



Shri Dharmasthala Manjunatheshwara
Institute for Management Development

Honouring a Commitment

Year in Review 2016-17

A special year in which we received two
international accreditations





"Over the years we have been focusing on quality educational practices and student value creation. It is heartening that these have come in for praise from international accreditation bodies like ACBSP and EFMD. Encouraged by this, we will continue to endeavour in our quest for total excellence"

Dr. D. Veerendra Heggade

Dharmadhikari, Sri Kshethra Dharmasthala
Chairman, SDMIMD, Mysuru

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Director's Message

It is with pride and pleasure that we present before you the Annual Report for 2016-17.

The hallmark of the year was the accreditation accorded by ACBSP and then by EFMD to our PGDM program. Even more pleasing is the fact that ours is the first program in the country to be accredited by EFMD (EPAS). We at SDMIMD deem it as recognitions for the pursuit of excellence and high academic rigor practiced over the years.

In 2016-17 we were able to further the practices in the last four years of having several conferences both within and outside the campus, a large number of corporate talks, greater number of international exchange exposure and greater focus on social responsibility. At present, SDMIMD has six international exchange arrangements and it will be our endeavour to take this number to double digits over the next couple of years.

We present in the following pages details of the events and achievements in 2016-17. We are conscious of the need to look for greater things in the years to come.

With the patronage and support of all our well wishers, we are confident of great progress. Let me acknowledge the efforts of the faculty and staff in making sure that 2016-17 created several milestones and overall satisfaction to all stakeholders.

N.R. Parasuraman
Director, SDMIMD

Governing Council

Dr. D. Veerendra Heggade
Chairman, SDMIMD, Mysuru

Sri. D. Surendra Kumar
Vice President
SDM Educational Trust

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 Koppa
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

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
Former President & CEO
Klub 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.

Dr. N.R. Parasuraman
Director
SDMIMD, Mysuru

Dr. H. Gayathri
Deputy Director
SDMIMD, Mysuru

Dr. R. Jagadeesh
Dean-Academics
SDMIMD, Mysuru

Our Faculty

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

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

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

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

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

M.R. Suresh
PGDRM & Ph.D
Professor - Marketing

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

R Sugant
BE, MBA
Associate Professor - Marketing

Rajendra Todalbagi
BE(Mech), EGMP
Associate Professor - Operations

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

Prasad S.N.
BE, ME, PGDM, MDBA
Associate Professor - OB/HRM

Mohamed Minhaj
MCA, M.Phil
Associate Professor - Systems

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

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

Jayakrishnan S
B.Sc, PGDM, PGCAM & PR
Assistant Professor - Marketing

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, FDP (IIM K) FDP (IISc)
Assistant Professor-Finance

Ram Kumar Dhurkari
B.Sc. (Mathematics), MCA
Fellow (IIM Kozhikode)
Assistant Professor - Operations

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



>> Accreditation Ratings & Rankings

International Accreditation



EFMD - EPAS

Recognizing the quality of management education and Internationalization at Shri Dharmasthala Manjunatheshwara Institute for Management Development (SDMIMD), Mysore, Global accreditation body European Foundation for Management Development (EFMD) has awarded the prestigious EPAS International Accreditation to the institution's flagship program – Post Graduate Diploma in Management (PGDM). **SDMIMD is the first Indian B-school to receive EPAS accreditation.** The accreditation is valid for three years.



ACBSP

SDMIMD received the International accreditation from Accreditation Council for Business Schools and Programs (ACBSP), USA, for the 2-Year Residential flagship programme – Post Graduate Diploma in Management (PGDM). The accreditation is valid for 10 years.

These accreditations will help to nurture young managers of our PGDM Program who are employable in global marketplace, equip students to solve multi-disciplinary problems with their leadership and decision making abilities.



SDMIMD's PGDM Program Accredited by NBA
The flagship program of SDMIMD Post Graduate Diploma in Management (PGDM) is re-accredited by National Board of Accreditation (NBA).



CRISIL renews rating of SDMIMD as A★★ (A Double Star)

SDMIMD has been re-rated A★★ (A Double Star) by Credit Rating Information Services of India Limited (CRISIL) at the National level. The ranking by CRISIL assumes 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 in respect of admissions, placements, academic rigor, and the feedback from alumni and students.



Brickwork awards A★★ to SDMIMD at National Level

A well-established track record, brand equity, quality of the program and knowledge transfer to the students have made SDMIMD to be ranked with A★★ (A Double Star) at National Level. The grading has considered other elite B-Schools in the country and rated SDMIMD for the diverse academic courses offerings, well qualified faculty, talented student pool, good placement record, excellent infrastructure facilities and stable financial risk profile of the Institute.

SDMIMD listed in India's Top B-Schools Ranking

SDMIMD has secured its position as one among the Top B-Schools in India. The B-School survey results released recently by key magazines which publishes B-School survey every year – Business World, Competition Success Review (CSR), Outlook and The Week have listed SDMIMD among the Top B-Schools in India again.

B-School Rankings



>> Academic Programs

Flagship Program -Year Full Time PGDM



Orientation Program for PGDM 2016-18

A week long orientation programme for the new batch of PGDM 2016-18 was organized at SDMIMD from 16th June, 2016. Students were exposed to several corporate and leadership lectures, discussions on management education and talks on the right attitude in pursuing higher education



