in the area of RDBMS, Systems Analysis & Design, OOAD and UML. She is involved in public projects involving state and semi-state agencies in the District of Mysore, Karnataka. She is a Member on the IT Panel of CII, Mysore.

She has presented and published a number of papers in international conferences and national conferences/journals. She also has reviewed a couple of books on Database Management from Pearson Education. She is involved in the adaptation of two books from Pearson Education to the Indian Context.

Her interests include e-learning and knowledge management apart from Analysis and Design of Systems and Database Management Systems.

#### Areas of Interest:

- Systems analysis & Design
- Database Management
- e-Learning



**Lt. Col (Retd) S.N. Prasad**  
B E (Mechanical) Mysore University  
M E (Automobile) University of Pune  
MDBA (PM) SIMS, Pune  
PGDM (HR) SIBM, Pune  
Human Resource Management

Lt Col (Retd) Prasad S.N. has over 20 years experience as an officer in the Indian Armed Forces including 8 years as an aeronautical engineer. After completing BE (Mech) from SJCE, Mysore in 1987, he joined the Army,

passed out of the Indian Military Academy, Dehradun in 1989 and was commissioned into the Corps of Electronics and Mechanical Engineers (EME). He specialised in Aeronautics and was part of Army Aviation Corps from 1993 to 2001 in various field, high altitude and peace locations in India. One of his innovations was accepted as standard equipment in Army Aviation. He completed M E (Automobile Engg) from Pune University in 1998. He has published research papers on Leadership, Armour Materials.

He took part in the combat operations at Kargil, J & K in 1999 and in the Counter Insurgency operations at Udhampur sector, J & K in 2004. Lt Col Prasad was awarded the Chief of Army Staff's Commendation medal on 15 Aug 2002 while commanding an Army unit in the Siachen Glacier Sector for an innovation on Snow Mobiles which resulted in saving of lives, foreign exchange and enhancement of equipment life. He has command experience at Army units in Desert and Counter Insurgency locations.

In 2002 he completed MDBA from SIEC, Pune. From 2005-09, as a senior faculty member at DIAT (DU), Pune, he took charge of the Technical Staff Course of Army till he opted for early retirement from active service in 2009. In 2006, he completed PGDM from SIBM, Pune where he was awarded for Outstanding Academic Performance. He has 7 years of teaching experience in HRM, Leadership, Materials Management, Equipment Life Cycle Management and Logistics.

#### Areas of Interest:

- Human Resource Management
- Organisational Behaviour
- Strategic Leadership



**Neetu Ganapathy**  
M. Sc. (Computer Science),  
University of Mysore  
MDBA (SIMS, Pune)  
Ph.D. (Kuvempu University)  
Managerial Communications and IT

Dr. Neetu Ganapathy has over thirteen years of experience in academics and industry. She began her career with Aptech Computer Education, Mysore, where she taught IT and worked in various capacities, including as Group Leader and Academic Head. Soon after, she did a brief stint with Softgate Technologies, San Jose, California, as a consultant on IT projects. Before joining SDMIMD, she taught IT at the Mahajana First Grade College, Mysore.

Her teaching and research interests include Management Information Systems, Enterprise Resource Planning (ERP) Systems, Knowledge Management, E-learning and Managerial Communication. She has designed and delivered MDPs and workshops in the area of her research interests.

She has been awarded a Doctorate in Business Administration by the Kuvempu University for her work on Enterprise Resource Planning (ERP) Implementation in SMEs. She has presented papers related to her doctoral studies at both National and International conferences including one at the European Conference on Information Management and Evaluation (ECIME) held at the Royal Holloway School of Business at London.

#### Areas of Interest:

- Enterprise Resource Planning
- Managerial Communication
- Knowledge Management
- e-Learning



**Mohamed Minhaj**  
MCA, M.Phil  
Systems

Prof. Minhaj specialises in Web Services, Digital Libraries and Information Management. He has completed his MCA and M.Phil in Computer Science along with many software courses.

He has ten years of teaching and consulting experience serving many organisations like APTECH, ECIL, St. Philomena's College, University of Mysore in different capacities.

