

24 Years in
Management
Education

Truly Global

Internationally Accredited



Shri Dharmasthala Manjunatheshwara
Institute for Management Development

One Year Full-Time Residential Post Graduate Program in Management



Honouring a Commitment

Admissions Prospectus PGPM 2018



SDMMMD

8 International Student Exchange Programs

13 Conferences in India and abroad

20 Student Clubs and Committees for Beyond Classroom Learning

20 States - Pan India presence of students

48 Educational Institutes under the aegis of SDME Trust

65+ Corporate Leaders in Campus, 2016-17

60 Research Publications by faculty in 2016-17

2000+ Alumni around the world



Dr. D. Veerendra Heggade

Chairman, SDMIMD
Dharmadhikari, Shri Kshetra Dharmasthala

About the Institute

Shri Dharmasthala Manjunatheshwara Institute for Management Development (SDMIMD), a globally accredited (ACBSP) institute is ranked among the top Business Schools in India. The institute offers AICTE approved 2-year Full-time (Residential) flagship Post Graduate Diploma in Management (PGDM) that has been granted MBA equivalence by Association of Indian Universities (AIU).

The Institute is located at the foot of Chamundi Hills in the heritage city of Mysore in Karnataka. Its serene award winning campus provides a great setting for inspired learning. Impeccable faculty, partnerships with global universities, academic discipline, opportunities for learning beyond classrooms and strong relationship with the industry ensure that the students have the right environment for blooming into a leader-par-excellence.

The Institute is promoted by Shri Dharmasthala Manjunatheshwara Educational (SDME) Trust, a venerable and much admired non-profit educational trust that runs over 40 recognised educational institutions in Karnataka, including engineering and medical colleges. The trust is part of 700 year old Shri Kshetra Dharmasthala, a renowned pilgrimage centre known for selfless service, integrity, philanthropy and social development. The Trust and all the associate institutions benefit from the visionary leadership of our Chairman, Padma Vibhushan Dr. D. Veerendra Heggade.

Accreditation, Ratings and Rankings

Accreditation:

- **International:** SDMIMD's PGDM Program is accredited by the ACBSP (Accreditation Council for Business Schools and Programs), USA. and by the EFMD (European Foundation for Management Development), thus becoming the first institute in India to get the dual accreditation of ACBSP and EFMD - EPAS. These accreditations have propelled SDMIMD to be among the top global Business Schools.
- **National:** The flagship program of the Institute – Post Graduate Diploma in Management (PGDM) is accredited by the National Board of Accreditation (NBA), MHRD, Government of India (GoI).

Ratings:

- **Agencies Rating:** SDMIMD has been rated A** (A Double Star) by CRISIL(Standard & Poor) and Brickwork at the National Level. These ratings assume special importance in the light of the fact that the rating was awarded after a thorough inspection of the facilities in the Institute, the performance with respect to admissions, placements, academic rigour and the feedback from alumni and students. The ranking brings the Institute on par with many leading B-Schools in the country.
- **B-School Survey Ratings:** SDMIMD is ranked among Top B-Schools in the country by leading B-School Survey. The ranking by leading educational magazines like Higher Education Review, Competition Success Review, etc. has placed the Institute among the Top 5 B-Schools in the Southern Region. The business magazines – Business Today, Business India, Business World, Outlook Business and others have placed SDMIMD among the Top B-Schools in the country.



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 Koppur
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. 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
CEO / Founder
Silver Spirit Investments LLC

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

Mr. K.R. Viju Parameshwar
President & CEO
Klubber 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.

Nishit Jain
Special Advisor Asia
European Foundation for
Management Development (EFMD) Global Network

Dr. N.R. Parasuraman
Director
SDMIMD, Mysuru

Dr. H. Gayathri
Deputy Director
SDMIMD, Mysuru

Dr. R. Jagadeesh
Dean-Academics
SDMIMD, Mysuru



Last date for applying	15th December 2017
Completion of Admission Process	25th December, 2017
PGPM Commences	2nd January, 2018
Affiliation	Non-Affiliated

SDMIMD PGPM Program

The One year full time residential PGPM program is aimed at working executives and entrepreneurs who are seeking a formal exposure to contemporary managerial tools and techniques by way of in-class interaction.

The program runs for six terms over twelve months with an impeccable quality of academic rigour. The curriculum and pedagogy are planned in an elaborate manner which takes into account the best practices across the globe and also incorporates the views of leading academics and business corporations.

The course is compiled from contemporary industry practices and probing business case studies. The faculty has a wide and in-depth knowledge base with rich teaching experience. This complements the Institute facilities of international standards, creating a state-of-the-art environment for learning and overall development of each student. The principal objective is to offer and practice a high degree of academic rigour to ensure that each student is motivated and propelled from within to think, behave and act as a leader.

The Institute has student immersion programs with international management institutions.