The Business Landscape Course for PGDM 2015-17 Batch

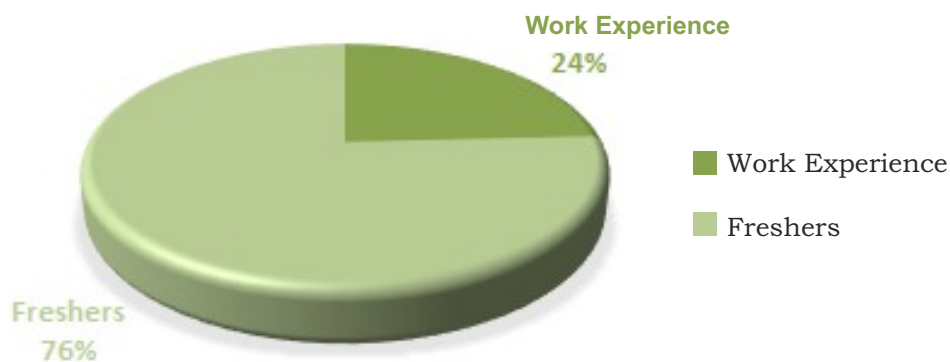
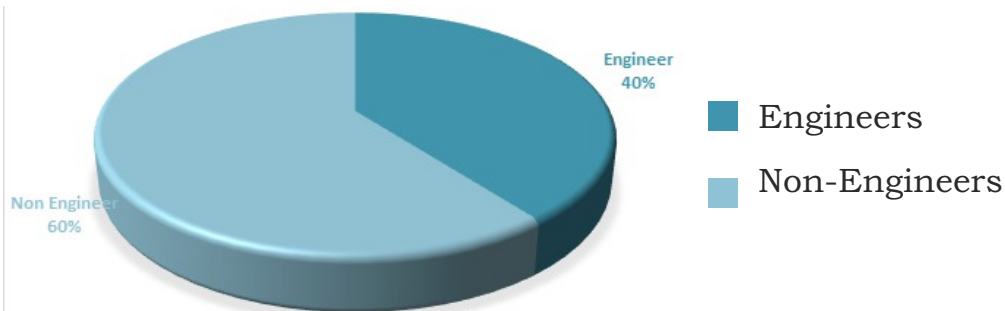
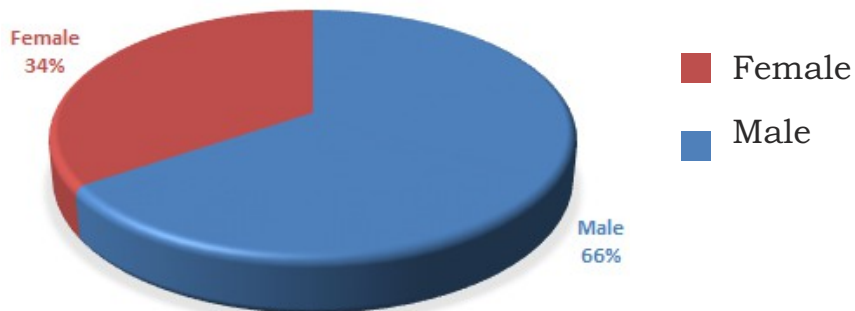
The Business Landscape course for PGDM 15-17 batch commenced in June 2016. The course is designed to sensitize the students to general awareness on topics of contemporary interest and also to the broad vistas of strategy and leadership. This course is unique to SDMIMD. Students get practical exposure on cross-functional thinking and linking current topics to conceptual learning.

5th batch of NCCMP Program

As in previous years, the NSE Certified Capital Markets Professional (NCCMP) Program was run by the National Stock Exchange (NSE) in collaboration with SDMIMD. The program spread over a duration of one year endeavours to inculcate practical aspects of Capital Markets, preparing the participants for exciting roles in the field of Equity Research, Merchant Banking, Portfolio Advisory, and allied areas.

Batch Profile 2016-18

As in previous year, we had students from 21 states admitted to the PGDM program



Education Break-up

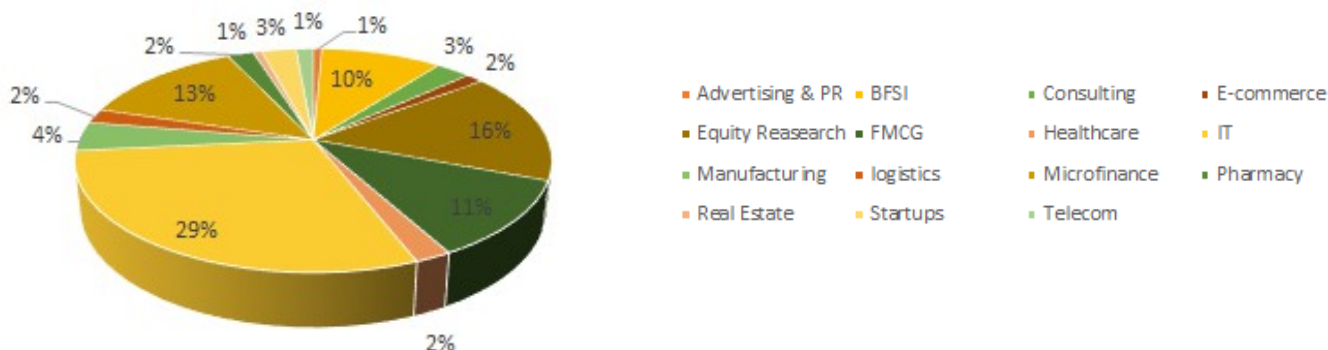
Degree	Students
B.E./B.Tech	40 %
B.Com	33 %
BBA/BBM	18 %
B.Sc	6 %
BCA	4 %

Placement Report 2016-17

The campus placement process for the eligible students of the PGDM batch of 2016-17 is completed. With 40 companies participating in the campus recruitment, students have bagged lucrative profiles in leading organizations, with attractive packages and 10 lakhs per annum being highest salary in the year.

The students have been placed in organisations cutting across all the established major sectors including: Consultancy, Sales and Marketing, BFSI, Manufacturing, IT, Logistics & Supply Chain and HR.

Sector wise Representation



Major Recruiters

ANZ

AIM High Consulting

Bajaj Capital

BAL Pharma

Brandcom

Bridge I2I

Brigade Enterprises

Copal Amba

CPF India Pvt. Ltd.

Dell

Ernst and Young

ESAF

Feedback Consulting

FLIP

Flipkart

HDFC AML

HDFC Limited

Hexagon Wealth

ICICI Prudential

Idea Cellular

Infosys

Invensoft Technologies

Janalakshmi Financial Services

Kenscio Digital Marketing Pvt. Ltd.

KPMG

Mahindra Finance

Marico

Morgan Stanley

N. Ranga Rao & Sons

Naukri.Com

Probe Information

Probe Information Services

Schevaran Laboratories

SG Analytics

SKS Microfinance

Sysinformation

T. E. Connectivity

TCS

TTK Prestige

Ujjivan Financial Services

Wicked Ride

Writer Corporation

Wipro Technologies

Other Academic Programs

Doctoral Program

The first batch of the Doctoral Program [Ph.D.], run by SDM Research Center for Management Studies (SDM RCMS), commenced on 3 September 2016. The program is recognized by University of Mysore. The admission process of the doctoral programs is as per the regulations of the University of Mysore, Mysore. SDM RCMS aims to motivate the research scholars to conduct original research in the field of management. The research scholars are encouraged to be self-driven in conducting a meaningful research work. The Ph.D. program seeks to build on the current strengths and activities of the Institute in terms of conferences, publications, research and interaction, with scholars from all over the world.

Currently, seven scholars are pursuing their research in the field of management, from SDM RCMS. All the scholars have successfully completed the course work, prescribed by the University of Mysore, and currently in the process of finalization of the first synopsis to be submitted to the university.

Future Programs

One Year Full-Time Residential Post Graduate Programme in Management



One-Year Post Graduate Programme in Management

The new Post Graduate Programme in Management (PGPM) is launched this year. The programme is a rigorous, demanding and relevant for the working executives. The PGPM 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.

Sports Management Courses

SDMIMD in collaboration with the Centre for Sports and Management Studies (CS & MS) as Academic Partner has launched the Sports Management Courses. The founders of with CS&MS having rich credentials as Sports Professionals with years of National and International standing and experience in the Sports Management & Coaching field will be delivering the of Sports Management courses in India and neighbouring countries.

