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## THE YEAR IN REVIEW 2014-15



Shri Dharmasthala Manjunatheshwara  
Institute for Management Development

# 20<sup>th</sup>

Annual Convocation

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## Padma Vibhushan Award to our Chairman



**Dr. D. Veerendra Heggade**, Chairman- SDMIMD, has been honoured with Padma Vibhushan Award, the second highest civilian award, for his exceptional and distinguished social service to the nation. The award will be conferred by the President of India on April 8, 2015.

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## Message from the Director

2014-15 was a very satisfying year for SDMIMD from many different perspectives. The spurt in research output and the number of conferences held in the Institute were notable. The tie-up with J A Alpha Business Research & Publications, on the basis of which our Institute is the Academic Partner for conferences held in various parts of the country and abroad, worked well with perceptible increase in the academic contact base for the Institute.

The year also saw a Faculty Exchange Program for the first time in SDMIMD with two of our faculty handling a course in the BUiD and their faculty handling classes here.

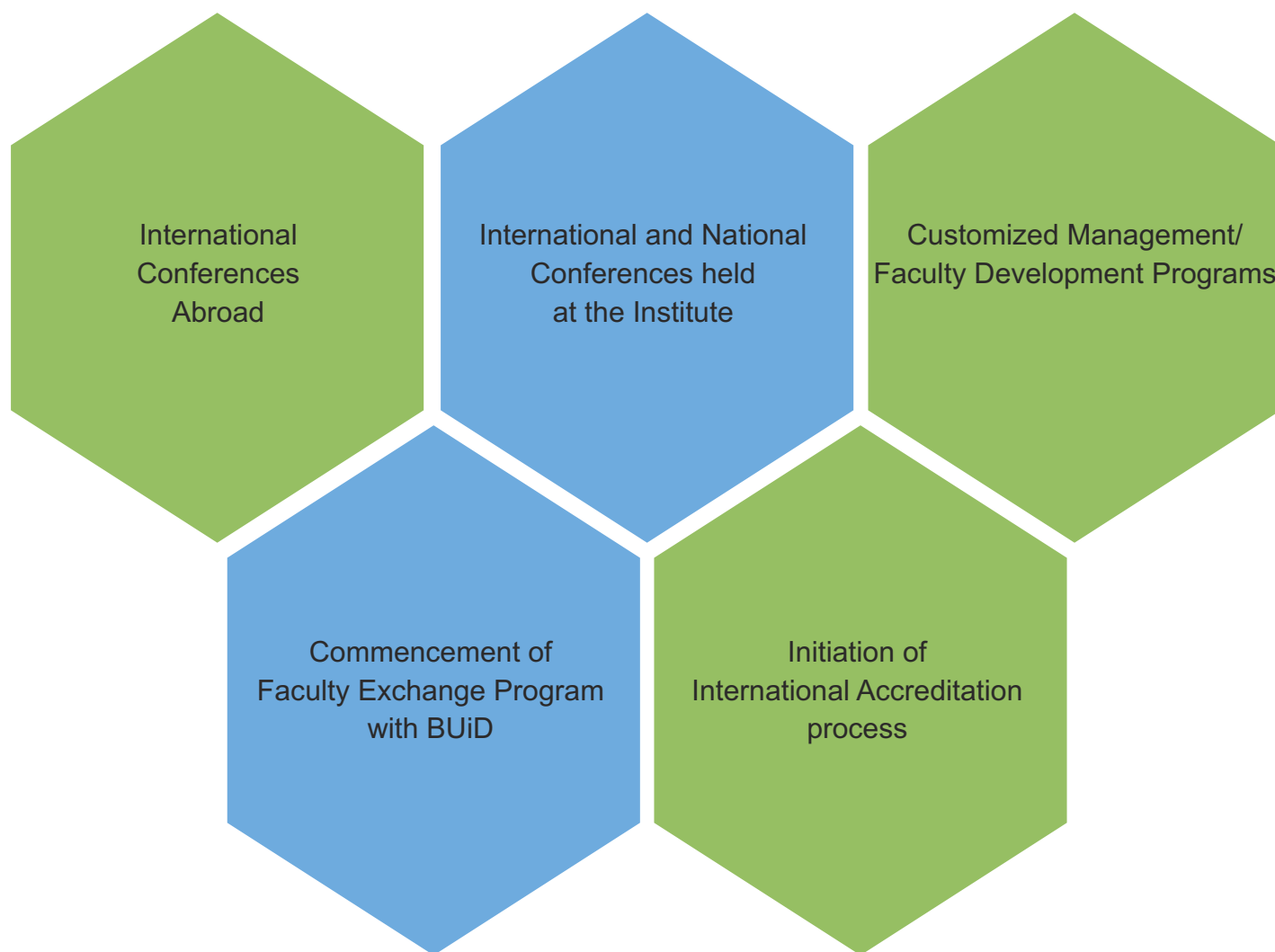
As in previous years, the Institute continued with its endeavor of delivering quality management education, coupled with Indian values. The inspiration of Dharmasthala and what it stands for has been great. It was heartening for all of us to see our Chairman Dr. D Veerendra Heggade being awarded the prestigious Padma Vibhushan by the Government of India. We seek to continue our effort to imbibe the spirit of Dharmasthala in our students.

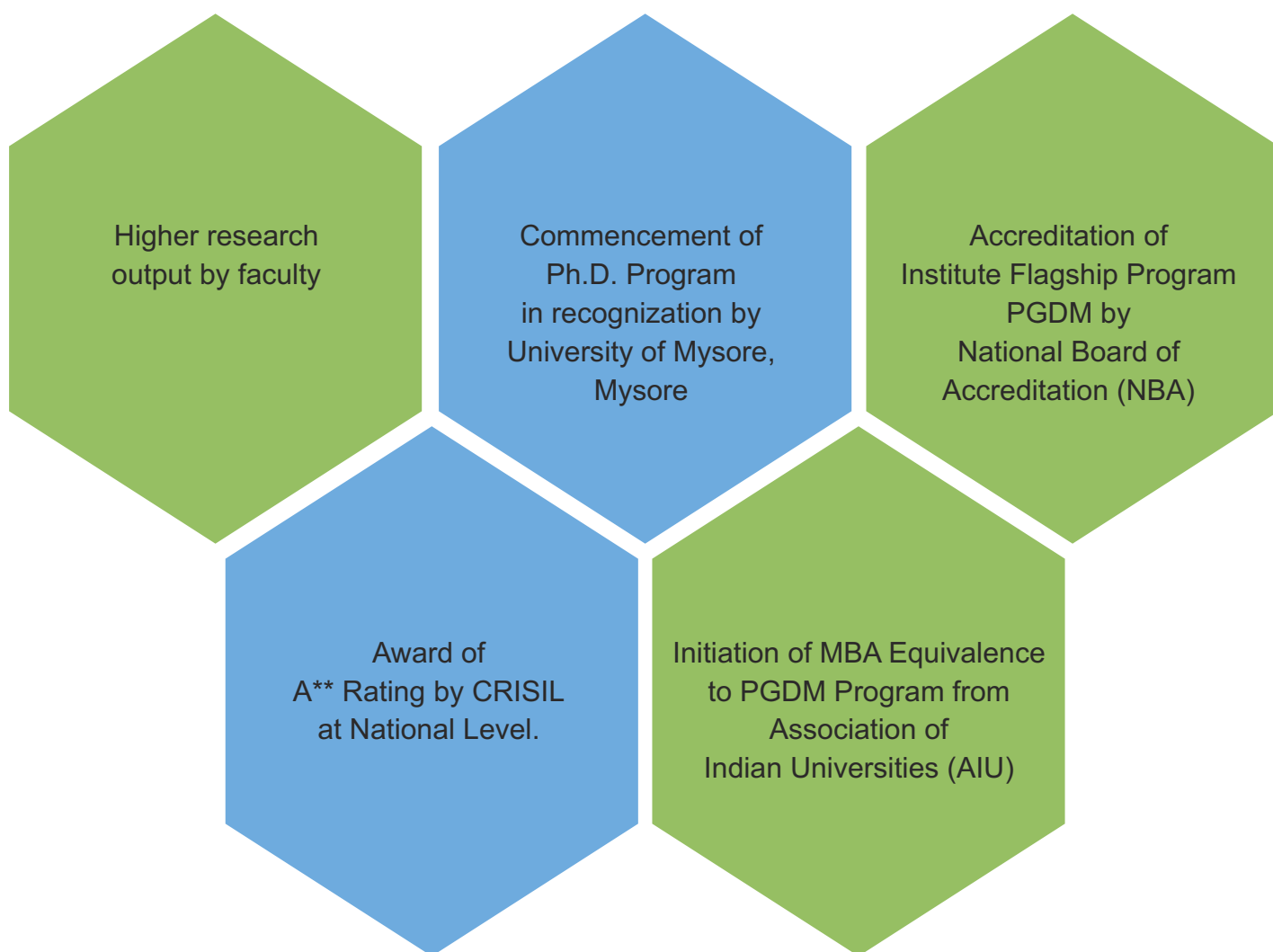
The Institute also has applied for accreditation with ACBSP and EFMD. With the support of all of you, the management and the faculty hope to bring the Institute to an even higher pedestal in the years to come.

