

The Year in Review 2017-18



Accredited at Global Level



Shri Dharmasthala Manjunatheshwara
Institute for Management Development



SDMIMD Family - Honouring a Commitment



Chairman's Message

"All the group Institutions of Dharmasthala are committed to imparting quality education well blended with values. SDMIMD has been taking special efforts to fine-tune teaching styles in order to make the learning a world class and on-going experience. We firmly believe that ethical practices and universal values are the starting point for business excellence. Accordingly we have fashioned the institute to set a benchmark in managerial education. The two international accreditations that were accorded to us last year, are a testimony to the rigour, contemporary relevance, and pedagogical innovativeness that prevails in SDMIMD."

Dr. D. Veerendra Heggade

Dharmadhikari, Sri Kshethra Dharmasthala
Chairman, SDMIMD, Mysuru



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"SDMIMD plans to consolidate the gains of accreditation in the following ways:

1. The value-based strategic thrust as envisaged in the Vision and Mission statements of the Institute, are sought to be built upon.
2. The outcome management and rubrics in the flagship program are sought to be revised and refined to keep in line with changing needs.
3. While the extent and quality of research has already come in for appreciation, we are taking steps to have more corporate-based research to take care of decision-making capabilities
4. The thrust on improved corporatisation will continue, with more programs and online offerings"

Dr. N.R. Parasuraman
Director, SDMIMD

Governing Council & Advisory Board

Governing Council

Dr. D. Veerendra Heggade
Chairman, SDMIMD, Mysuru

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

Prof. S. Prabhakar
Secretary
SDM Educational Trust, Ujire

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

Shri. Bhaskar Bhat
Managing Director
Titan Industries Limited, Bangalore

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

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

Dr. Prasanna Chandra
Professor (Retd.), IIMB
Director, Center for Financial Management (CFM),
Bangalore

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

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

Prof. Pradeep A. Rau
Chairman & Professor of Marketing and International
Business
George Washington University, Washington, D.C., USA

Dr. N. R. Parasuraman
Director
SDMIMD, Mysore

Advisory Board

Shri. D. Surendra Kumar
Vice President
SDM Educational Trust, Ujire

Prof. S. Prabhakar
Secretary
SDM Educational Trust, Ujire

Shri. Sid Mookerji
CEO / Founder
Silver Spirit Investments LLC

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

Shri. K.R. Viju Parameshwar
President & CEO
Klubor 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)

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

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

Dr. R. Indira Ramarao
Rtd. Professor of Sociology & Former Director
International Center, University of Mysore

Dr. N.R. Parasuraman
Director
SDMIMD, Mysuru

Dr. H. Gayathri
Deputy Director
SDMIMD, Mysuru

Dr. R. Jagadeesh
Dean-Academics
SDMIMD, Mysuru

Faculty

Dr. N.R. Parasuraman
B.Com, LLB, FCS, FCMA, Ph.D
Director & Professor - Finance

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

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

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

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

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

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

Dr. R Sugant
MBA, Ph.D
Associate Professor - Marketing

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

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

Mohamed Minhaj
MCA, M.Phil
Associate Professor - Systems

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

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

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

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

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

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

Kannadas S
MBA, M.Phil
Assistant Professor-Finance

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

Visiting Faculty

Prof. Ravi Sankar
Consultant, Chennai

Prof. Rajesh Madhavan
Consultant, Bangalore

Prof. N. Ravi Shankar
CEO, Aim High Consulting Ltd, Bangalore

Prof. R. Kasthuri Rangan
Consultant, Chennai

Dr. S. Nataraju
Associate Professor & Chairman
PG Dept. of Law, JSS Law College

Prof. P. Shivananda Bharathi
Associate Professor, JSS Law College, Mysuru

Prof. Jagadish A.T
Lecturer, JSS Law College, Mysuru

Dr. Prasanna Chandra
Former Director, IFCI Limited, Bangalore

Dr. R. Balasubramaniam
Founder & Chairman of the Swami Vivekananda
Youth Movement (SVYM), Mysuru

Dr. P. Janaki Ramudu
Dean - Academics, Alliance University, Bangalore

Prof. Sudhir Sosale
Director, National Institute of Engineering, Mysuru

Prof. Mohan Krishna B.G.
Consultant, Bangalore

Dr. K.K. Ramesh
Associate Professor - IIMK

Prof. Radhakrishnan S
Telfer School of Management, University of Ottawa

With international accreditation received for the flagship PGDM program from both ACBSP and EFMD, we have become a leading non-IIM institute in the country with two such recognitions and the first and only one in India to get EPAS.



10th International Accreditation Conference

Dr. N.R. Parasuraman, Director-SDMIMD, addressed the delegates in 10th International Accreditation Conference, organized by the Standards for Educational Advancement & Accreditation (SEAA) Trust, New Delhi on November 6, 2017.