He has done many IT consulting assignments with Government Departments, Industries and NGOs. He was lead software consultant for the Indian Educational Digital Library Project undertaken by EDC, which is an international non-profit organisation, head quartered in United States.

With his personal interest in e-Governance and Corporate Social Responsibility, he has presented papers related to e-Governance and socially relevant projects in both National and International Conferences.

He is guest faculty at International School of Information Management, Mysore and has also been a resource person for training programs conducted by Kuvempu University, KSOU and KVS-ZIET.

#### Areas of Interest:

- e-Business
- Information Management
- Business Intelligence



**J. Balaji**  
M.Sc., (Loyola College,  
Madras University)  
Quantitative Techniques

Prof. J. Balaji has over eight years of experience in the area of IT Solutions, Marketing, Business Development and Customer Relationship Management. He has helped develop statistical software training programs for educational

institutions, companies and government organisations.

Prior to joining SDMIMD, he was associated with Cranes Software International Limited, Bangalore, where he worked on presales and technical support, product demonstrations, consultative sales, customer needs analysis, competitor analysis, lead generation, innovative solutions design, customer relations, developing training programs and responding effectively to RFPs (Request for proposals).

#### Areas of Interest:

- Quantitative Techniques
- Market Research



**Ullas Rao**  
M.Com, Ph.D.  
(University of Mysore)  
Finance

Dr. Ullas Rao earned his Doctorate in Commerce for the work on "Posterior Analysis of Mergers & Acquisitions in International Financial Scenario during the Last Decade" from the University of Mysore. His research makes significant theoretical and empirical contribution by

proposing new approaches for capturing the impact of M&A activity on the wealth status of shareholders.

He is a Gold Medalist and II Rank holder in the Master of Commerce program of the University of Mysore, for the batch 2002 – 2004. He is recipient of the All India Commerce Commemoration Award for excellent performance in the Master's program. He carries more than six years of teaching and research experience at leading academic institutions in the country. He has presented papers at leading International Conferences including the 22nd Australasian Conference on Banking & Finance, held at Sydney, Australia in 2009. His research work has been published in reputed National Journals.

He has a penchant for Teaching and Corporate Training. He has completed FDP in Case Methodology from IIM Kozhikode.

#### Areas of Interest:

- Management Accounting
- Financial Management
- Mergers & Acquisitions



**Srilakshminarayana.G**  
M.Sc, Ph.D. (Mysore University)  
Quantitative Techniques

Dr. Srilakshminarayana has three years of teaching experience in academics. Gold medalist in Master Program and has fellowship recognition from University of Mysore and University Grants Commission (UGC) during his Doctoral Program. His doctoral dissertation work "Some Asymptotic Results for Functions of Random Variables with Applications" has earned recognition for practical adaptation in various Statistical applications. His research interests include Extreme Value Theory, Renewal Theory, Signal Processing, and Application of Statistical Models. Before joining SDMIMD, he was associated with NGO 'Ashodaya Samithi' as Data and Research Officer and associated as teacher with Bishop Cotton Women's Christian College, Bangalore.

He has got two publications in national journals and one in e-journal. He attended national and international conferences and presented papers. He participated in US Nair Young Statistician Competition, held at Andhra University, and presented a paper.

#### Areas of Interest:

- Extreme value theory,
- Limit theorems in probability theory
- Quantitative Methods



**Jojo Joy. N**  
MA (CIEFL), PGDM (XIMB)  
Marketing

Prof. Jojo has got 5 years of teaching experience in India and abroad. He also has a brief stint with the industry where he headed a mobile banking firm (ALW Bombay) and worked with clients like GOI (for NREGS), SBI, Canara Bank and SBT (Tiny and Distribution), NSS and TATA Tea.

His past assignments includes State Head with Zero Microfinance and Savings Support Foundation for their Financial inclusion initiative handling the channel management and operations for marketing and providing financial services and green goods in suburban and rural areas of Andhra Pradesh.

His has taught at Mahatma Gandhi University, Kerala and Alfateh University, Tripoli Libya.