**Dr. N.R. Parasuraman**

Director, SDMIMD, Mysore

## Key activities of 2014-2015

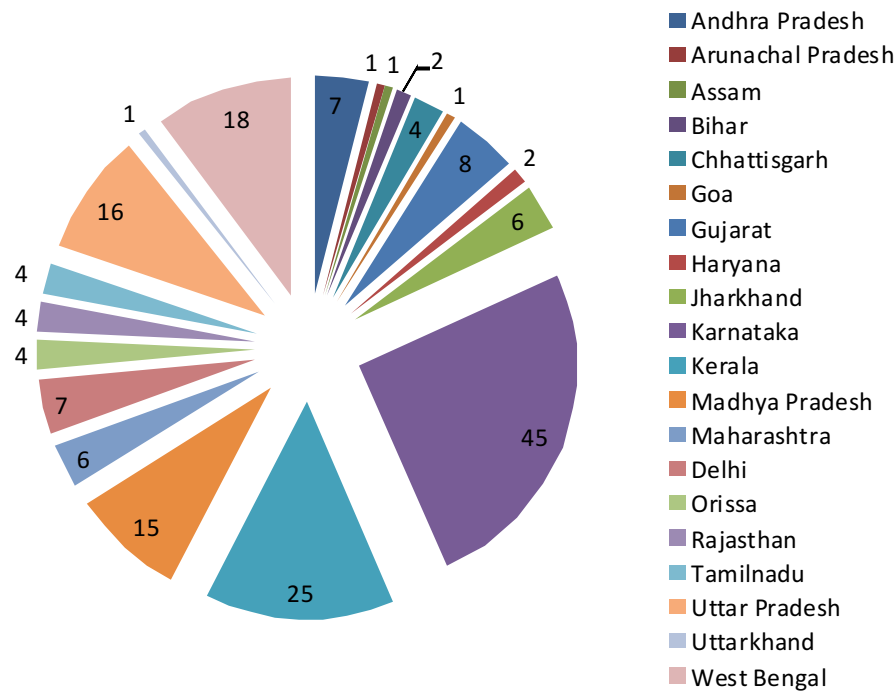




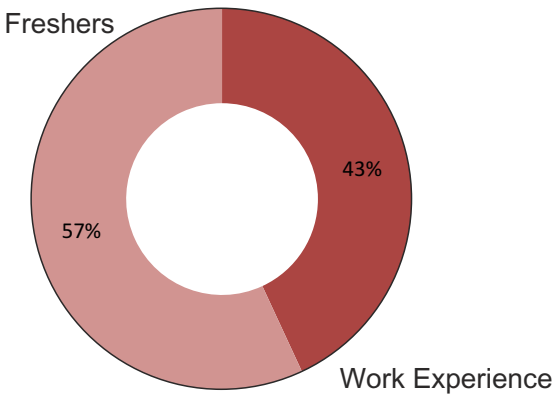
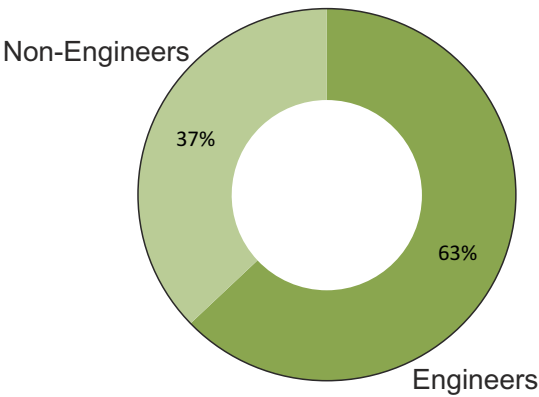
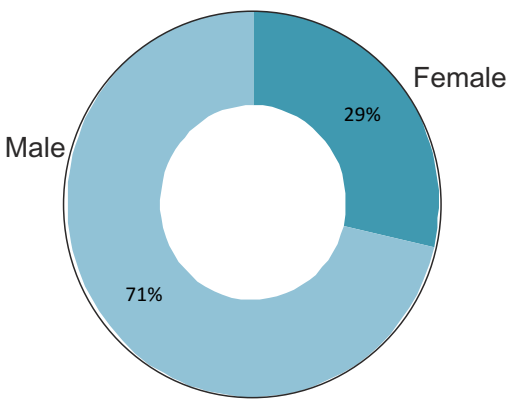
# Flagship Program

## Post Graduate Diploma in Management (PGDM) 2014-16 Batch

Pan India Presence - 20 states



### Batch Overview



### Education Break-up

Degree	Students
B.E./B.Tech	114
B.Com	29
BBA/BBM	22
B.Sc	9
B.Pharma	3
B.A.	2
BCA	1
Mass Media	1

# Placements

2014-15 placement were heartening with participation from a number of companies. The graduating students has been placed in reputed organisations cutting across all the established major sectors including: Consultancy, Sales and Marketing, BFSI, Manufacturing, IT, Logistics & Supply Chain, HR, Advertising & PR.

## Major Recruiters

Adrenalin Technologies	IDEA Cellular
Actuant India	Infosys Technologies
AIM HIGH Consulting	ITC
Albumizer	Mphasis
Copal Amba	Oracle India
Asian Paints	Odessa Technologies
Bosch	ODigMa Consultancy Solutions
Berger India	Practo Technologies
Capital Via	Probe Equity Research
Coffee Day Beverages (A Division of ABCTCL)	SysInformation
CoreEL Technologies	SKDRDP
Dell International Services India	Software Paradigms Infotech
Deloitte	Target India
EDS Technologies	Tata Consultancy Services
Fordian Technologies	TE Connectivity
Federal Express (India)	Telcon - TATA Hitachi
Finitatives Learning India (FLIP)	Transparent Value
Future Group / Pantaloon	Ujjivan Financial Services
Godrej Tyson	Vodafone South Limited
Harita Seating Systems	Writer Corporation
HCL Technologies	Wipro Technologies
ING Vysya Bank	XL Dynamics
ICICI Securities	



## Academic Program Initiatives

### Induction Program for PGDM 2014-16 Batch

The inaugural session of the Induction Program for the PGDM 2014-16 Batch was held on June 16, 2014. Prof. S. Prabhakar, Honorable Secretary, SDM Educational Trust, inaugurated the program as per tradition by lighting the lamp. Mr. K.B. Ganapathy, Editor-in-Chief, Star of Mysore, was the Chief Guest and delivered the keynote address for the week-long induction program planned for the fresh batch at the Institute auditorium. In his keynote address, he stressed on leadership qualities, work culture, responsibility towards the organization and the lifelong learning. Several lectures by leading corporate practitioners and academics were organized during June 16 to 26, 2014.

The induction program also



included a student trip to Dharmasthala. It was indeed an opportunity for budding managers to learn nuances of Management techniques at all destinations at the temple town. Dharmadhikari of Dharmasthala

and Chairman of SDMIMD Dr. Veerendra Heggade met the batch spoke in detail, about the history and activities of the Temple Town.

### The Business Landscape Course for PGDM 2013-15 Batch



A week-long Business Landscape Course was conducted for the PGDM 13-15 Batch from June 1 to 7, 2014. The course was designed to sensitize the students to general awareness topics of contemporary interest and also to the broad vistas of strategy and leadership. Separate sessions were included on analysis of companies and statistical techniques.