The Eleven Months Post Graduate Diploma in Sports Management (PGDSM) for undergraduates; Six Months elective course on 'Sports Management' (SM Elective) for SDMIMD's PGDM students; and, Three Months Certificate Program in Sports Management (CPSM) for sports professionals; was launched by Sports Program Brand Ambassador Mr. Somdev Devvarman, International Tennis Player & Arjuna Awardee, on February 27, 2017 at SDMIMD.



Client Specific Programs

CPBM for Skanray

SDMIMD concluded the 10-month Certificate Program in Business Management (CPBM) for the employees of Skanray Technologies Pvt Ltd., recently. The program culminated with a certificate awarding ceremony on the December 23, 2016 at Hotel Sandesh The Prince. Mr. Vishwa Prasad Alva, Managing Director, Skanray Technologies Pvt. Ltd., was the Guest of Honour.



CSP for Vinyas Technologies

SDMIMD conducted the In-House Training Program for the employees of Vinyas Innovative Technologies Pvt. Ltd on 20th August 2016.

The program covered various functional areas like, Finance, Marketing Management, Human Resource Management, Business Negotiation Skills, Operation Management and Effective Communication Skills.



CSP for JK Tyres & Industries

SDMIMD conducted the In-House Training Program for JK Tyres and Industries. The program was spread to two batches of employees and was conducted from March 28 to 31 and March 21 to 24, 2016.

The program covered the functional areas like Finance, Marketing Management, Human Resource Management, Business Negotiation Skills.



Socially Relevant Projects

The primary goal of introducing Socially Relevant Projects (SRP) is to instill and develop ethics, social responsibility and philanthropy – values for which SDM Educational Trust is reputed. SDMIMD strongly believes in shaping students into responsible and good human beings along with good corporate leaders.

SRP not only helps SDMIMD students to get sensitized to social responsibility, it also helps them to get acquainted with non-corporate organizations and aids in gaining a deeper understanding of the field of management itself. SRP is a compulsory two credit requirement for the completion of PGDM course. All students are required to take up SRP in their third term.

Students took projects in various socially concerned organizations like Pratham, Pinjrapole Society, Dream School Foundation, SKDRDP, Manasa (Only for Woman), Chetana Trust - School, Divya Deepa Charitable Trust, Vasavi Shanthi Dhama, Sneha Kiran of Mysore Spastic Society, Asha Kirana Hospital, Vivekananda Girijana Kalyana Kendra, Swami Vivekananda Youth Movement - Hospital and Save the Girl

Visit to Shri Kshetra Dharmasthala by SDMIMD Students



As in the previous years, the new batch of first-year students was taken to Dharmasthala on an awareness tour and were addressed there by Chairman Dr. D. Veerendra Heggade.



>> International Tie-ups

International Tie-up arrangements



Mays School of Business, Texas A&M University USA



MBA Centre, Global Management Education Institute, Shanghai University, China



British University in Dubai



University of Pau, France,



University of Bordeaux, France



University of Montevideo, Uruguay.

Student Exchange Program- SDMIMD Students' visit to overseas Universities



SDMIMD Students' Visit to
University Pau, France

Anirudh Kudoor
Gupta Priyesh Kailashbhai
Anugna D C



SDMIMD Students' Visit to
University of Montevideo, Uruguay

Aashna Ahuja
Chaitanya Kumar Upadhyay



SDMIMD Students' visit to University
of Bordeaux, France

Madhumitha Priyadarshini R
Nagendra R
Aishwarya V
Rakesh K N

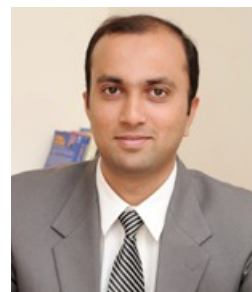
Faculty Exchange Program >> SDMIMD Faculty members to Foreign Universities



Dr. N.R. Parasuraman delivered the class for
Masters Students in University of Shanghai, China.



Dr. Neetu Ganapathy, handled two courses at Shanghai University



Prof. Mohamed Minhaj handled a course at University of Pau.



Foreign University students' visit to SDMIMD

Alexis Debono
Student from University of Bordeaux, France,
studied a term during Jan to Feb 2017.



A Team 8 Students visited SDMIMD
under student exchange program
from University of Montevideo in February 2017.



17 Students visited SDMIMD under
student exchange program from
Shanghai University in October 2016.



22 Students visited SDMIMD under
student exchange program from Texas
A&M University in January 2017.



15 Students visited SDMIMD under student
exchange program from British University in
Dubai (BUiD) in August 2016.

Faculty Exchange Program >> Faculty from Foreign Universities to SDMIMD for taking classes/workshops



Prof. Lee Schlenkar, Professor, University of Pau, handled a Workshop on Business Analytics



Dr. Stephen Aro-Gordon, Baze university, Nigeria delivered a 2 Credit Course on Financial Statement Analysis



Dr. Kaliappa Kalirajan, Professor of Economics Australian National University, handled a Workshop on Productive Efficiency



Dr. Elango Rengasamy, Head – Banking & Finance Program The British University in Dubai (BUiD), Dubai, handled a session on Assessing the strength of Companies



Dr. Folle Carlos, Professor – Strategy University of Montevideo, conducted a Workshop on Strategy Formulation



Dr. Ashly Pinnington, Dean-Research, British University in Dubai conducted a workshop on HR Practices in Global Scenario



Prof. Julian Gaspar, Texas A & M University, USA handled a 2 Credit Course on Contemporary Issues in International Business & Finance



Dr. Fabrice Galia, Professor, Burgundy School of Business, France handled sessions on General Skills of a Manager.



>> Conferences

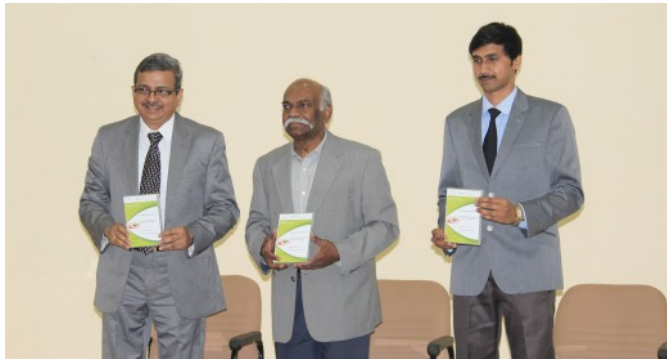
Conferences at SDMIMD



5th International Finance Conference was organized on August 19-20, 2016. Ms. Priti Parekh, COO, Clutch Group, Bengaluru, inaugurated the Conference and delivered the keynote address.



The 2nd Conference on Emerging Trends in Marketing on 'Marketing in Turbulence Time' was held on October 28 2016. Mr. V. Neeraj Kumar, CEO, Edutain Learning Systems, delivered the keynote address during the inaugural session.