Innovative and contemporary pedagogy



Consistent placement record



Faculty with rich experience in academia and industry



6 International tie-ups with renowned universities



An active Research Centre dedicated to focused faculty research and Ph.D. (Doctoral) Program recognised by the University of Mysore



International conferences in several management domains, attended by academicians from across India and abroad



Single-occupancy hostel rooms



Yoga as a part of the PGPM program



Peer Learning from Corporate



Academic calendar for the year 2018

Term I	-	2nd January 2018 to 4th April 2018
Term II	-	4th April 2018 to 4th August 2018
Term III	-	7th August 2018 to 5th October 2018
Term IV	-	8th October 2018 to 31st December 2018

Total Course Contact hours	720 (Approx.)
Total Terms	4
Duration of each Term	8-10 weeks

Courses

The program comprises of 1 / 2 / 3 credit courses (1 credit = 8 hours of contact sessions). The courses are offered in the following functional areas: Business Analytics, Finance, HRM/ OB, Operations Management, Marketing, Microfinance, Systems, and Strategy. Core Courses are mandatory courses offered in all terms. Elective Courses are offered in Terms 3 and 4. List of Core Courses are available in Annexure-B. List of Electives courses are provided in Annexure-C.

The Program offers specialization in the functional areas mentioned in section above. To specialize a minimum of 12 credits Courses have to be opted for in the functional area. A minimum 10 student registrations is required for the Specialization course to be conducted. Overall a minimum of 22 and a maximum of 26 elective credits should be taken by the student.

For select students there will be an opportunity of an exchange visit to a foreign university for upto 8 weeks. For this students will be selected based on performance and aptitude.

Pedagogy

The pedagogy is a functional mix of lectures, group discussions, presentations, case analysis, simulation games, field visits and project work. The fundamental emphasis is on interactive and participative methods of learning. The Program participants get to interact with distinguished academics, policy makers and industry leaders who provide their insights into the present-day business and industry issues.



Faculty Members

Faculty	Dr. Neetu Ganapathy M.Sc., MDBA, Ph.D Associate Professor-Systems	Dr. Neetu Ganapathy M.Sc., MDBA, Ph.D Associate Professor-Systems	Visiting Faculty
Dr. N.R. Parasuraman FCS, FCMA, DBF, Ph.D. Director & Professor - Finance	Mohamed Minhaj MCA, M.Phil Associate Professor - Systems	Mohamed Minhaj MCA, M.Phil Associate Professor - Systems	Somanatha Murthy - Operations Technology Manager, RSA Securities Ltd
Dr. H. Gayathri MBA, Ph.D Deputy Director & Professor - Marketing	Dr. Srilakshminarayana.G M.Sc., Ph.D. Assistant Professor - Quantitative Methods	Dr. Srilakshminarayana.G M.Sc., Ph.D. Assistant Professor - Quantitative Methods	R. Balasubramaniam – CSR Swami Vivekananda Youth Movement
Dr. R. Jagadeesh ME, Ph. D Dean-Academics & Professor - Operations	Dr. M. Sriram M.Com, MBA, Ph.D. Assistant Professor - Finance	Dr. M. Sriram M.Com, MBA, Ph.D. Assistant Professor - Finance	Prasanna Chandra - Finance Director, Centre for Financial Management
Dr. Nilanjan Sengupta M.A., Ph.D. Professor - Human Resources	Jayakrishnan S PGDM, PGCAM & PR, FPM Assistant Professor - Marketing	Jayakrishnan S PGDM, PGCAM & PR, FPM Assistant Professor - Marketing	Julian Gaspar - Finance Clinical Professor of Finance & Executive, Director, Center for International Business Studies Mays Business School, USA
Dr. Mousumi Sengupta M.A. in HRM, GradIPD, Ph.D. Professor - Human Resources	Dr. Venkatraja B MA, Ph.D Assistant Professor - Economics	Dr. Venkatraja B MA, Ph.D Assistant Professor - Economics	T. Kamti Srikantaiah - Systems University of Maryland, Former Director Centre for Knowledge Management Dominican University, USA
Dr. M.R. Suresh PGDRM, Ph.D Professor - Marketing	L Gandhi M.A., M.B.A., M.Phil. Assistant Professor - OB/HRM	L Gandhi M.A., M.B.A., M.Phil. Assistant Professor - OB/HRM	Radhakrishnan Swaminathan - Integrated Marketing Communication Telfer School of Management Ecole de gestion Telfer, University of Ottawa
Prasad S.N. ME, PGDM, MBA Professor - Strategy and General Management	Kannadas S MBA, M.Phil Assistant Professor-Finance	Kannadas S MBA, M.Phil Assistant Professor-Finance	Stephen Aro-Gordon- Financial Statement Analysis Professor – Finance, Baze University , Nigeria
Malathi Sriram MCA, P.G. Diploma in System Analysis, M.Phil. Associate Professor - Systems	C.V. Sridhar BE, MBA Assistant Professor - General Management	C.V. Sridhar BE, MBA Assistant Professor - General Management	Ravi Sankar R. - Financial Institutions & Markets, Consultant, Chennai
R Sugant MBA Associate Professor - Marketing			Rajesh Madhavan - Investment Analysis & Portfolio Management Consultant, Bangalore
			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. Carløse Folle Professor at IEEM, University of Montevideo