## Conferences, Seminars and Workshops

### Conferences held in the Institute Campus

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#### 3rd International finance conference on Emerging trends in Finance and Accounting

"Billions of dollars are lost every year due to fraud related activities. Financial fraud and the then consequent bankruptcy of business was one of the reasons for the global financial crisis and usually it is an extremely costly event. Downturn in financial and economic conditions has triggered a jump in the fraudulent activity in the corporate world' thus opined Dr. Kuldeep Kumar, Professor of



Economics, Bond University, Australia, in his keynote address on the topic "Fraud, Corruption and Bribery: How to prevent and how to detect?" after inaugurating the 3rd International finance conference on Emerging Trends in Finance and Accounting held during August 22-23, 2014. The conference witnessed participation from India and other countries including, Australia, Dubai, Ethiopia, France, Bangladesh, Iran and Israel. 74 papers on the conference theme and sub-themes were presented in this International Conference.

#### 3rd International HR Conference on Managing Human Resource at the Workplace

The 3rd edition of International Conference on 'Managing Human Resources at the Workplace' was held during December 5 & 6, 2014. Mr. Swaminathan Santhanam, CEO, Adrenalin eSystems Limited, was the Chief Guest for the inaugural function and delivered the Keynote address. The conference was attended by more than 225 academic scholars and HR practitioners from India and other countries,



such as, Bangladesh, Cameroun, Indonesia, Iran, Nepal, Nigeria, UAE. The conference proceedings CD with

the papers presented during this academic event was released by Prof. S. Prabhakar, Secretary, SDM Educational Trust.

## National Conference on

# Strategies, Innovations and Paradigm shifts in Logistics and Supply Chain Management

'The supply chain starts from the customer, hence Indian companies should understand customer demands if they want to compete with the International Brands. 52% of the land in India is agricultural and 40% of the research is focused on agriculture, said Mr. Dinesh Pillai, CEO, Mahindra Special Service Group (Mahindra SSG) in his Keynote address delivered during the inaugural session of the National Conference on Strategies, Innovations and Paradigm shifts in Logistics and Supply Chain Management (LSCM 2014) organized on 26th September 2014. Delegates



from different states took part in this national conference and

presented their research papers.

## National Conference on Corporate Social Responsibility

A 2-Day National Conference on Corporate Social Responsibility – Approaches and Practices for Inclusive Growth was organized by SDMIMD during November 13 & 14, 2014. The conference

provided a platform for academics, practitioners, researchers and students to deliberate and reflect on issues pertaining to CSR strategies and building socially responsible

businesses. More than 50 papers were presented at the conference. In addition, invited special lectures on the relevance of CSR were organized.



## International Conferences Aboard

### International Conference at Singapore

SDMIMD, Mysore as Principal Academic Partner collaborated with J.A. Alpha Business Research & Publishers Pvt. Ltd, Chennai, in organizing Asia-Pacific Conference on Global Business, Economics, Finance and Social Sciences during August 1 – 3, 2014, at Village Hotel Albert Court, Singapore. The conference witnessed participation and presentation of papers on the conference theme and sub-themes from different countries.



### International Conference at Dubai

SDMIMD, Mysore and J.A. Alpha Business Research & Publishers Pvt. Ltd, Chennai, jointly organized the 1st Middle East Conference on Global Business, Economics, Finance and Banking. This was held from October 10-12, 2014, at Al Murooj Rotana Hotel (Opp. to Dubai Mall), Dubai, UAE. The conference attracted several research papers on the theme Achieving Global Financial Stability & Economic Growth. Delegates from different parts of the world took part in the conference and presented their research papers.





## International Conference at Thailand



An International Conference on Global Business, Economics, Finance and Social Sciences

(GB15\_Thai Conference) organized jointly by J.A. Alpha and SDMIMD was held at Hotel Novotel in the heart of the city of Bangkok, Thailand, during February 20 to 22, 2014. Participants from more than 20 countries took part in the deliberations of the conference. The conference was inaugurated on February 21, 2015 by Dr. Alexis Sergio Esposto, Faculty of Business and Law, Swinburne University of Technology,

Australia. Dr. Alexis Sergio delivered the keynote address during the inauguration and stressed upon the sustainability aspects of business and environment, and described the challenges facing the world. Dr. R. Jagadeesh, Professor of Operations Management and Quantitative Techniques, presented a paper titled "Performance Assessment and Optimization of Global Supply Chains".

## International Conferences Other Places

### International Conferences at Chennai & Mumbai



An International Conference on Global Business, Economics, Finance and Social Sciences jointly held by SDMIMD and J A Alpha on 11-13 July 2014 at Chennai was a successful event with a number of insightful national and international papers being presented. The conference was well attended and included several thought provoking special lectures. Another highlight from the SDMIMD angle is the award of the Best Research Paper for the

paper "Are smaller private sector commercial banks in India a likely target for takeover in India? An Investigation", written jointly by Dr. N.R. Parasuraman & Dr. Ullas Rao.

The 3rd International Conference on Global Business, Economics, Finance and Social Sciences on the theme 'Reviving Economic Growth!' was organized at Mumbai during December 19 to 21, 2014 in collaboration with

J A Alpha. Delegates from different parts of the world took part in this conference and presented their research papers on the conference theme and subthemes. Prof. M. Sriram presented the paper "Co-integrating of NIFTY and NASDAQ composite - An empirical investigation" and Prof. R. Sugant presented the paper "A framework for measuring service quality of e-learning services" during the conference.

## Seminar and Workshops

### Seminar on Cost Management & Business Sustainability



SDMIMD in association with The Institute of Cost & Management Accountants (ICMA) Mysore Chapter organized One-Day Seminar on Cost Management & Business Sustainability on November 8, 2014 at Institute auditorium. CMA A. N. Raman, Former President — SAFA, inaugurated the seminar and delivered the

keynote address on the seminar theme. The technical session speakers of the seminar were CMA A.R. Krishnamurthy, Retd. General Manager, BEL, Bangalore and Shri. Vishwaprasad Alva, Managing Director, Skanray, Mysore, and they touched upon the different dimensions of cost management & practices in industries.

### Special Seminar for Faculty Members

A special awareness seminar was organized for the benefit of new faculty. This was handled by Dr. K.R.S. Murthy, Former Director, Indian Institute of Management (IIM) Bangalore. The seminar was also joined addressed by Dr. Prasanna Chandra, Professor (Retd.), Indian Institute of Management, Bangalore (IIM-B) and Director, Center for Financial Management (CFM), Bangalore; Mr. B. Muthuraman, Vice Chairman-Tata Steel, Mumbai; and, Mr. K.R. Viju Parameshwar, President & CEO, Kluber Lubrication India Private Limited, Bangalore.



### Workshop on Research Ideas in Finance & Accounting

“Satyam is the well known case of financial fraud. This should prompt researchers to take up research on companies that are likely to employ financial accounting as a tool to fudge numbers in order to portray

unrealistic performance with an eye on stock prices and win investor confidence”. Dr. R. Narayanaswamy was speaking on the occasion of the Pre-conference Workshop on Research Ideas in Finance &

Accounting on August 20, 2014. The workshop preceded the 3rd International finance conference on Emerging Trends in Finance and Accounting held during August 22-23, 2014.





## Workshop on Avoiding Plagiarism



In order to discuss various aspects of Plagiarism and how to avoid these in publication, a 2-Day workshop on avoiding plagiarism was held at MDP Hall of the Institute on July 3 & 4,

2014. Academicians, research scholars and students from different disciplines attended the workshop. Apart from the interactive sessions on the workshop theme, it also focused

on providing hands-on experience on plagiarism detection software and referencing building software tools.

## Faculty Development Programs (FDPs)

### FDP on Innovative methods in Teaching HRM & OB

A 2-Day Faculty Development Program (FDP) on Innovative Methods in Teaching HRM & OB was organized during April 3 & 4, 2014. 28 faculty members in the area of HRM and OB from various management institutes and universities across the country participated in the program.



### Customized FDP for SJCE, Mysore

SDMIMD extended academic support to Shri Jaya chamaraajendra College of Engineering (SJCE), Mysore in organizing Customized Faculty Development Programs for SJCE Faculty Members under Technical Education Quality Improvement Programme (TEQIP). Each of the 2 Day programs on – Quality in

Research; Innovation in Teaching and Learning; Finance for Non-Finance Professionals –

were designed and offered by the faculty members of SDMIMD, during July, 2014.