The 2nd International Economics Conference was held on November 18 & 19, 2016 on the overarching theme of "Inclusive Economic Growth and Sustainable Development". The Conference was inaugurated by Dr Kaliappa Kalirajan, Professor of Economics at Australian National University, Canberra.



5th International Conference on "Managing Human Resources at the workplace" on December 9 & 10, 2016. Dr. Ashly Pinnington, Dean-Research from British University in Dubai, delivered the keynote address.



Conference on Operations Management, Analytics and Statistical Methods was held on 6th January, 2017 with a theme "Moving Towards Excellence". Mr. R.C. Jagadesh, Director-Global Competence Center-Cement Industry Kluber Lubrication India Private Limited, delivered the keynote address.



Seminar on 'Microfinance and its future in India' by Mr. Vittal Rangan, was held on September 16, 2016

Conferences abroad with J.A. Alpha Business Research & Publishers



1. The Fifth International Conference on Global Business, Economics, Finance and Social Sciences during April 1-3, 2016 at Hotel Royal Regency, Chennai-India on the theme Monetary and Financial Stability in Asia! The Way Forward.
2. The Second International Academic Research Conference on Marketing & Tourism was organized at Dubai, UAE during May 13-15, 2016. The theme of the conference was 'Cloud Marketing' - For improved sales performance!
3. The Fourth Middle East Conference on Global Business, Economics, Finance and Social Sciences was organized at Dubai, UAE during May 13-15, 2016
4. The Third European Academic Research Conference on Global Business, Economics, Finance and Banking was organized at Paris, France during July 1-3, 2016. The theme of the conference was 'Tackling and Avoiding Recession - Navigating the Future'
5. The Eighth Asia-Pacific Conference on Global Business, Economics, Finance and Banking was organized at Singapore during July 21-23, 2016. The theme of the conference was 'Corporate Governance - Shaping the Future through Transparency and Ethical Behavior'.

Seminars/Conferences in association with other Organizations



Seminar on 12th November 2016 on the theme “Make in India – Relevance of Cost Management” and “Current Development in GST” in association with Mysore Chapter of The Institute of Cost Accountants of India (ICAI).



Seminar on ‘VUCA Times and Challenges for HR’ on 3rd of February 2017, in association with Würth Elektronik India Pvt. Ltd. and The National Institute of Personnel Management (NIPM), Mysuru Chapter



The 2-Day HIVE Mysore ART Update 2017 conference in association with Asha Kiran Charitable Trust, was held on during February 25-26, 2017



The seminar on ‘Stress Management Technology’ was organized in association with Vijay Foundation Mysuru, held on July 20, 2016



>> Annual Events

Annual Leadership Talk 2017



Annual Leadership Talk 2017

The 9th edition of Annual Leadership Talk (ALT) was delivered by Mr. Salil Ravindran, CFO, Marlabs, on Tuesday, February 14, 2016 in SDMIMD Auditorium. Mr. Ravindran with his immense experience and functional exposure in cross border Mergers and acquisitions (M&A) focused his talk on Mergers & Acquisitions and key challenges involved in it.

Convergence 3i



Convergence 3i: Industry-Institute-Interaction

Convergence 3i, an Industry Institute Interaction event was organized jointly by SDMIMD and CII Mysore Chapter on September 16, 2016. Dr. N. Muthukumar, President of the CII, Mysore Chapter, Dr. Shriyay Devraj Urs, Executive Director, MYRA School of Business, Earlier, Dr N.R. Parasuraman, Director SDMIMD, Prof. Prasad S.N., Chairman Admissions participated in the event.

International Symposium



International Symposium

A one-day International Symposium was organized on January 9, 2017. The event was part of the international student visit by Texas A&M University students. The team of 23 students was lead by Dr. Julian Gaspar, Director, Center for International Business Studies and & Clinical Professor of Finance, Mays Business School.

Budget Conclave



Budget Conclave

SDMIMD in collaboration with Confederation of Indian Industry (CII), Mysuru jointly organised the 4th edition of 'Union Budget Conclave 2017' the Post Budget Analysis of 2017-18 on February 7, 2017. Dr. N.R. Parasuraman- Director, SDMIMD, Dr. N. Muthukumar, Chairman, CII-Mysuru, Mr. Bhaskar Kalale, Senior Vice President and Head-India Operations, Theorem Inc, Mr. Utsav Agarwal, Director, Bhoruka Fabcons Pvt Ltd. Dr. M. Sriram, Assistant Professor-Finance, SDMIMD participated in the analysis

Startup Charcha



Startup Charcha

SDMIMD conducted the event Startup Charcha on Feb 9, 2017. This event is a culmination of various entrepreneurship activities undertaken by Swayam - E cell. Mr. Aroon Raman, Managing Director, Telos Investments and Technologies, delivered the Keynote address.

CII Young Indians



CII Young Indians

CII's Youth Wing - Young Indians team at SDMIMD organized an interactive session on 'IT industries & infrastructure in Mysuru - a cohesive move' on July 15, 2016



>> MDP and Workshops

MDP on 'Managing Difficult Customers'
 July 27, 2016.
 Faculty: Dr. Mousumi Sengupta, and Prof. R. Sugant



MDP on 'Inferential Statistics in Research'
 June 4th, 2016
 Faculty: Dr. Srilakshminarayana





MDP on 'Dimensions of Leadership'
-June 1 & 2, 2016
Faculty : Dr. M.R. Suresh and Prof. S.N. Prasad



MDP on 'Emotional Intelligence and for Effective Leadership'
May 27, 2016 .
Faculty : Dr. Nilanjan Sengupta and Dr. Mousumi Sengupta



MDP on 'Finance for Non-Finance Professionals'
May 27 & 28, 2016
Faculty: Dr. N.R. Parasuraman, Dr. M. Sriram



MDP on 'Creativity and Problem Solving'
May 25, 2016
Faculty : Dr. R. Jagadeesh



MDP on Teaming for 'Managerial Success'
May 20, 2016.
Faculty: Dr. Nilanjan Sengupta and Dr. Mousumi Sengupta

Workshops



1. Two-Day Workshop on Research Methodology
June 10 & 11, 2016.
2. Workshop on Competitive Intelligence
June 30, 2016
3. One-day workshop on Public Speaking and Presentation Skills
July 29, 2016
4. Pre Conference Workshop on Empirical Research in Finance
August 18, 2106
5. Three-Day Workshop on Business Analytics
October 3-5, 2016.
6. Workshop on Strategic Management
October 18, 2016
7. A one-day workshop on Social Responsibility and Sustainability
November 17, 2016
8. Workshop on Services Marketing
November 25, 2016
9. Pre-Conference Workshop on HRM: The Road Ahead
December 8, 2016

Faculty Development Program



A 3-Day Faculty Development Program (FDP) on 'Entrepreneurship' for the benefit of faculty members of the Department of Electronics and Communication Engineering, National Institute of Engineering (NIE), Mysore, from March 9 to 11, 2017,



Interactive program for SDMIMD Faculty by Dr. K.R.S. Murthy, Former Director-IIMB and Member, Governing Council, SDMIMD on 29th December 2016.