Chairman Dr. Heggade receives SDMIMD's ACBSP Accreditation Certificate

Honorable Chairman of SDMIMD Dr. D. Veerendra Heggade received the Accreditation Certificate from Dr. Steve Parscale, Chief Accreditation Officer and Dr. Ray Eldridge, Chairman of Board of Commissioners, ACBSP, on June 26, 2017 at Anaheim, US. Dr. N.R. Parasuraman, Director of the institute joined Dr. Heggade for the award ceremony.



EFMD Awards EPAS Accreditation to SDMIMD's PGDM

At a special event during the EFMD Annual Conference of 2017 held at Berlin, SDMIMD was awarded the EPAS accreditation. The formal certificate was handed over by the Director General and CEO of EFMD to Shri. D. Surendra Kumar, Vice President of SDMIMD and Dr. N.R. Parasuraman, Director of SDMIMD.



Visit of Mr. Jeffrey Alderman, President, ACBSP

Mr Jeffrey Alderman, President and CEO, Accreditation Council for Business Schools & Programs (ACBSP), USA, visited the Institute on August 31, 2017.

National Board of Accreditation (NBA) has renewed its accreditation to SDMIMD's flagship program of SDMIMD Post Graduate Diploma in Management (PGDM). This is valid till June, 2019.

B-School Rankings



Several Magazines have consistently ranked SDMIMD as one among the Top B-Schools in India.

The performance in academic excellence, placement, faculty strength, international orientation, research and publication and exposure to beyond class room learning have enabled SDMIMD to secure its position among the Top B-Schools in the country

- Business Today identified SDMIMD among the Top B-Schools of 'Future Orientation'
- Business World ranked SDMIMD 30th among Top 141 Private B Schools
- CSR has ranked SDMIMD in 9th in top B-Schools of Super Excellence
- Career 360 ranked SDMIMD 35th among top Private B Schools
- The Week listed SDMIMD among the top private B-School in South Zone.
- Mint-Business line ranked 41st among top B-Schools

Batch Profile 2017-19

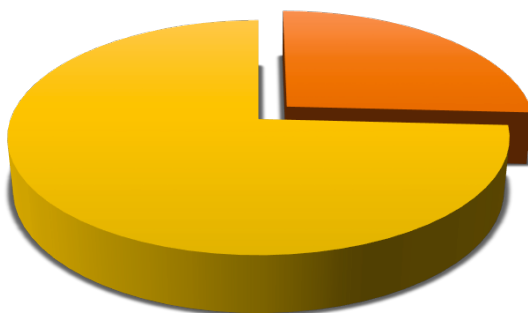


75%

Male

25%

Female



74%

Freshers

26%

Work-Experience



57%

Non-Engineers

43%

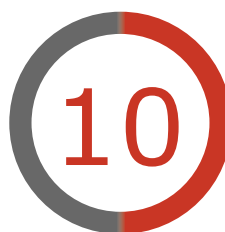
Engineers

Education Break-Up

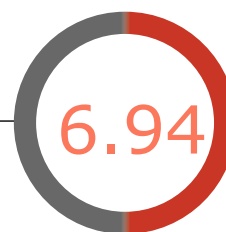
BE/BTech	-	44 %
B.Com	-	37 %
B.Sc.	-	05 %
BBA/BBM	-	12 %
BA	-	1 %
BCA	-	1 %

Placement Report (2016-18 Batch)

The placements process for the year was completed in February 2018, with increase in spread of companies and average salary.



Highest Salary
(in INR lakhs)



Average Salary
(in INR lakhs)

Sector Break-up

No. of Companies	Sector	% Recruited
2	Analytics	4
12	BFSI	37
3	Consulting	5
5	FMCG	5
4	IB & Equity Research	9
6	IT	28
3	Manufacturing	5
8	Others	7

Top Companies Sectorwise

Analytics & Consulting	Ducker Worldwide, Feedback Consulting and Bridge i2i
BFSI	Ujjivan SF Bank, Suryoday SF Bank, Bharat Financial Inclusion, Samastha Microfinance, HDFC Ltd., Mahindra Finance
FMCG	Marico , L'Oreal, Berger,
IB & Equity Research	Morgan Stanley, Moody's Analytics, Northern Trust, State Street
IT	TCS, Infosys, Oracle and SLK Software
Manufacturing	TTK Prestige, Sundaram Clayton

Academic Programs - PGDM



Orientation Program for PGDM 2017-19 Batch

As in the past, an Orientation Week for the students of the incoming batch of PGDM 2017-19 was held in June 2017. Twelve lectures were organized throughout the week. The lecture series from prominent speakers brought in to focus industry expertise and experience for the students to assimilate and take advantage of.



GRGC Program

SDMites participated in the Green Revolution Global Certification Program which is an initiative of International Center for Culture and Education (ICCE) under United Nations Framework Convention on Climate Change (UNFCCC). Seventeen students were involved in a certification course.



Doctoral Program

The Doctoral Program (Ph.D.) of SDMIMD conducted by SDM Research Center for Management Studies (SDM RCMS) is recognized by University of Mysore. 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.

NCCMP Certification Program

The MoU (Memorandum of Understanding) with NSE Academy Limited, Chennai to offer NCCMP (NSE Certified Capital Markets Professional) to the PGDM students was renewed. The certification program is jointly offered by SDMIMD and NSE Academy Limited, a subsidiary of NSE Limited.