## Management Development Programs (MDPs)

### MDP on Finance for Non-Finance Executives

A Management Development Program (MDP) on Finance for Non-Finance Executives was organized at SDMIMD, Mysore on May 23 & 24, 2014. 12 participants attended this workshop.



### MDP on SPC Using Excel

A MDP was conducted on Statistical Process Control (SPC) with Excel on May 22, 2014, which attracted several participants from industries, who underwent the hands on training.



### MDP on Inferential Statistics



A One-day MDP on Inferential Statistics using SPSS was organized on May 31, 2014, which attracted research scholars and students from different institutes. The day-long program looked at practical aspects of inferential statistics and enabled the participants to get a hands-on exposure to SPSS.

### MDP on 'Dimensions of Leadership'

MDP on 'Dimensions of Leadership' for senior and mid-level executives was organized on May 22, 2014. The program covered a variety of leadership topics including, Conceptual evaluation of various leadership studies and their relevance for modern organisations, Importance of Persuasive Leadership, Grassroots leadership and Dharmic Leadership in achieving organizational excellence.



## MDP on Effective Business Negotiation

A One-day MDP on “Effective Business Negotiation” was conducted on 23rd May 2014. The companies which participated in the program were Meritor, Suprem Pharmaceuticals, SPI, SysInformation, Rangsons Electronics and Mitsubishi Diesel Engines Pvt Ltd., The program emphasized the



importance of negotiation skills in today's competitive world. The program content focused on preparation for negotiations, managing negotiation climate, understanding negotiation styles, tactics, concessions, conflict management at individual and group level. Also, there was coverage on self-awareness and interpersonal transactions for effective business negotiation.

## Customized Programs for Academic and Corporate Executives

### Customized MDP (CMDP) for JK Tyre & Industries Ltd.

A Customized Management Development Program (CMDP) spread over 5-batches from December 15, 2014 to February 12, 2015 was organized for 132 participants representing JK Tyres – Vikrant Tyre Plant (VTP), Mysore and Chennai Tyre Plant (CTP), Chennai. The program was designed with the objective of grooming the overall managerial capabilities of the Team Members mainly those identified as Talents / High Performers by the company.

The curriculum was jointly developed by the SDMIMD Faculty in consultation with the Management of JK Tyres considering the business challenges faced and expectations from these executives. The customized program designed for 4-days per batch, exposed the participants to all the essential areas of Modern Management comprising of modules/concepts from Finance, Marketing, Human Resources Management, Operations, Strategy, and Information Technology. Apart from the SDMIMD Faculty, the participants were also exposed to practical sessions/talks on Brand Management, Conversion Costs and Manufacturing Excellence from in-house experts from JK Tyres.





## Customized MDP (CMDP) for MyPol Executives



A special Management Development Program on Data Analysis and Business Modeling with MS-Excel was conducted at Mysore Polymers and Rubber Products Ltd. (MyPol) for its executives. The program provided a comprehensive introduction to MS-Excel and helped the participants understand the effective ways to use Excel for Data Analysis, Modelling, and Decision Making.

## International Interface for Academic Activities

### Visit of Lions International Exchange Students

SDMIMD played host to more than a dozen of foreign students from Mexico, Turkey, Switzerland, Finland and a number of other European countries on August 3, 2014. The students group was a mix of Graduate and Undergraduate from medicine to engineering to business management fields. Dr. Harikrishnan Maram CEO & Founder of the Imperial College of Business Studies, Bangalore

accompanied students to the campus. The students interacted with SDMITes and engaged themselves in

understanding about the contemporary education, cultural diversity and business scenario in India.



## Student Exchange Program with Texas A&M, USA

Four students of PGDM 2013-15 batch, Shonit Mittal, S. Shubhanjali, Aravind Nayak and Vivek Narayanan spent one term studying subjects of their specialization. They completed the prescribed curriculum and returned to campus in December 2014.



Shonit Mittal



Aravind J Nayak



Vivek Narayanan



S. Shubhanjali

## Student Exchange Program with Shanghai University, China



Abhijit Vijayeendra Korti



Shruthi K.



Neha U. Patil

Three students of PGDM 2013-15 batch, Abhijeeth Vijayeendrakorti, Neha U. Patil and Shruthi Kolagad went to Shanghai University, China and spent one term studying subjects of their specialization. They completed the prescribed curriculum and returned to campus.

## International Symposium 2015

Students of Texas A & M's Mays Business School visited SDMIMD as a part of International Student Exchange Program. The annual International Symposium was organized on Monday, January 12, 2015. The day long program was dotted with events that interspersed learning with fun. Keynote address by Mr. Robert Grobbauer, Vice Chairman AT&S started the day. Dr. Julian Gaspar, Clinical Professor of International Finance at Mays Business School spoke on the occasion.



## Installation of Toastmaster Club

On August 9, 2014, the SDMIMD Toastmasters club was inaugurated by TM Anitha, the Divisional Governor from Mangalore. 24 members of the club were administered the oath by TM Anitha. This was followed by the Office bearers of the new club taking the oath of office. This club has the distinction of being the first club in Mysore to be started by an Educational Institute.





## Commencement of Faculty Exchange Program with BUiD

Dr. H. Gayathri, Deputy-Director, and Dr. Mousumi Sengupta, Professor – HRM, from SDM Institute for Management Development, Mysore (SDMIMD), travelled to Dubai in February, 2015, and conducted workshops for MBA students, studying in British University in Dubai (BUiD). Dr. Gayathri offered a workshop on "Business Negotiation Skills", and, Dr. Mousumi conducted a workshop on "Self-Management". This was

a part of the MoU between BUiD with SDMIMD regarding exchange of Faculty for academic activities. In turn,



Dr. Elango Rengaswamy visited SDMIMD in March 2015 to hold a workshop on International Business.



## Toastmasters (TMs) Emergence 2015

Emergence 2015, a training program for all Toastmasters (TMs) in Mysore was held at the Institute on March 8, 2015. Emergence is an education program & training platform aimed to help Toastmasters hone their communication skills and prepare for upcoming contests. The half-day program hosted by SDMIMD Toastmasters Club, was attended by over 30 TMs from Infosys, SPI, L&T, MYRA School of Business and Mysore City Toastmasters Club. The

program included four sessions which were conducted by distinguished Toastmasters from Mangalore: the Divisional Governor TM Anita Cordeiro, TM Nivedita, TM Divyashree and TM Rajat Shetty.



## Visit of PGDM 2013-15 Batch Students to BUiD

Top Twenty students of SDMIMD of the PGDM batch 2013-15, in collaboration with the British University in Dubai (BUiD), went on an academic sojourn to Dubai. The students were in BUiD from the 29th March, 2014 to 8th April, 2014. During their stay the students were exposed to international

management studies, culture and socio-economic environment of Middle East. The tour was carefully planned to integrate the academic insight with fun for the young aspiring managers.



## Annual Events Series 2014-15

### Foundation Day Lecture 2014



“Business is not only about focusing on earning profit but also about removing social inequality. It is more important to share with others if you have more than what you can consume” said Mr. S. Sivakumar,

Group-Head, Agri & IT Businesses, ITC Group during the Foundation Day Lecture held on Friday, July 25, 2014 at the Institute Auditorium. Mr. S. Sivakumar started his speech by mentioning three specific

phrases from the Vision and Mission statement of SDMIMD- Creative tenacity, Intellectual Maturity and Social Responsibility.

### Union Budget Conclave 2014

SDMIMD in collaboration with CII Mysore organized Union Budget Conclave 2014 at SDMIMD Campus on July 10, 2014. The event started with a live screening of Union Budget followed by a panel discussion represented by Dr. N. R. Parasuraman, Director – SDMIMD Mysore, Mr. R. C. Jagadeesh, Chairman – CII Mysore & Director – Klueber Lubricants Ltd, Mr. S. Ramakumar, Chairman – CII Finance & Taxation Panel, Mr. Phaneesh, Vice President – Finance, Rangsons Electronics, and Mr. Venkatesh – MD & CEO, RIIT.





## Convergence 3i 2014

SDMIMD in collaboration with Confederation of Indian Industries (CII) Mysore Chapter has organized Convergence 3i - the Industry Institute Interface on October 7, 2014 at SDMIMD Auditorium. The event organized to create a platform for interface between the recruiting industries and job aspirant students to share each other's perspectives. Convergence 3i attracted more than 150 final year students from engineering, degree and management colleges in Mysore.