>> Student Activities

Abhigyaan



YB Debate



Naissance



Naissance 2017

The students of SDMIMD organized the flagship student event of the institute Naissance 2017 edition - a National Level Management Fest during February 3 & 4, 2017. The event was designed under the theme "India-The Promised Land" which reflects India as a gem in the emerging market crown.

Khoj 2016

Khoj - the talent search festival of SDMMites is a platform to for the new batch of PGDM to showcase their aptitude. Khoj 2016 was organized on July 18, 2016 to identify talent among the freshers through various competitions.

Abhigyaan 2016

The 6th edition of the 2-Day Annual Management Fest for undergraduate students Abhigyaan 2016 was organized on October 3 & 4, 2016 by SDMMites. Samprathi - the SDMMites team spearheaded the event said this edition of Abhigyaan is primarily aimed at providing a platform and exposure to the undergraduate students.

YB Debate 2017

The 5th Edition of 'Prof. Y. Bhagavan Memorial National Level English Debate' was jointly organized by SDMIMD and Rotary Mid-town Mysore, on February 3 & 4, 2017 at SDMIMD. 105 speakers from across India and 3 speakers from abroad presented their notions.

Khoj



Cinematics



Cinematics 2017 Photo & Mannequin Challenge

Drishti – the photo club of SDMMites organized the 2017 edition of “Cinematics” - a photography and mannequin challenge competition as a part of Naissance 2017, with the theme centered on “People of India”. The challenge was judged by renowned wildlife photographer and photo-journalist S.Thippeswamy.

Tech-Yaana



Tech-Yaana for Adarsha Vidyalaya Young Minds

SDMMites 'Club Silicon' conducted an IT workshop “Tech-Yaana” for the young minds of “Adarsha Vidyalaya” The workshop was conducted for high school students on January 30, 2017. The workshop focused on imparting basics of Computer and Video showing the evolution of Computer.

Library to Young Minds



Library to Young Minds by SDMMites

SDMMites have taken a socially responsible initiative to gift a library to the young minds of Government Adarsha Vidyalaya (High School) in Jockey Quarters, Mysore. The Library Initiative For Education at School in short 'LIFE @School' Team lead this initiative.

Vittaksh 2016



VITTAKSH 2016

Vittaksh - the annual flagship event from 'Finacle' – the SDMMites Finance Club was held on November 22, 2016 at SDMMIMD. 'Indian Economy: Boom or Bubble' was the theme for VITTAKASH '16.



Independence Day



Republic Day



Kalanubhav 2017

As in the previous years, the cultural wing of SDMIMD students- Kalanubhav- organized a special program for bringing out the nuances of Indian art to the student community. This year it was a demonstration concert by the Director of SDMIMD, Dr. N. R. Parasuraman. The concert included explanations from him on technical aspects of Carnatic music. He was accompanied by H.K. Narasimha Murthy on the violin, G. S. Ramanujan on the mridangam and V. S. Ramesha on the morsing.

Independence Day

SDMIMD celebrated the 70th Independence Day by hoisting the Tricolour on August 15, 2016. The flag was hoisted by Prof. Prasad S.N., Associate Professor - OB&HRM. Honorable Director, faculty, staff and students were present.

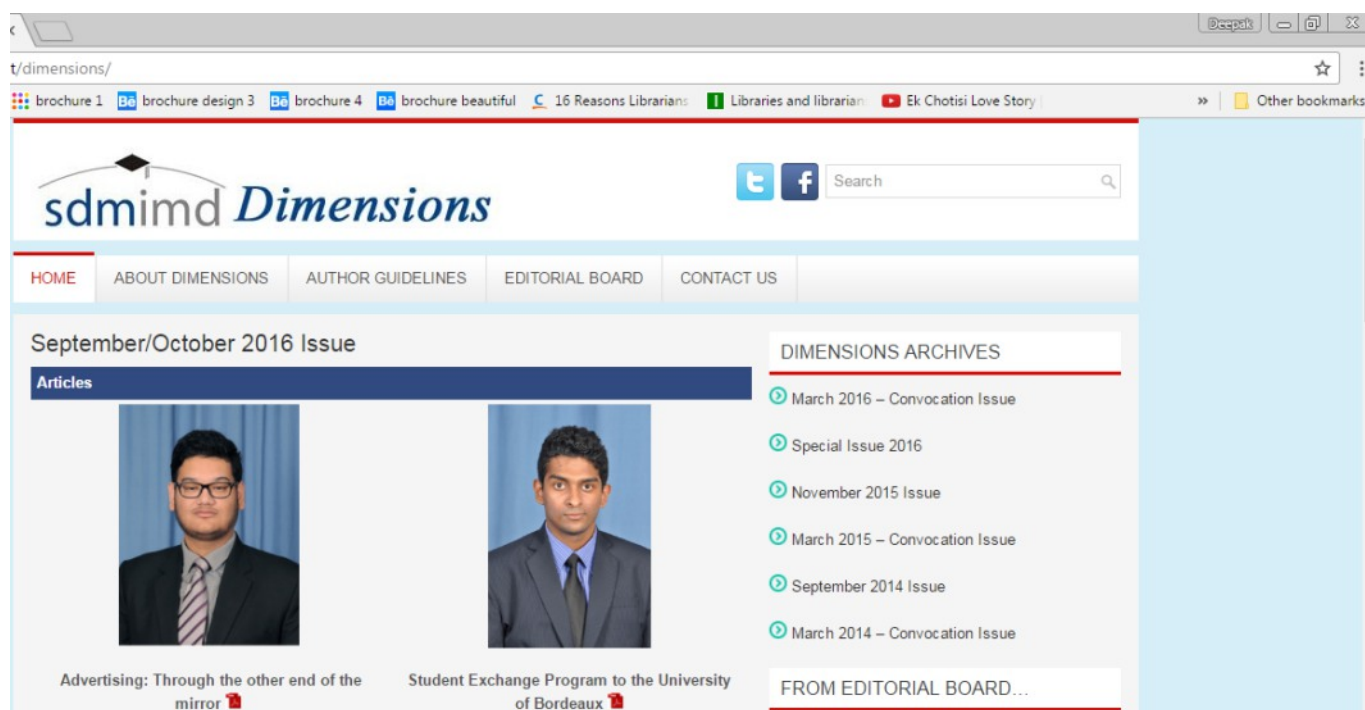
Republic Day

The 68th Republic Day was celebrated with great patriotism and fervour at SDMIMD on Thursday, January 26, 2017. The celebrations began with a patriotic song. Dr. Mousumi Sengupta, Professor – OB & HRM, SDMIMD, unfurled the national flag.