He has published in various journals and news papers like IJOL, EPW, The Hindu, LITCRIT, RMAAI etc., and presented papers at IIMA, IIMK, XLRI, TISS, MICA, FMS, University of Madras, University of Calicut and Ravindra Bharathi University.

Prof. Jojo holds a PGDM from XIMB and an MA form CIEFL, Hyderabad.

#### Areas of Interest:

- Rural Marketing
- Sales and Distribution
- Consumer Behavior
- Retail Management



**Abhijith Seetharam**  
**B.E., PGDM**  
**Finance**

Abhijith Seetharam is an Industrial Engineer with a post-graduate degree in Business Management. He also has to his credit Certificates of Excellence in project analysis and financial modeling.

He has worked in a various roles ranging from being an Engineer at an “old economy” tyre manufacturing company to working as Project Finance Consultant at an infrastructure development firm to flourishing as a successful Operations Strategist at a large software services company. He is experienced in the areas of project financing, transportation economics, PPP structuring, top-down budget control, and design of strategy-to-operations execution, among others.

His intellectual interests are copious and varied and encompass the study of Ecological Economics, Development Economics and Sustainability & Energy Economics, with analytical emphasis on macro-dynamics and trends.

#### Areas of Interest:

- Ecological Economics
- Development Economics
- Sustainability & Energy Economics

## Adjunct Faculty

**Prof. JM Subramanya**  
**B.E., FIE, PGDBA (IIMA)**

### Operations

A Qualified Lead Auditor from CQE, UK, he has wide-ranging experience in both the corporate sector as well as in academics. After graduating from IIM-A, he worked in various leading companies for thirty-one years. Simultaneously he also taught management in business schools. His specialisation is in the area of Operations Management and General Management. He has served as a member on several panels of Karnataka Chamber of Commerce and Karnataka University. He was the Director of SDMIMD from 2004 to 2007.

**Prof. Rangan Mohan**  
**B.E, PGDM (IIMA)**

### Marketing

Chief Mentor, Advisor, Additional Director, Chairman of Investor Grievance Committee, Member of Audit Committee, Member of Committee of Directors and Member of Compensation Committee, Hinduja Global Solutions Limited.

R. Mohan till recently was the President and CEO of HTMT the flagship Information Technology Corporation of the Hinduja group. Prior to this Mohan was the CEO and Managing Director of Global Edge Software Ltd. a fast growing Bangalore and US headquartered company that is focused on delivering customer specific solutions in the Embedded Software, Systems Software and Telecommunications areas.

He is active in several associations such as NASSCOM, CSI and ESC.

He is an Executive Coach and is an internationally recognized assessor. He has worked with several organizations in the assessment and development space, in developing training and retention strategies, in formulating growth & business development strategies etc.

## Visiting Faculty

### **Mr. S. Radhakrishnan**

PGDM, (IIMB), B.E.(REC, Trichy)

*Marketing*

President, Special Projects

Mudra Communications Ltd

### **Dr. M. R. Suryanarayana Murthy**

M.Com, MS, Ph.D, (Birmingham)

*Finance*

University of Mysore

### **Dr. Sairam Bhat**

B. Com., LL. M., Ph.D, PGDMLE, PGDHRM

*General Management*

Asst. Prof. of Law

National Law School of India University

### **Prof. M.S. Bhat Marakini**

MA(Stat), PGDM (IIM-C)

*Statistics*

### **Mr. V. Krishnan**

B.E.

*Human Resource Management*

Senior Executive

Mico Bosch Ltd

### **Dr. Sunil K Parameswaran**

PGDM (IIM Bangalore), Ph.D.(Duke University)

*Finance*

CEO Tarheel Consulting, Bangalore

### **Prof. N Raghavendra Puthraya**

M.Tech

*Operations*

Manager- Materials

PowerCell Division,

Eveready Industries India Limited (EILL)-Maddur

### **Mr. R. Sukumar**

PGDM (IIMB)

*Operations*

Managing Director

Ace Components & electronics Pvt. Ltd

### **Mr. Somanatha Murthy**

M.Tech

*Operations*

Technology Manager

RSA Securities Ltd

### **Mr. P. R. Viswanath**

M.Com, B.Ed.