Mr. Krish Ganesan, Vice-President, Global Talent Acquisition, Tata Consultancy Services (TCS), the Chief Guest of the inaugural session said that students must gain all round knowledge including theoretical, practical and communication skills, to land jobs in industries. Apart from having technical knowledge, one should also develop their personality. Mr. Arun Nayar, Director HR at Safran Engineering Ltd., in his special address advised the students to improve the soft skills and problem-solving ability besides graduating with flying colors. The inaugural session was followed by two panel discussions on 'Student capabilities and their expectations' and 'Are you ready to work for me?'. The panel members from the corporate were Mr Raghavendra Kadkol from Infosys, Mysore and Mr Ravikumar B from Skanray Technologies and the academic panel members were Ms Vidhya M from Vidya Vikas Institute of Engineering and Technology (VVIET) and Ms Roopa Priya from Vidya Vardhaka College of Engineering (VVCE).

## Annual Leadership Series (ALS) 2014

Prof. Gita Gopinath, Professor in Economics, Harvard University, gave interesting insights into macro-economic aspects and specific growth parameters for the Indian economy during the Annual Leadership Series (ALS) invited talk organized at Institute Auditorium in collaboration with Confederation of Indian Industries (CII) Mysore on December 20, 2014.



## Budget Conclave 2015



The Union Government presented a second budget on February 28, 2015. To discuss the implication and impact of this on the Country a Budget Conclave 2015 was held in collaboration with CII Mysore on March 4, 2015. The key highlights of Budget Conclave 2015 was the expert analysis of Union Budget 2015, Pricewaterhouse Coopers. Mr. Madhukar Dhakappa,

Associate Director, Tax & Regulatory Services, Pricewaterhouse Coopers (PwC), Mr. Shailendra Shukhlecha, Sr. Manager, Indirect Taxes Services, PwC Pvt. Ltd and Mr. Muthukumar, Chairman, CII Mysore, offered their perspectives on impact of the Union Budget 2015 and providing sector-specific views.

## Swayam Entrepreneurship Cell (E-Cell) in 2014-15

### Prerana - Entrepreneurship Case Writing Competition

Swayam E-cell encouraged SDMMites to get inspired by the journey taken by entrepreneurs and organized Prerana -Entrepreneurship Case Writing Competition. A platform was provided to aspirants of management assimilators to study local entrepreneurs and write an informative case study on an entrepreneur's journey to success. Different teams examined the success stories of entrepreneurs such as Mr. Ravi Shankar, AIM High Consulting; Mr. Jagadeesh Kumar, Neulite Products Pvt Ltd.; Mr. SaeedManju, Tindipotha; Mr. Bharath Shetty, YogealIndia; Mr. G. Srinivasa Babu (Digital Babu). The teams presented their case studies in an event on July 17, 2014. Dr. M.R. Suresh, Professor-Marketing, judged the case presentations.

### Big Future: the B-Plan Competition 2015

Swayam organized national level B-plan competition – Big Future, in which premier B-schools across India were participated in this event. It was a platform where the budding entrepreneurs got a chance to fulfill their dream plan into real. The competition was organized as a part of Naissance 2015. The event scheduled on January 29 & 30, 2015 were adjudged by the SDMMIMD alumni members - Mr. Ravi Shankar, CEO, Aim High Consultancy and Mr. Murali Mohan, Managing Partner of Gopika Perfumeries.





## SDM Research Center for Management Studies (SDM RCMS) in 2014-15

### Commencement of Doctoral Program

The Shri Dharmasthala Manjuntheshwara Research Center for Management Studies (SDM RCMS) has been recognized as Research Center by University of Mysore, Mysore for pursuing Ph.D. Studies in area Management Studies. The process has been initiated and applications have been invited from the eligible candidates for the Doctoral Program in Management.

### Research Publications



### Faculty Contribution for SDM RCMS Publications

# 14

*faculty members shared their intellectual experiences in 18 Cases published in 'Cases in Management – Volume III'*

# 10

*faculty members contributed the 12 research paper for 'Contemporary Research in Management – Volume III'*

# 20

*Internship Reports supervised by 15 faculty members are published as 'Excerpts of Summer Internship Reports 2014'*

As in the previous years, the institute brought out the following in-house publications:

***Contemporary Research in Management 2015 – Volume IV***

***Cases in Management – Volume III***

***Excerpts of Summer Internship Reports 2014***

### SDMIMD Journal of Management (SDMIMD JOM)

SDMIMD Journal of Management released its 10th issue (5 Volumes) during September 2014. In these 5 years, the journal has grown and created a knowledge repository of research articles in the area of management. The launch of online version of SDMIMD JOM as Open Access Journal at [www.sdmimdjournal.in](http://www.sdmimdjournal.in); inclusion for indexing in EBSCO, i-Scholar and JGate Database; having separate ISSN for Print and Online edition; articles from authors representing premier universities in abroad; are some of the key achievements of SDMIMD JOM made with this release of this decennial issue.

### Rubanomics



Prof. N.R. Govinda Sharma conducted an applied research on "Rubanomics" and a publication on this was brought out during this year

## Student Activities

### Khoj 2014

KHOJ 2014, the talent search event of SDMIMD, shouldered by Team Samprati was a glimpse into things in store for the upcoming festivals in the Institute. KHOJ 2014 kicked off with skits performed by the first year students on 3rd and 4th of July 2014. Another main attraction of KHOJ 2014 was the Cultural Events, which was a blend of dancing, singing, comedy and fashion show.



### Food Carnival 2014

The Annual Food Carnival at SDMIMD provides a platform to the Institute students, to bring out their cooking flair and marketing skills simultaneously. The Institute has students from over 20 states in the country and in a friendly competitive environment, students prepared special dishes in the Institute Mess. In the process, they worked on inventory management and marketing of their products. Also, entrepreneurial skills of the students come into focus as they need to take decisions regarding

the extent of investment and to analyze the risks and rewards involved. The event was held on September 27, 2014.



### Blood Donation Camp

"The blood you donate gives someone another chance at life". SDMMites are always seen coming forward with great enthusiasm to address social issues. Sunday, November 28, 2014, was one such day when many students donated their blood.





## Abhigyaan 2014 – Management Fest for Undergraduates

SDMIMD held the 2-Day Annual Management Fest for Undergraduate students – Abhigyaan 2014 on September 30 & October 1, 2014. SDMITes challenged the young minds with a series of events to assess their managerial aptitude.



## Release of Dimensions 2014 Issue



Dimensions – the SDMITes Online Magazine honoured the winners for the best article, case study and book review of 2014 issue. Mr. Virender Pal Bhasin won the prize for the best article, Mr. Dinesh M.R. was awarded for the best book review and Mr. Chinnappa N.C. won the award for the best case study.

## Corporate Chess Tournament - "CHESS BLASTER" 2014

"Chess Blaster" the corporate chess tournament was organized on Sunday, September 21, 2014. The annual tournament conducted by the Student Sports Committee of the institute attracted participants from Accenture, ITC, TCS, SPI, JK Tyres, Robert Bosch, IBM, AIG and other companies. This annual event was started a few years ago in memory of late Smt. D. Rathnamma, mother of the Chairman Dr. Veerendra

Heggade. Year after year the tournament has gained in stature and quality of participation.



## Young Minds Debated on 'Freedom of Speech and Expression'

On February 8, 2015, 'Y. Bhagavan Memorial Debate Competition' was organized by us in association with Rotary Mysore Mid Town. 'Young minds should be courageous and confident' was the message given to the debaters by Ms. Chaya Srivatsa, Life Coach at Infosys Mysore during her inaugural address.



## Vittaksh 2014

SDMites Finance Club - Finnacle successfully conducted Vittaksh-2014 – the Annual National Level Finance Fest during November 28 & 29, 2014. Vittaksh 2014 had 9 rounds which tested and teased the brains of young management students who took part in the event. 17 teams from reputed B-schools including TAPMI, SIBM-Bangalore, and Christ University participated in this National level event.

## Naissance 2015

Naissance, the Student managed flagship management fest of SDMIMD was held during January 29 to 31, 2015. Over 180 students representing B-Schools across India participated in the event. This year the theme 'Unscramble for Success' emphasized the need for synergy and distinctness among managers to enable them to make the right moves at the right time to scale greater pinnacles in this scrambled world.