Festival Celebrations at SDMIMD



Students half-yearly online magazine - Dimensions





>> Student Achievements



1. First prize in the Concord 2017

8 students in 2 teams from the 1st year PGDM had participated in the 3 day annual management Olympics organized by IMT Nagpur – Concord 2017 (6-8th of January). Mr. Pratik Ghosh and Mr. Pranav Gumaste of Team Matrix bagged the first prize in the marketing event – Marquetix. Whereas Mr. Ramachandran R and Ms. Poojashree of Team Madcaps bagged the second prize in the systems event- StrategIT. The team also stood 3rd runners up in various other events. There was neck to neck competition with top B-schools across the country like IIM Ahmedabad, IIM Indore, KJ Somaiya, SIBMPune, Welingkar Mumbai etc. competing with each other.

2. Business Standard Quiz Competition

The Business Standard group conducted the Quiz Competition for SDMMites of PGDM 2016-18 batch on October 14, 2016. Mr. Tushar Solanki, Mr. Ishan Kappor and Mr. Vishak emerged as Top 3 winners of the quiz. The winners will be participating in the final round scheduled in December 2016 at Bangalore. Dr. H. Gayathri, Deputy Director, SDMMIMD, distributed the medals and certificate to the winners.

3. Runner Up's in MYM of ATHARVA 2016

Dipyaman Choudhury and Tushar Joshi of PGDM 15-17 secured 'Runner Up' position in marketing event "Make Your Mark" of the flagship event of TAPMI's ATHARVA 2016 the national level management fest. The team emerged as runners up giving tough competition for 130 teams in this flagship event held at T.A. Pai Management Institute (TAPMI), Manipal during January 30 & 31, 2016.

SDMIMD Garden won 4 Prizes in Dasara 2016



SDMIMD is known for its architectural beauty, which has won Archi Design Award for Excellence for Best Institutional Building Design. The lush Green Garden is equally famous and has been winning the Best Institutional Garden award consistently from 2006 in Mysuru Dasara Garden Competition organized by the Horticulture Department, Government of Karnataka; and District Horticulture Society.

SDMIMD's garden has again kept its promise and won three first prizes (Ornamental Outdoor Plants, Lawns, and, Indoor Plants – Category) and second prize in Fruit Plants Category, in Mysuru Dasara 2016.

SDMIMD Campus listed among top 20 beautiful campuses by buzzfeed.com

buzzfeed.com listed our campus under 'Gorgeous College Campuses You Have To Visit In India'



CONNECT Today



TRANSFORM Tomorrow

>> Alumni

Celebration with Chairman Dr. D. Veerendra Heggede



Accreditation celebration with Dr. Veerendra Heggade on March 1, 2017.

Accreditation granted to SDMIMD by two international bodies, is an effective culmination of the dream that Shri Dharmasthala Manjunatheshwara Educational (SDME) Trust had in when setting up this management Institute 23 years back. The accreditation has made us more responsible and committed towards fast growth to meet the expectations of young managers' said Dr. D. Veerendra Heggade, Chairman, SDMIMD and Dharmadhikari of Shri Kshetra Dharmasthala, during the 'Felicitation Meet' organized to celebrate the Twin Accreditation – EFMD & ACBSP to SDMIMD's PGDM Programme.

Member of the Governing Council, Mr. B. Muthuraman, Former Vice Chairman-Tata Steel and Dr. K.R. Srinivas Murthy, Former Director, Indian Institute of Management, Bangalore (IIM-B), lauded the efforts of the Institute in being different from the conventional B-Schools, and desired greater inculcation of the Dharmasthala ethos in the course orientation in the years to come.

Institute's alumni members, faculty & staff members, and invitees were present during the meet.



Alumni meet of Bengaluru Chapter



The initiative of SDMMites in Bengaluru made the day memorable with the inauguration of Alumni-Bengaluru Chapter of SDMMIMD Alumni Association. Inaugurating the chapter the chief guest Mr. Yashavant Ananthraj shared insights about what not to do while undertaking the journey of building an organisation.

The event started with an invocation by Ms. Mallika of first batch (1994-96) of PGDM Program and a welcome address by Mr. Rakshit from the same batch. Dr. N.R. Parasuraman, Director of the Institute addressed the gathering and gave a cursory overview about the recent developments at SDMMIMD. Dr. H. Gayathri, Deputy Director and Chairperson of Alumni Committee highlighted the need of alumni collaboration and strengthening of alumni association at local level.

Mr. Harinath and Mr. Arun Padaki from PGDM 1995-97 proposed the agenda and activities of Alumni-Bengaluru Chapter. The vote of thanks was presented by Mr. Vijay Kumar of PGDM 1999-2000. The Master of Ceremony Ms. Susheema from first batch of PGDM program recalled the memories at SDMMIMD while anchoring the event.

Alumni Meet of Hyderabad Chapter

Refreshing old memories, strengthening linkage with the corporate world, belongingness among group, a feel of pride sharing achievement with beloved teachers, all these packed together at SDMMites Alumni Meet held at Lemon Tree Hotel in Hyderabad on Tuesday, June 14, 2016. The Hyderabad Chapter of SDMMites enjoyed the memorable moment with Director and Finance teacher Dr. N.R. Parasuraman. The event was co-ordinated by alumnus Mr. Suraj Shetty.



Alumni on Campus



Mr. Rakshit S.P.
PGDM 1994-96
CEO, Bangalore Medical Systems
Date: June 17, 2016
Topic: **Importance of learning rather just studying**



Mr. Rajanikar Urs M.C.
PGDM 1998-2000
Regional Category Manager, Asia Pacific & Japan, Hewlett-Packard
Date: December 20, 2016
Topic: **Product Marketing and Management**



Mr. Pramod Padmaprabhaiah
PGDM 2001-03
Senior Director- Enterprise Solutions, NTT Data
Date: June 22, 2016
Topic: **How roles keep changing in the industry.**



Mr. Vijay Mane
PGDM 1998-2000
Founder, www.aftershoot.in
Date: February 9, 2017
Topic: **Distinguished Panelist at the Startup Charcha**



Mr. Suraj Shetty
PGDM 2003-05
VP - Strategy at PrimeSoft
Date: July 9, 2016
Topic: **Requirement to learn and understand themes in areas beyond one's specialization**



Mr. Deepak Nesarikar
PGDM 2012-14
Social Entrepreneur and Co-founder- EcoNest projects
Date: February 9, 2017
Topic: **Distinguished Panelist at the Startup Charcha**



Mr. Kalyan Chakravarthi
PGDM 1997-99
Senior Manager, Marketing, N. Rangarao & Sons
Date: August 8, 2016
Topic: **Importance of understanding the retail dynamics to be successful**



Mr. Digvijay Bhatkande
PGDM 2012-14
Social Entrepreneur and Co-founder-EcoNest projects
Date: February 9, 2017
Topic: **Distinguished Panelist at the Startup Charcha**



