



Truly Global

Internationally Accredited



Shri Dharmasthala Manjunatheshwara
Institute for Management Development



BLENDED LEARNING

Online Management Development Programs



About the Institute

Shri Dharmasthala Manjunatheshwara Institute for Management Development (SDMIMD), a premier Bschool located in Mysore, was established in 1993 with the objective of providing quality management education based on a firm foundation of Indian values and ethics. SDMIMD is promoted by Shri Dharmasthala Manjunatheshwara Educational Trust, a nonprofit educational trust that runs over 40 recognized educational institutions in Karnataka, including Engineering, Medical, Dental, Ayurveda and Naturopathy colleges. Under the able leadership of our Chairman, Dr.D.Veerendra Heggade, the trust has played an active role in empowering people and bettering the lives of communities in Southern Karnataka.

SDMIMD is located in a picturesque campus at the foot of Chamundi Hills in the heritage city of Mysuru in Karnataka, 140 kilometers from Bangalore. The campus is an amalgamation of modern infrastructure with classic architecture where the indoors and outdoors blend seamlessly. Green courtyards, tree lined avenues and the chirping of birds welcome every visitor to the verdant environs. The campus has won several architectural and landscape awards, and provides an atmosphere conducive for the germination of managerial intellect. The campus is enabled with contemporary learning and IT infrastructure. As a fully residential B-School, the campus provides a tranquil and invigorating environment for living - be it the fully furnished single occupancy hostel room, student managed mess, well equipped gym and wellness centre. SDMIMD, Mysuru is a 24 year old Institution ranked in top 40 B-schools in the country.

Quick Facts about SDMIMD

8

International Student
Exchange Programs

13

Conferences in
India & Abroad

20

Student Clubs & Committes

20 **States**

Pan India Presence
of Students

48

Educational Sister Institutes
under aegis of SDME Trust

65

Corporate Leaders in
Campus (2016-17)

60

Research Publications by
Faculty in 2016-17

2000+

Alumni around the world

Governing Council

Dr. D. Veerendra Heggade
Chairman, SDMIMD, Mysuru

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

Prof. S. Prabhakar
Secretary
SDM Educational Trust, Ujire

Mr. B. Muthuraman
Former Vice Chairman
Tata Steel, Mumbai

Sri. Bhaskar Bhat
Managing Director
Titan Industries Limited, Bangalore

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

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

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

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

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

Dr. Pradeep Rau
Chairman, Department of Marketing
The George Washington University School of Business
Washington, DC

Dr. N. R. Parasuraman
Director
SDMIMD, Mysore

Advisory Board

Sri. D. Surendra Kumar
Vice President
SDM Educational Trust

Prof. S. Prabhakar
Secretary
SDM Educational Trust, Ujire

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

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

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

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

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

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

Mr. Nishit Jain
Special Advisor
Global Network, EFMD, India

Dr. N.R. Parasuraman
Director
SDMIMD, Mysuru

Dr. H. Gayathri
Deputy Director
SDMIMD, Mysuru

Dr. R. Jagadeesh
Dean-Academics
SDMIMD, Mysuru

People

Faculty

Dr. N.R. Parasuraman
FCS, FCMA, DBF, Ph.D.
Director & Professor - Finance

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

Dr. R. Jagadeesh
ME, Ph. D
Dean-Academics & Professor - Operations

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

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

Dr. M.R. Suresh
PGDRM, Ph.D
Professor - Marketing

Prasad S.N.
ME, PGDM, MDBA
Professor - Strategy and General Management

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

R Sugant
MBA
Associate Professor - Marketing

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

Mohamed Minhaj
MCA, M.Phil
Associate Professor - Systems

Dr. Srilakshminarayana.G
M.Sc., Ph.D.
Assistant Professor - Quantitative Methods

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

Jayakrishnan S
PGDM, PGCAM & PR, FPM
Assistant Professor - Marketing

Dr. Venkatraja B
MA, Ph.D
Assistant Professor - Economics

L Gandhi
M.A., M.B.A., M.Phil.
Assistant Professor - OB/HRM

Kannadas S
MBA, M.Phil
Assistant Professor-Finance

C.V. Sridhar
BE, MBA
Assistant Professor - General Management

Visiting Faculty

Somanatha Murthy - Operations, Technology Manager, RSA Securities Ltd

R. Balasubramaniam – CSR , Swami Vivekananda Youth Movement

Prasanna Chandra - Finance, Director, Centre for Financial Management

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

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

Radhakrishnan Swaminathan - Integrated Marketing Communication
Telfer School of Management | Ecole de gestion Telfer, University of Ottawa