## Amazing You... showcasing amazing SDMites

On January 30, 2015, SDMIMD witnessed the Amazing you exhibition. More than 350 visitors visited the photo exhibition. The visitors were highly impressed with the pictures of students with innovative themes.



## Cultural Events

### 68th Independence Day

SDMIMD celebrated the 68th Independence Day in its campus by hoisting the Tricolour on August 15, 2014. The flag was hoisted by Dr. Neetu Ganapathy, Faculty –Systems, SDMIMD. Faculty, staff and students were present. This was followed by a chorus of the National Anthem and an address by few of the faculty members and the students.



### Onam

It is normally said that it rains on auspicious occasions. And so it did, when King Mahabali visited SDMIMD to bless the SDMITes. Onam is a festival celebrated by Keralites to welcome the arrival of their beloved King Mahabali, during whose reign Kerala prospered. The celebration displayed pomp and grandeur and brought smiles to the onlookers.

### 58th Karnataka Rajyotsava

On November 21, 2014 SDMIMD was transformed into a festival mood on the occasion of Rajyotsava celebrations. Students from 28 states of India happily participated in the festivities of the 58th Anniversary of Karnataka State Formation





## Kalanubhav 2014



Kalanubhav, the student cultural wing of SDMIMD had organized a Carnatic vocal concert on January 19, 2015 at SDMIMD Auditorium. Ranjani and Gayathri known as Ra-Ga Sisters, kept the audience bound to their music from start to finish. The entire Carnatic musical program was filled with melody and was greatly appreciated by the large audience.

## Dasara Celebration

The Mysore Dasara is a major event in Mysore calendar. In keeping with the Mysuru Tradition, SDMIMD celebrated this festival in style. As part of this, SDMMites organized Saraswati Pooja. The faculty, staff and students participated in Aarti which was followed by Durga Puja celebration. After the Durga Puja, it was a perfect occasion for the Bengalis to treat the whole college to a Bengali style feast.



## 66th Republic Day



SDMIMD commemorated 66 years of Indian Republic day with the usual enthusiasm and zeal. Dr. M.R. Suresh, Professor –Marketing, presided over the the function. The function began with the hoisting of the flag by the chief guest followed by the singing of the national anthem. Prof. M R Suresh and Prof. N.R. Govinda Sharma, Professor – Business Ethics and Strategy spoke on the occasion and gave away the certificates to the winners of various sports events organized recently. Several students shared their thoughts on the country.

## Sankranti & Lohri

Students at SDMIMD celebrated both Lohri and Makar Sankranti. On January 13th SDMMites had an opportunity to taste special Punjabi cuisines and the typical South Indian menu was served on January 14th. As a part of the celebrations, students performed dandiya during the occasion.

## Student Achievements

### Runner-up at IET's PATW competition



Mr. Hitesh Subramanyam of PGDM 2014-16 was the runner-up at IET's PATW competition held at Bangalore on Friday, May 17, 2014. The topic "The Next Industrial Revolution using 3D Advanced Manufacturing" presented by Mr. Hitesh has made him secure the runner-up position giving tough competition on technical and presentation capabilities to the

young engineers, professionals and innovators. The competition 'Present Around the World (PATW)' was organized by IET (The Institution of Engineering and Technology, UK) was aimed at bringing young engineers and their ideas together to build a better world through engineering and technology.

### SDMites win HRM & Marketing Events @ CMS Festival



SDMites won the FIRST PLACE in HRM and Marketing events of 'CMS Festival' of JSS CMS. CMS Festival - the National Management Fest of JSS Center for Management Studies was held on November 14 & 15, 2014. Aditi Bhattacharya & Sudipta Pan of PGDM 2014-16, emerged as winners of the Human Resource Event "Prudentia". Sushobhan Saha & Virender Pal Bhasin won the first position in the Marketing Event.

### Mr. Navaneeth stands 2nd in DigIT @ IIMK

Mr. Navaneeth V.N. of PGDM 2014-16 batch has secured 2nd Place in the IIMK's National level flagship event DigIT organized as part of annual management fest Backwaters 2014 held on November 2, 2014. The event comprised of two rounds in which first one was a live case study on 'Sun Bazar' and the second round was the case presentation at IIMK before expert panel having CEO of Sun Bazar as one of the member. Mr. Navaneeth secured the 2nd position challenging the participants from IIMA, IIMB, NMIMS and other B-Schools.





## SDMites emerge as Winners in CURA 2014 Fest

Mr. Gaurav Kar and Mr. Mohit Behal of PGDM 13-15 have won First Position in Ad Design and Management Extempore events respectively. The events were organized as a part of CURA 2014 – the all India annual management fest of Future Institute of Engineering and Management, Kolkata. They won the Management Quiz organized as a part of CURA 2014.



## Kushal Swain wins Logo Design Competition

Mr. Kushal Swain of PGDM 2013-15 has won the logo design competition organized by IMI Delhi. The entries received

across India by Center for Women Leadership (CWL), IMI, Delhi, were judged for the conceptualization and design presenting the aim of CWL. The work submitted by Mr. Kushal Swain has won the Certificate of Appreciation and a cash prize.



## Paper Presented at National Conference



Srinidhi K. presented a paper "Growth of Kannada Cinemas using ICT" at the National Conference on New Age Communication and Media seminar held on 2nd February 2015 at the Centre of Management Studies, Jain University, Bengaluru.

## SDMites become Certified Qimpro Champions

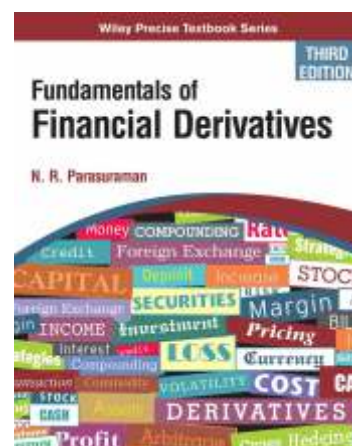
Mr. Prateek Jain & Mr. Vishal Vaswani of Batch 2014-16 won the Qimpro Champions League Competition and successfully completed five Challenges to earn the title of "Certified Qimpro Champions". The Qimpro champion's league is an initiative that focuses on seeding Quality and Innovation concepts and practices in budding college students.



## Faculty Achievements

### Release of 3rd Edition of Financial Derivatives

With the overwhelming response from students, academics and practitioners alike for the earlier editions, the 3rd Edition of the “Fundamentals of Financial Derivatives” authored by Dr. N.R. Parasuraman, Director & Professor-Finance, SDMIMD, Mysore, has been released.



### Special address at Thailand International Conference



Dr. R. Jagadeesh, Professor - Operations Management and Quantitative Techniques, was invited as a keynote speaker at the International Conference on Global Business, Economics, Finance and Social Sciences held during February 20-22, 2015 at Bangkok, Thailand. Dr. R. Jagadeesh delivered keynote on the topic “Operations strategies for global competitiveness” in which he described the evolution of operations strategies and illustrated how they have undergone changes in view of the changes in business environment.

### Best Paper Award at International Conference

The research paper entitled “Are smaller private sector commercial banks in India a likely target for takeover in India? An Investigation” presented at the International Conference on Global Business, Economics, Finance and Social Sciences held during July 11-13, 2014 at Chennai, has won the Best Paper Award. The paper was authored by Dr. N.R. Parasuraman, Director & Professor – Finance and Dr. Ullas Rao, Associate Professor – Finance.



### Invited Talk at Mumbai and Chennai International Conference

Dr. N.R. Parasuraman, Director & Professor – Finance received felicitations and delivered invited talk on 'Strategic Issues in Leadership' during the inaugural session of the 3rd International Conference on Global Business, Economics, Finance and Social Sciences on the theme 'Reviving Economic Growth!' held at Mumbai during December 19 to 21, 2014.

Dr. N.R. Parasuraman delivered invited talk on “Leadership Issues” at the International Conference on Global Business, Economics, Finance and Social Sciences jointly held by SDMIMD and J A Alpha on 11-13 July 2014 at Chennai.