Mr. Raj Singh
PGDM 2006-08
Vice-president, KPMG Advisory Services Pvt. Ltd
Date: August 20, 2016
Topic: **Buzz word**



Mr. Jacob Thomas
PGDM 2011-13
Digital Assurance, Tata Consultancy Services
Date: February 11, 2017
Topic: **Institute to Industry**



Mr. Sumanth
PGDM 1997-99
Director, Sales-Operations, Replicon
Date: August 23, 2016
Topic: **Shared his experiences**



Mr. Manjunath C.S.
PGDM 1998-2000
Regional manager at L&T Australia
Date: December 8, 2016
Topic: **Business leader**



Mr. Chandrasekhar Kalubandi
PGDM 1995-97
Vice President, NTT Data
Date: December 10, 2016
Topic: **Workforce Transformation**



- Jagadeesh, R. (2017). A project report on model for calculating cost of poor quality.
- Jayakrishnan, S. (2016). Factors determining private label purchase in food category.
- Parasuraman, N.R., Stephen Aro-Gordon and Rao, Ullas. (2016). Corporate Valuation: theoretical postulates and empirical evidence from SENSEX firms in India.
- Prasad, S.N. (2016). Best performing corporate leaders of India 2015.
- Senguta, Nilanjan and Senguta, Mousumi. (2017). A study on the worklife balance among women employee in IT and ITES sector in India.
- Srilakshminarayana, G. (2016). An exploratory study on usage of WhatsApp among the Undergraduate and Post-graduate students of Mysore.
- Sriram, M. (2016). Corporate governance and firm performance: a study of CNX Nifty companies.
- Sugant, R. (2016). An assessment of factors of service quality of e-Learning.
- Venkatraja. B. (2016). 'Applied research on Explicit subsidy versus fiscal consolidation - towards greater economic efficiency.

Faculty Achievements

Book by Dr. N.R. Parasuraman



"Corporate Finance: A South Asian Perspective authored by Dr. N.R. Parasuraman was released in 2016. The book is co-authored by Eugene Brigham and Scott Besley. The book is part of special edition of the CFIN series by Cengage Learning India Pvt. Ltd

'Outstanding Teacher Award' to Dr. Neetu Ganapathy

The Shanghai University in China has chosen Dr. Neetu Ganapathy, Associate Professor, SDMIMD, for the 'Outstanding Teacher Award' of 2016. This award is given in appreciation for her teaching at Shanghai University last year. The award recognizes excellence in teaching practices, teaching effectiveness and the ability to inspire students. She was chosen from amongst several international visiting faculty. The award will be presented to her in March 2017.

'Best Paper Award' to Dr. B. Venkatraja

The paper 'Impact of central explicit subsidies on fiscal deficit in India: an empirical study' by Dr. B. Venkatraja, Professor – Economics, SDMIMD, has won the Best Paper Award at 5th International conference on Global Business, Economics, Finance and Social Sciences on the theme 'Global Business, Economics & Sustainability' held during April 1 to 3, 2016 at Chennai.

Ambassador of Principaute de Laas status to Prof. Minhaj

Prof. Minhaj was also conferred with the status of Ambassador of Principaute de Laas. He was invited by the Prince (Mayor) of Laas to discuss the use of technology for community development.

Faculty Publications 2016-17

01
Book

15
International Journal papers

08
National Journal papers

10
Applied Research Publications

12
Book Chapters

17
Case Studies

05
International Conference Papers

06
National Conference Papers



>> Guests on Campus

International Speakers



Prof. Fabrice Gallia
Professor
Burgundy School of Business, France
Date: August 20, 2016
Topic: 'Innovation is Core'



Dr. Kaliappa Kalirajan
Professor of Economics of Australian National University
Date: November 18, 2016
Topic: **Keynote speaker at the International Economics Conference (IEC) 2016**



Dr. Stephen ARO-GORDON
Professor - Finance
Baze University, NIGERIA
Date: November 18, 2016
Topic: **Distinguished Speaker at the International Economics Conference (IEC) 2016**



Dr. Stuart Locke
Professor of Finance, Waikato University
New Zealand
Date: November 19, 2016
Topic: **Valedictory speaker at the International Economics Conference (IEC) 2016**



Dr. Ashly Pinnington
Dean-Research from British University in Dubai
Date: December 9, 2016
Topic: **Keynote speaker at the 5th International HR Conference (IHR) 2016**



Mr. Shankar Sastri
California, USA, Quality & Reliability Engineer
Date: January 3, 2017
Topic: **Problem solving tools and methodology**



Dr. Julian Gaspar
Clinical Professor of Finance and Executive Director, Center for International Business Studies, Mays Business School @ Texas A&M University
Date: January 6, 2017
Topic: **Distinguished Guest at the National Operations Conference (NOMAS) 2017**



Prof. Carlos Folle
Professor at IEEM, University of Montevideo
Date: January 27 & 28, 2017
Topic: **Strategy Formulation**



Dr. Alexandra Benz
UGC Emeritus Professor, Department of Studies in Statistics, University of Mysore
Date: January 27 & 28, 2017
Topic: **Changing Management**



Dr. Elango Rengasamy
Head – Banking & Finance Program
The British University in Dubai (BUID), Dubai,
Date:
Topic: **Assessing the strength of Companies**

Corporate Speakers



Mr. B. Trishuli
Zonal Head – HC (South)
Janalakshmi Financial Services, Bengaluru
Date: June 17, 2016
Topic: **Success Story of Microfinance**



Mr. Sid Mookerji
Global CEO and Co-founder, Software Paradigms International (SPI)
Date: July 15, 2016
Topic: **Panelist member at the Interactive Session on 'IT Industries in Mysuru'**



Mr. Nagi Rao
Founder and Principal – SI Holdings, SysInformation Healthcare India Pvt Ltd., Mysuru
Date: June 17, 2016
Topic: **How it is necessary to focus and arrive at an action plan**



Mr. Bhaskar Kalale,
Convenor - IT Panel, CII Mysuru
Date: July 15, 2016
Topic: **Panelist member at the Interactive Session on 'IT Industries in Mysuru' and Speaker at the Post Budget Analysis of 2017-18**



Mr. T. Srikanth Bhagavat
Managing Director & Principal Advisor
Hexagon Capital Advisors Pvt. Ltd., Bengaluru
Date: June 17, 2016
Topic: **Customer Satisfaction is the Success Mantra**



Mr. Aroon Raman
Managing Director, Telos Investments and Technologies
Date: February 9, 2017
Topic: **Key note address at the Startup Charcha 2017**



Mr. Vijay Deshpande
Vice President – HR, J K Tyres
New Delhi
Date: June 18, 2016
Topic: **Move from 'Can' attitude to 'Will' attitude**



Ms. Priti Parekh
COO, Clutch Group, Bengaluru
Date: August 19, 2016
Topic: **Keynote speaker at the 5th International Finance Conference**