Stephen Aro-Gordon- Financial Statement Analysis
Professor – Finance, Baze University , Nigeria

Ravi Sankar R. - Financial Institutions & Markets, Consultant, Chennai

Rajesh Madhavan - Investment Analysis & Portfolio Management
Consultant, Bangalore

N. Ravi Shankar, CEO, Aim High Consulting Ltd

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

Prof. Ashly Pinnington, Dean of Research, The British University in Dubai

Prof. Fabrice Gallia, Professor, Burgundy School of Business, France

Prof. Carlose Folle, Professor at IEEM, University of Montevideo

Blended Learning Certification Program:

Introduction

Online and blended courses are the order of the day. Blended learning combines the online digital media with traditional classroom methods for teaching learning. There are many courses on the virtual platform of internet. Massive open online courses (MOOCs) have been offered by many Institutions and universities of repute on a number of platforms such as Coursera, Udemy, EdX, and FutureLearn

There is a growing need among senior and middle level corporate executives for online business management programs coupled with interactive sessions with faculty. While the need to update their skills and conceptual framework on managerial and leadership issues is well known, the constraint of time has prevented many corporate houses from giving the benefit of continuing education to their future leaders.

SDMIMD is not far behind in adopting this disruptive technology to its advantage staying with pack for the race to online learning and teaching. SDMIMD is among one among the first B-schools in India to partner with TCS iON on its Digital Learning platform. TCS iON is an IT-as-a-Service business model that delivers on-demand business capability; with an integrated suite of hardware, network and software solutions; along with business, technical, educational and consulting services. TCS iON is hosted on the cloud.

Certification

Cumulative modular courses will lead to the Program certification. The Blended Learning modular courses would be offered in the following areas of management:

- Finance for All
- Essentials of Business Analytics
- Operations Management
- International Business
- Strategic Management - Leadership & Sustainable Development

Program Certification will be awarded under the aegis of SDMIMD as **Blended Learning Certificate Program in Management (BLCPM)**.



Program

Duration:

The duration of the Program offered is 3 months.

Pedagogy:

The program will follow a blended learning approach and multiple modes of pedagogy. Lectures, concept, discussions and real-life examples will link the discussion of case studies or projects. The flow of the Program will be as follows -

- i. A 2-day pre-course residential workshop at SDMIMD.
 - ii. Access to class videos for a period of 12 weeks with unlimited viewing. Individual passwords will be assigned to the participants.
 - iii. A 2-day post-course residential workshop will be at SDMIMD.
 - iv. BLCPM Certificate will be awarded based on the assessments in the form of assignments, projects and online quizzes.
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Schedule

The Program is slated to be on offer from the month of October 2017. The exact time of start and finish is flexible based on the mutual convenience of the corporate house and SDMIMD. While a minimum of ten participants from a corporate house for a dedicated program is desirable, the number of participants is negotiable.

Learning platform:

- A virtual Learning Management System (LMS) platform provided by TCS iON
 - Business cases from reputed Business Schools will be made available for program concept delivery. Wherever found necessary by the Faculty, additional course material will be made available.
 - Text Books will be provided to participant apart from supplementary reading materials by faculty.
 - Discussion Forums for self-motivated managers and leaders.
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Program Fee:

Program Fees is payable in 2 installments.

1. For a group of participants from specific Corporates / Universities / Institutes. A consolidated fees of Rs. 6,00,000 per company with the following norms:
 - I. The above fees covers the course fee, and the stay arrangements of the pre-program workshop and post-program round-up for 15 participants from a company. If there are more participants, the fee and orientation details will be revised based on discussion.
 - ii. The fee includes the cost of the course material, text books and cases supplied as part of each course
2. For individuals who are looking to join the Program
 - i. Fees of Rs. 55,000 per participant.
 - ii. Will have password protected access to class videos for a period of 12 weeks.
 - iii. Will be awarded a BCPM Certificate after having successfully completed the program.



Contact Information

Prof. Malathi Sriram

Chairperson - Management Development Programs
mobile: (0)9886521063, malathi@sdmimd.ac.in

Shri Dharmasthala Manjunatheshwara Institute for Management Development

No. 1, Chamundi Hill Road, Siddharthanagar, Mysore 570011, Phone: 0821-2429722, <http://www.sdmimd.ac.in>