*Accounts*

Professor of Accounts (Retd.)

## Governing Council

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Chairman, SDM Institute for Management Development  
Dharmasthala

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Bangalore

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Chief Executive Officer-Academics, SDM Educational Society ®  
Bangalore

**Dr. K.R.Srinivas Murthy**  
Former Director  
IIM Bangalore

**Dr. Amarlal H Kalro**  
Provost-Ahmedabad University  
Ahmedabad

**Sri. Amit Judge**  
Managing Director, Bodhiart Ltd.  
New Delhi

**Sri. Bhaskar Bhat**  
Managing Director, Titan Industries Limited  
Bangalore

**Sri. T.V.Mohandas Pai**  
Chairman-Manipal Universal Learning  
Bangalore

**Sri R. Guru**  
Chairman-N. Ranga Rao & Sons  
Mysore

**Sri. K. Jairaj, I.A.S**  
Addl. Chief Secretary to Govt. of Karnataka  
Bangalore

**Dr. N.R. Parasuraman**  
Director-SDM Institute for Management Development  
Mysore

**Dr. H. Gayathri**  
Dean – Administration  
SDM Institute for Management Development  
Mysore

## Advisory Board

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Vice President-SDM Educational Trust ®  
Bangalore

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Former Director, IIM Bangalore

**Dr. Janat Shah**  
Director-Indian Institute of Management  
Udaipur

**Sri. Viju Parameshwar**  
President & CEO-Kluber Lubrication India Pvt. Ltd.  
Bangalore

**Sri. Aroon Raman**  
Managing Director-Raman FibreScience Private Ltd.  
Bangalore

**Sri. Sid Mookerji**  
CEO-Software Paradigms (I) Pvt. Ltd.  
Mysore

**Dr. K. Sudha Rao**  
Chief Executive Officer- Academics, SDM Educational Society ®  
Bangalore

**Sri. K. Ganesan**  
Vice President – H R, Tata Consultancy Services, Ltd.  
Chennai

**Sri. D.D.Bhat**  
General Manager-Commercial, J K Industries Ltd., (Vikrant Tyre Plant),  
Mysore

**Dr. N.R.Parasuraman**  
Director-SDM Institute for Management Development  
Mysore

**Dr. H. Gayathri**  
Dean – Administration, SDM Institute for Management Development  
Mysore

## Some distinguished visitors on campus



S. Ramadorai  
Vice-President, TCS



K.V. Kamath  
Chairman, Infosys



Dr.K.V. Ramani,  
Professor, IIM, Ahmedabad



Mr. Stephen Borte  
Global Quality Manager, SPI



Ramakrishnan  
Vice President-Finance, TCS



Dr. Sriram  
Professor, North California University



Dr. R. Balasubramaniam  
Founder, Swami Vivekananda Youth Movement



Advit Sahdeve  
CEO, ODigMa



Aroona Raman  
Chairman, CII-Karnataka







## Key Personnel



**C.V. Sridhar**  
Manager – Administration  
Extn:2002



**M.V. Sunil**  
Librarian  
Extn:3006



**V. Ashwini Kumar**  
Accounts Officer  
Extn:2006



**A.R. Dwarakanath**  
Instructor & Trainer – Wellness Management  
Extn:3022



## Key Contacts

Call (0821) 2429722 / 161 followed by their respective extension number.



**G. Muddaraj Urs**  
Secretary to Director  
Extn:2001



**N. Jinesh**  
Superintendent- Hostel / Mess  
Extn:2007



**Rekha Ganapathy**  
Secretary to Director  
Extn:2010



**K.Ashwini Kumar**  
Systems Administrator  
Extn:3011



**Deepak Chandrashekar**  
Placement Officer  
Extn:2011



**Sone Selvavinayagam**  
PGDM Coordinator  
Extn:2009



**Ramesh M.P**  
Placement Co-ordinator  
Extn:2011



**Shashidhara M**  
PGDM Coordinator  
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