Mr. Arun Nayar
Director – HRD, Infrastructure, Facilities and HSE,
Safran Engineering Services, Bengaluru
Date: June 18, 2016
Topic: **Be Passionate, Ready to Change & Challenge**



Mr. Sunil Subbramanyam
AVP HR Blue Oceans
Date: September 17, 2016
Topic: **People Analytics**



Mr. Praveen Kamath
GM and a Global HR leader, Wipro Corporation
Bengaluru
Date: June 18, 2016
Topic: **Hard work, and urged the students to stay away from time killers, and time wasters**



Mr. Utsav Agarwal
Director of Boruka Aluminum Limited and Representative from Young Indians (YI)
Date: September 29, 2016
Topic: **CII Young Indians (YI) - YUVA and Speaker at the Post Budget Analysis of 2017-**



Mr. M. Muthalah
Senior Vice President – HR, Carborundum Universal Limited, Chennai
Date: June 23, 2016
Topic: **'Goal Setting and Skill Development is Core'**



Ms. Akshara Kumar
Founder- Truly Essential (Chaitanya Agro Herbs), Mysore
Date: October 13, 2016
Topic: **Entrepreneurship Talk**

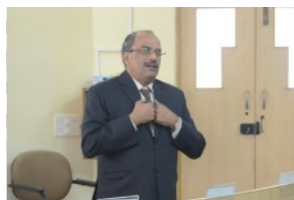


Mr. N. Muthukumar
Chairman, CII Mysuru
Date: July 15, 2016
Topic: **Panelist member at the Interactive Session on 'IT Industries in Mysuru' and Convergence 3i: Industry-Institute-Interaction and Speaker at the Post Budget Analysis of 2017-18**



Mr. V. Neeraj Kumar
CEO, Edutain Learning Systems
Date: October 28, 2016
Topic: **Keynote speaker at the Second Annual Marketing Conference**

Corporate Speakers



Mr. G. Giridhar Prabhu
Director, Achal Industries Pvt. Ltd. and Chairman of Economics Research Centre, Mangalore
Date: November 19, 2016
Topic: **Indian Financial Sector**



Mr. Naganagouda S.J.
Associate Vice President & Head of Human Resources at Global Edge Software Ltd.
Date: December 10, 2016
Topic: **Technical session Speaker at the 5th International HR Conference (IHR) 2016**



Shri. K.N Janardhana
National Director of RSETI
Date: November 19, 2016
Topic: **Success Story of RSETI**



Mr. C Mahalingam
Executive Vice President & Global Chief People Officer, Symphony Services Corporation
Date: December 10, 2016
Topic: **Valedictory speaker at the 5th International HR Conference (IHR) 2016**



Mr. Sanjai K
Vice President - Product Management S/4HANA SAP
Date: November 26, 2016
Topic: **Emerging Trends in the ERP Space**



Mr. R.C. Jagadesh
Director- Global Competence Center - Cement Industry Kluber Lubrication India Private Limited.
Date: January 6, 2017
Topic: **Keynote speaker at the National Operations Conference (NOMAS) 2017**



Prof. Umesh Chandrasekhar
PSG Institute, Coimbatore
Date: December 9, 2016
Topic: **Technical session Speaker at the 5th International HR Conference (IHR) 2016**



Mr. Umesh K. Shenoy
Vice President- Works, JK Tyre & Industries, VTP Mysore.
Date: January 6, 2017
Topic: **Valedictory speaker at the National Operations Conference (NOMAS) 2017**



Mr. Abhishek Ranjan
Global Head - CSR and Sustainability Brillio Technology Ltd.
Date: November 17, 2016
Topic: **Speaker for Workshop on Social Responsibility and Sustainability**



Shri. Sukumar Rangachari
Director, PointCross.com Pvt Ltd and MD, Ace Components & Electronics Pvt Ltd.
Date: November 17, 2016
Topic: **Panelist member at the Workshop on Social Responsibility and Sustainability & Distinguished Panelist at the Startup Charcha**



Mr. Abhishek Ranjan
Global Head - CSR and Sustainability Brillio Technology Ltd.
Date: November 18, 2016
Topic: **Distinguished Speaker at the International Economics Conference (IEC) 2016**



Mr. Ashok Baram
Senior Vice President, SysInformation
Date: November 18, 2016
Topic: **Distinguished Speaker at the International Economics Conference (IEC) 2016**

Guest Speakers



Mr. B.N. Jagadeesh Prasad
Mentor, Quality Circle Forum of India
Date: June 23, 2016
Topic: **Quality Circles as Mentor and with his own personal success stories on Kaizen**



Prof. S.S.S. Kumar
Professor, Finance, Accounting and Control IIM, Kozhikode
Date: August 18, 2016
Topic: **Keynote address at Pre Conference Workshop on Empirical Research in Finance**



Mr. Rohit Koka
President of Mysore City Toastmasters
Date: July 2, 2016
Topic: **Awareness for Toastmasters International and explain how it can help to improve their communication and leadership skills**



Dr. Prasanna Chandra
Director, Centre for Financial Management (CFM), India and Former Professor- Finance, IIM Bangalore
Date: August 20, 2016
Topic: **Speaker for Valedictory session of 5th International Finance Conference**



Dr. B.K. Chandrashekhar
popularly known as 'Invisible Doctor'
Date: July 20, 2016
Topic: **Stress Management Technology**



Dr. Shrijay Devraj Urs
Executive Director, MYRA School of Business
Date: September 16, 2016
Topic: **Panelist member at the Convergence 3i: Industry-Institute-Interaction**



Mr. C. Balagopal
IAS Officer turned Entrepreneur, formerly CEO of Termu Penpol
Date: August 8, 2016
Topic: **Strengths and weaknesses of the present educational system**



Prof. R. Vasudeva
UGC Emeritus Professor, Department of Studies In Statistics, University of Mysore
Date: January 6, 2017
Topic: **Distinguished Guest at the National Operations Conference (NOMAS) 2017**



>> Student Moments @ Campus



Congratulations to PGDM 2015-17 Batch



I have a dream...
Where the mind is without fear and the head is held high;
Where knowledge is free;
Where the world has not been broken up into fragments by narrow
domestic walls;
Where words come out from the depth of truth;
Where tireless striving stretches its arms towards perfection;
Where the clear stream of reason has not lost its way into the
dreary desert sand of dead habit;
Where the mind is led forward by Thee into ever-widening thought
and action—
Into that heaven of freedom, my Father, let my country awake.
This is my prayer to Thee, my Lord—strike, strike at the root of
penury in my heart.
Give me the strength lightly to bear my joys and sorrows.
Give me the strength to make my love fruitful in service.
Give me the strength never to disown the poor or bend my knees
before insolent might.
Give me the strength to raise my mind high above daily trifles.
And give me the strength to surrender my strength to Thy will
with love.

- Nobel Laureate for Literature, Rabindranath Tagore



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