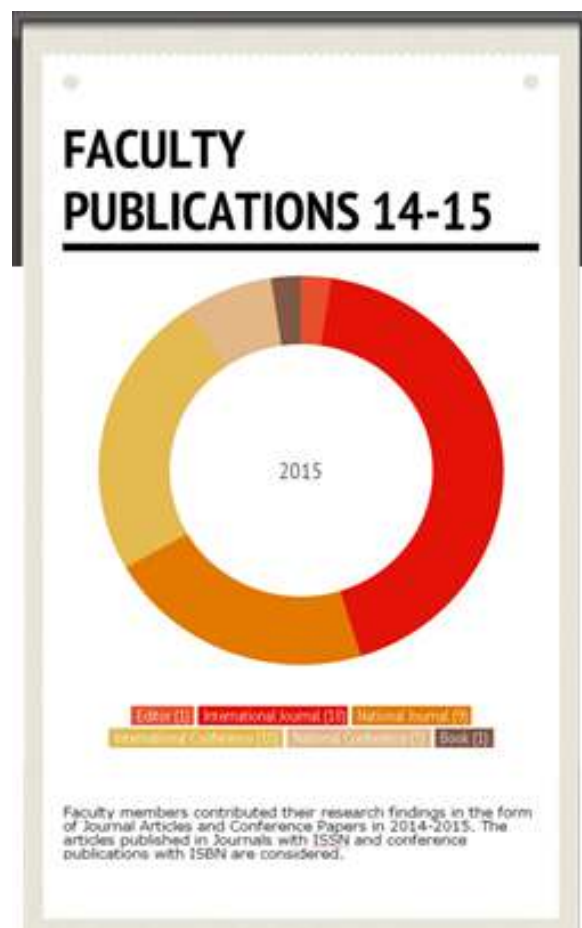
## Invited for International HR Meet 2014

Dr. Mousumi Sengupta and Dr. Nilanjan Sengupta were invited as speakers in the HR Meet 2014 in Kathmandu, Nepal. As a Key Note Speaker, Dr. Mousumi delivered a lecture on 'Emerging Trends in HRM'. Dr. Nilanjan addressed the gathering on the topic "Strategic Dimensions of HRM". The Meet was held on 21 March, 2014 with participation from more than 200 human resource



professionals from financial institutions, non-government organisations, international non-government organisations, government organisations and corporate houses. Dr. Nilanjan and Dr. Mousumi also took part in the Panel discussion on 'Workforce Diversity' during the event.

## Faculty Publications



This research output by the faculty compares favorably with other major B-Schools in the country.

### Publication Type Numbers

External	
Book	01
International Journal	18
National Journal	09
International Conference	10
National Conference	05

### SDM RCMS Publications

(In-house)	
Books	03
Research Articles	11
Case Studies	



## Outreach Activities

### Donation of stationery

SDMIMD, in continuing its tradition of supporting needy schools in general and their libraries in particular, donated books to Sunanda School, Yadavagiri, Mysore; Odanadi Samsthe Library, Mysore; and, Bapuji Children Home, Gokulam, Mysore during April 2014.



### SDMites donate much-needed school stationery to Centurial School



SDMites distributed notebooks and stationery to more than a 150 students on Monday, June 23, 2014. The beneficiaries of this institute's CSR program included poor students enrolled in lower primary and middle schools in centurial old Government Higher Primary School at Jockey Quarters Body Guard Lane.

### Tent Library @ Dasara 2014

SDMIMD supported the Tent School and Tent Library operated by District Administration for the children of Kavadies and Mahouts who accompany the elephants of Mysore Dasara. SDMIMD donated stationery and drawing books. An orientation lecture about use of books and reading habits was delivered.



## Awards and Appreciation

### Special Appreciation to SDMIMD Garden at Dasara 2014

The colorful garden at SDMIMD has won the special appreciation in Dasara Flower Show Competition 2014 organized by Department of Horticulture, Mysore in association with Mysore City Corporation (MCC) and District Horticulturists Association. The garden has bagged 5 First Place under Decorative Plants Garden category and won the Overall Trophy for its best performance. Over the years, the SDMIMD garden has come



in for great appreciation from the visitors to the campus and this is the tenth successive year that the garden has been given a special award during Dasara.

## Guest on Campus

- 3<sup>rd</sup> International Finance Conference on Emerging Trends on Finance & Accounting (IFC 2014)
- 3<sup>rd</sup> International HR Conference on Managing Human Resources at the Workplace (IHR 2014)
- National Conference on Strategies, Innovations and Paradigm Shifts in Logistics and Supply Chain Management (LSCM 2014)
- National Conference on Corporate Social Responsibility (NCSR 2014)
- One-day Seminar on Cost Management & Business Sustainability (SCB 2014)
- Convergence 3i - the Industry Institute Interface (C-3i)
- Big Future: the B-Plan Competition 2015 (BigF 2015)
- Invited Talk (IT)
- Guest Lecture (GL)

## Speakers from Abroad



**Mr. Brock Fox**, Vice Consul  
US Consulate General, Chennai.  
**US Business Visa**  
March 5, 2015 (GL)



**Dr. Julian Gaspar**,  
Professor, Mays Business School,  
Texas A & M University, USA  
**Invited talk during the  
International Symposium**  
January 12, 2015 (IT)



**Mr. Robert Grobbauer**  
Vice Chairman AT&S  
**Keynote address during  
International Symposium**  
January 12, 2015 (IT)



**Prof. Gita Gopinath**  
Professor in Economics  
Harvard University  
**"Economic Outlook for  
India"**  
December 20, 2014 (ALS2014)



**Prof. Joy  
Mukhopadhyay**  
Academic Supervisor Warwick  
University, UK  
**Importance of logistics  
in today's situation**  
September 25, 2014 (LSCM  
2014)



**Dr. Elango Rengasamy**  
Faculty of Business, The British  
University In Dubai (BUiD) UAE  
**Lessons from the Global  
Financial Crisis**  
August 23, 2014 (IFC 2014)



**Dr. S. Nakkiran**  
Professor of Cooperatives Management  
Ambo University, Ethiopia  
**Financial Inclusion & role of  
Cooperative Management**  
August 23, 2014 (IFC 2014)



**Dr. Ashta Arvind**  
Professor of Finance, Control & Law  
Burgundy School of Business, France  
**Hinduism & Microfinance**  
August 23, 2014 (IFC 2014)



**Mr. William  
Woudenberg**  
Founder & CEO, Brand Dialogue  
Amsterdam, Netherlands  
**Branding for  
Financial Institutions**  
August 23, 2014 (IFC 2014)



**Dr. Kuldeep Kumar**  
Professor of Economics, Faculty of  
Business Bond University, Australia.  
**Fraud, Corruption, and  
Bribery: How to detect and  
prevent?**  
August 23, 2014 (IFC 2014)



**Dr. T. Kanti Srikantaiah**  
Professor, University of Maryland  
**Managing knowledge in  
project environment**  
August 04, 2014 (GL)



**Prof. Susanne M. Bruyère**  
ILR School Associate Dean of Outreach,  
Director of Employment and Disability  
Institute, Cornell University, New York  
**Why it is a good business to  
hire people with disabilities?**  
July 22, 2014 (GL)



## Speakers from the Corporate World



**Dr. Rajesh Khajuria**  
Management Consultant  
& Mentor ACBSP  
**Seminar on ACBSP**  
March 11, 2015 (SSF 2015)



**Dr. N. Muthukumar**  
Chairman, CII Mysore  
**Post Budget Analysis '15**  
March 04, 2015 (BC 2015)



**Mr. Shailendra Sukhlecha**  
Senior Manager  
Indirect Tax service, PwC Pvt. Ltd.  
**Post Budget Analysis '15**  
March 04, 2015 (BC 2015)



**Mr. Madhukar Dhakappa**  
Associate Director  
Tax & Regulatory Services, PwC Pvt. Ltd.  
**Post Budget Analysis '15**  
March 04, 2015 (BC 2015)



**Ms. Chaya Srivatsa**  
Life Coach at Infosys Mysore  
**Keynote Address**  
(Prof. Y. Bhagawan Memorial Debate  
Competition)  
February 8, 2015



**Mr. Sundar**  
Associate Vice President, Education &  
Research, Global Education Centre,  
Infosys, Mysore  
**Ethical practices in IT**  
February 7, 2015 (GL)



**Mr. Venkatesh Valluri**  
Chairman & President,  
Ingersoll Rand India  
**Building Organizations Fit  
for the Future**  
December 20, 2014 (GL)



**Dr. Viswanath Palled**  
Chief-CSR, JSW Foundation  
**Managing Human Resources  
at the Workplace**  
December 6, 2014 (IT)