Annexure B

Core Courses			
#	Course Name	Credits	Hours
1	Financial Accounting	3	24
2	Fundamentals of Business Data Analysis	3	24
3	Marketing Management	3	24
4	Human Resources Management	3	24
5	E-Business	3	24
6	Business Communication	3	24
7	Corporate Finance	3	24
8	Production and Operations Management	3	24
9	Fundamentals of Organizational Behaviour	3	24
10	Management Information Systems	3	24
11	Managerial Economics	4	32
12	Management Accounting	3	24
13	Logistics & Supply Chain Management	3	24
14	International Business	3	24
15	Strategic Management	3	24
16	Business Landscape	3	24
17	Entrepreneurship	2	16
18	Business Negotiation	3	24
19	Corporate Governance & Business Ethics	3	24
20	Socially Relevant Project	2	16
21	Knowledge Seminar	3	24
22	Corporate Social Responsibility & Sustainability	2	16
23	Dissertation / Project to be done independently by the participant with the guidance from Faculty.	3	24
	Core Total	67	536

Annexure C

Elective Courses				
#	Functional Area	Course Name	Credits	Hours
1		Project Appraisal	3	24
2		Investment Analysis and Portfolio Management	3	24
3		Financial Derivatives	3	24
4	Finance	International Finance	3	24
5		Financial Institutions and Markets	3	24
6		Mergers & Acquisitions	3	24
7		Behavioural Finance	2	16
8		Banking Regulations	3	24
9		Project Appraisal	3	24
10		Behavioural Finance	3	24
11	Micro Finance	Financial Institutions and Markets	3	24
12		Rural Marketing	2	16
13		Workplace Learning and Development	2	16
14		Brand Strategy & Product Management	3	24
15		Sales and Distribution Management	3	24
16		Technology Marketing	1	8
17	Marketing	Digital Marketing	3	24
18		Retail Management	3	24
19		Services Management	3	24
20		Consumer Behaviour	2	16
21		Business Marketing	3	24
22		Recruitment & Selection	3	24
23		Compensation Management	3	24
24	Human Resources Management	Work Place Learning and Development	2	16
25		Performance Management	3	24
26		Strategic HRM	3	24
27		Labour Laws & Industrial Relations	2	16
28		Organization Development	3	24
29		Production, Planning and Control	3	24
30		Strategic Quality Management	3	24
31	Operations	Project Management	3	24
32		Lean & Green Management	3	24
33		Technology Management & Innovation	3	24
34		Data Analysis using R Programming	3	24
35		Enterprise Resource Planning	3	24
36		Social Media, Mobility, Analytics & Cloud	1	8
37	Systems	Business Intelligence	3	24
38		Managing Software Projects	3	24
39		IT Outsourcing – Trends and Strategies	2	16
40		Social Media, Mobility, Analytics and Cloud	2	16
41	Business Analytics	Business Intelligence	3	24
42		BIG Data Technologies	3	24
43		Data Analysis using R Programming	3	24
44		Business Intelligence in Action	3	24

Note: 1) Distribution of Courses Offered across Terms will be informed at the start of the Programme.

2) Listing of Courses can undergo changes.

For More Information

Email: pgpmadmission@sdmimd.ac.in

Prof. Malathi Sriram,
Chairperson - PGPM Program
Ph: 0821 - 2429722 / 161
Extn: 1103 | Mobile: 9886521063

Kamakshi M.M
Coordinator
Ph: 0821 - 2429722 / 161
Extn: 2005 | Mobile: 9845402532

Your Next Step

STEP

1

How to apply?

Candidates may apply online at <http://www.sdmimd.ac.in>

There is no application fee.

The last date for applying for the Program is 15th December 2017.

STEP

2

Eligibility

A minimum of 2 years corporate experience / 2 years of managing family business / a Post-Graduate Degree from a recognized University.

Candidates applying for the PGPM should have valid XAT / CAT Scores
In absence of CAT / XAT scores, candidate may take the SDMIMD Admission Test.

Candidate should have a minimum of 50% score throughout their academics.

STEP

3

Selection Procedure

The selection process including the Personal Interview (PI) will take place between 15th and 25th December 2017.

PI will be conducted through Skype / in person at various centers intimated to the candidates in advance.

Candidates will receive the call letter regarding their admission to PGPM by 27th December 2017.

STEP

4

Program Fee

Tuition Fees: Rs. 5,80,000 payable in three installments

Installment dates:

2nd January, 2018

Rs. 1, 00, 000

15th May 2018

Rs. 2, 80, 000

15 November 2018

Rs. 2, 00, 000

Excludes the Mess Bill which will be approximately Rs. 2500/- to Rs 3000/- rupees per month.



Shri Dharmasthala Manjunatheshwara
Institute for Management Development

No. 1, Chamundi Hill Road,
Siddharthanagar Post
Mysore - 570011, Karnataka, INDIA.

Landline
+91-821-2429722, 2429161, 2420490

Email
pgpmadmission@sdmimd.ac.in

URL
www.sdmimd.ac.in