**Mr. Swaminathan S.**  
CEO, Adrenalin E-Systems Ltd.  
**Keynote Address**  
December 5, 2014 (IHR 2014)



**Mr. Praveen Kamath**  
GM & Global Head of Talent  
Acquisition, Wipro BPO  
**Invited Speaker**  
December 5, 2014 (IHR 2014)



**Mr. Babu Vittal**  
Head HRBP, Flipkart.Com  
**Invited Speaker**  
December 5, 2014 (IHR 2014)



**Mr. Rajendra C.M.**  
Managing Director, APAC & EMEA at  
Talisma Corporation Pvt. Ltd  
**Story of Talisma &  
Leadership trades**  
November 28, 2014 (GL)



**Ms. Saroj Sridhar**  
Feedback Business Consultin, Talisma  
Corporation Pvt Ltd  
**Market Research for  
Marketing Strategy**  
November 27, 2014 (GL)



**Mr. Venkatesh S. Rao**  
Business Consultant, Mysore  
**ERP Journey at the  
Multinational**  
November 15, 2014 (GL)



**Mr. J P Haran**  
Managing Director, Tata Consulting  
Engineering Limited, Mumbai  
**Keynote Address**  
November 13, 2014 (NCSR 2014)



**Ms. Shachi Irde**  
Catalyst India ERC  
**Invited Speaker**  
November 14, 2014 (NCSR 2014)



**Dr. Madhumita Chatterji**  
Director, IFIM Business School  
**Invited Speaker**  
November 14, 2014 (NCSR2014)



**Ms. Priti Parekh**  
Senior Managing Director, Copal Amba  
**Invited Speaker**  
November 14, 2014 (NCSR 2014)



**Dr. B R Pai**  
Chairman Vijaya Foundation  
**Invited Speaker**  
November 14, 2014 (NCSR 2014)



**Mr. Sundharesan**  
Consultant Company Secretary  
**Invited Speaker**  
November 14, 2014 (NCSR 2014)



**Mr. Joseph Sunil**  
Tata Consultancy Service, Bangalore  
**Invited Speaker**  
November 13, 2014(NCSR2014)



**Dr. L. Manjunath**, Executive  
Director, SKRDP Dharmasthala  
**Invited Speaker**  
November 13, 2014(NCSR2014)



**Mr. E S Chakravarthy**  
Tata Consultancy Services, Bangalore  
**Invited Speaker**  
November 13, 2014(NCSR2014)



**CMA A. N. Raman**  
Former President — SAFA  
**Keynote Address**  
November 8, 2014 (SCB 2014)



**Mr. Vishwaprasad Alva**  
Managing Director,  
Skanray, Mysore  
**Invited Speaker**  
November 8, 2014 (SCB 2014)



**CMA A.R. Krishnamurthy**  
Retd. General Manager, BEL,  
Bangalore  
**Invited Speaker**  
November 8, 2014



**Mr. Satinath Sarangi**  
Founder and Managing Trustee,  
Sambhavna Trust, Bhopal  
**Agony of progeny: when  
India failed Bhopal**  
October 14, 2014 (GL)



**Mr. Pramod Grama**  
Founder & Executive Vice President,  
SPAN System  
**Success Story of SPAN**  
October 11, 2014 (GL)



**Dr. Anil K. Ramshesh**  
Honeywell Fellow at Honeywell  
Technology Solutions Lab, India  
**Product Development**  
October 11, 2014 (GL)



**Mr. Arun Nayar**  
Director HR at Safran Engineering Ltd.  
**Need of Soft-skills and  
Problem Solving Ability**  
October 7, 2014 (GL)



**Mr. Krish anesan**  
Vice-President, Global Talent  
Acquisition, TCS  
**Inaugural Address**  
October 7, 2014 (C-3i)



**Mr. Dinesh Pillai**  
CEO, Mahindra Special Services Group  
(Mahindra SSG)  
**Keynote Address**  
September 26, 2014 (LSCM 2014)



**Mr. Mukunda Rao**  
Deputy Chief Materials Manager  
South Western Railway, Mysore Divi  
**Valedictory Address**  
September 26, 2014 (LSCM 2014)



**Mr. Sukumar Rangachari**  
Director Pointcross.com Pvt. Ltd.  
**Structuring & developing a  
management team for a  
start-up and the way of  
fundraising**  
September 20, 2014 (GL)



**Mr. R. Venkatanarayanan**  
President - HR, IT & Education  
Rane Group, India  
**Leadership Issues for  
Corporate Finance (Invited)**  
August 22, 2014 (IFC 2014)



**Ms. Monisha Parikh**  
Partner – Deloitte Haskins & Sells  
**Salient features of New  
Companies Act 2013  
(Invited)**  
August 22, 2014 (IFC 2014)



**Mr. Sivakumar**,  
Group-Head, Agri & IT Businesses, ITC  
Group  
**Foundation Day Lecture**  
July 25, 2014



**Mr. Praveen Kamath**  
General Manager & Global Head-  
Talent Transformation, Wipro BPO  
**Crystallize your thoughts**  
June 21, 2014 (GL)



**Ms. Sujata Rajpal**  
Head- Corporate Communications & PR,  
SPL, Mysore  
**Technology advancement in  
communication technology**  
June 20, 2014 (GL)



**Ms. Preethy Unnikrishnan**  
Head – Campus Recruitment, TCS,  
Chennai  
**Developing Multi-  
disciplinary Approach**  
June 19, 2014 (GL)



**Mr. R.C. Jagadesh**  
Chairman, CII Mysore & Director –  
Operations & Technology  
**To be Global Citizen  
and to have Global Vision**  
June 19, 2014 (GL)



**Mr. K. Sriram**  
Enclaves Infrastructure, Mysore  
**Challenges in  
Corporate World**  
June 18, 2014 (GL)



**Mr. Ramasubramanian V**  
DGM-HR, Rane Holdings, Chennai  
**HR Transformation: the  
Challenge Continues**  
June 18, 2014 (GL)



**Mr. K.B. Ganapathy**  
Editor-in-Chief, Star of Mysore  
**Leadership, work culture,  
and lifelong learning**  
June 17, 2014 (GL)

## Speakers from Indian Academic World



**Ms. Swarna Gowri,**  
Consultant in Psychological Development  
**Impact of Yoga on  
emotional intelligence**  
February 8, 2015 (GL)



**Dr. Prasanna Chandra**  
Professor (Retd.), IIM-B & Director,  
Center for Financial Management  
**Special Seminar**  
January 7, 2015 (SSF 2015)



**Dr. K.R.S. Murthy**  
Former Director, Indian Institute of  
Management (IIM) Bangalore  
**Special Seminar**  
January 7, 2015 (SSF 2015)



**Dr. R. Balasubramaniam**  
Founder  
Swami Vivekananda Youth Movement  
**Vivekananda – The leader**  
December 8, 2014 (GL)



**Dr. M. Selvam**  
Professor & Director – Research, Alagappa  
University, Tamil Nadu  
**Issues in Managerial  
Communication**  
July 28, 2014 (GL)



**Mr. Bhat Marakini**  
Former Professor, SDMIMD  
**Quantitative Techniques  
for Decision Making**  
June 20, 2014 (GL)



**Dr. R. Indira**  
Former Professor, UOM  
**Problems of women &  
challenges in primary  
education**  
June 19, 2014 (GL)



**Mr. N. Ramanuja**  
Chairman, BVB, Karnataka  
**Learning Management  
through Experience**  
June 17, 2014 (GL)

## Alumnus on Campus



**Mr. N. Ravi Shankar**  
CEO, Aim High Consulting  
**Invited Speaker**  
January 29, 2015 (BigF 2015)



**Mr. Murali Mohan,**  
Managing Partner, Gopika Perfumeries  
**Invited Speaker**  
January 29, 2015 (BigF 2015)



**Mr. Harinath G,**  
Alumnus of SDMIMD  
**Different ways of funding  
start up projects**  
January 9, 2015 (GL)



**Mr. Vijay Kumar A.S.**  
Principle Asst., ING Financial Services  
**Preparation & presentation  
of Business Plan (B-Plan)**  
November 16, 2014 (GL)



**Mr. N. Chandan**  
Sr. Manager – Business Planning Harita Fehrer Ltd., Hosura  
**Business Planning in Harita**  
June 20, 2014 (GL)



**Mr. N. Ravi Shankar**  
CEO, Aim High Consulting  
**To chase success not money**  
June 17, 2014 (GL)







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