Business Landscape Course - 2016-18 Batch

Business Landscape, a knowledge expansion exercise was conducted by our faculty for the students entering the Second Year after their corporate internship. The week long program from June 5-9, 2017, included topics on effects of international relations on trade and business, the US H1-B visa issue, possible causes of future job losses, futuristic skill and knowledge requirements and student panel discussions on skilling oneself for the future and future areas for entrepreneurship.



Blended Learning BLCPM with TCS iON

SDMIMD has launched a set of highly relevant management courses as Blended Learning Certificate Program in Management (BLCPM). This involves online learning on the TCS iON platform as well as Pre and Post Workshops to be held at the Institute. The formal launch of the Blended Learning Certificate Program in Management (BLCPM) designed by SDMIMD in association with TCS iON, was carried out at the TCS Banyan Park complex in Mumbai on November 7, 2017.

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.

Visit to Shri Kshetra Dharmasthala by SDMIMD Students



As in the previous years, the new batch of first-year students were taken to Dharmasthala on an awareness tour. Chairman Dr. D Veerendra Heggade interacted with the students.

Commencement of Sports Management Course

On July 5, 2017, a special function was held to mark the launch of the 11 Month Post Graduate Diploma in Sports management. The course is run by Center for Sports & Management Studies (CS&MS) with SDMIMD as the academic partners. Prof. Sheshanna, Former Professor, Department of Physical Education, University of Mysore, Mysuru, delivered a special address on the occasion.



International Tie-ups

International Tie-up arrangements



Texas A & M University, USA



Shanghai University, China



University of Bordeaux, France



University of Pau, France



University of Montevideo, Uruguay



Abu Dhabi University



Zhejiang University, China



Heilbronn University, Germany,



Universidad Ean, Colombia, Suramerica



British University in Dubai



Business Analytics Institute, France

Exchange Program for SDMIMD students

Students going to Mays School of Business, Texas A&M University, USA.



Mayur G. Raj



Riju Mittal



Yogitha Bhat



Chandana R. S

Students attending University of Bordeaux, France



Kaveramma K.U



Vivek Aradhya S.U.



Swathi Prasad



Varsha Bheemaiah

Students on debut exchange program at Heilbronn University, Germany



Ramkrishna Patil



Samiksha Patel



Monisha K M

Students attending one-term Program at University of Pau, France



Anisha Ronita Raj



Navaneeth Ballal N



Nayantara Dorothy Dsouza



Nitin E

Our Faculty on overseas teaching assignments under International Tie-up



Prof. SN Prasad

Prof. S.N. Prasad, Professor - Strategy and General Management, held a session on 'India's group behaviour and team working' at British University in Dubai (BUiD)



Prof. S. Jayakrishnan

Prof. S. Jayakrishnan, was invited by British University in Dubai (BUiD) to deliver the sessions on Consumer Learning, Persuasion and Marketing strategy, Planning and Business Models to MBA Students.

Students and Faculty from foreign universities

Texas A&M University students visit SDMIMD



20 Students visited SDMIMD under Student Exchange Program from Mays Business School of Texas A&M University, USA

Faculty from Foreign Universities



Prof. Lee Schlenkar
Professor, University of Pau



Prof. Julian Gasper
Texas A & M University, USA



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



Prof. Folle Carlos
Professor at
IEEM, Univesity
of Montevideo



Dr. Evelyn Gross
Professor, Burgundy
School of Business,
France



Ms. Valeria Fracocchi
Profesor, Escuela de
Negocios, University
of Montevideo



Prof. Radhakrishnan S
Telfer School of
Management
University of Ottawa



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



Dr. Elango Rengasamy
Associate Professor of
Finance & Head,
Head of Management
Studies Department
Middle-East College
Muscat, Oman



Prof. Pradeep A. Rau
Chairman & Professor
of Marketing and
International Business
George Washington
University,



Dr. Stefan Wilms
Dean of Faculty of
Economics and
Transport,
Heilbronn Univerisity,
Germany

Conferences at SDMIMD

6th Edition of International Finance Conference

6th International Conference on Emerging Trends in Finance, Accounting and Banking was held during August 18-19, 2017. Mr. Viju Parameshwar, Former President & CEO, Kluber Lubrication India Private Ltd., delivered the keynote address on the topic "Role of CFO in a Manufacturing Company".



International Conference on Marketing

2-Day International Conference on Marketing was organized on October 26-27, 2017. Shri B.C. Rao, Managing Director, Kennametal India Ltd, Bangalore, delivered the keynote address.

3rd International Economics Conference

Two-day International Conference on "Economic Growth and Sustainable Development: Emerging Trends" was organized on November 10-11, 2017 at SDMIMD campus. Sri. S. Chandrasekhar, Managing Director, Bhoruka Power Corporation Limited inaugurated the conference.



ACBSP Region 10 Conference

SDMIMD had the privilege of hosting the Region 10 annual conference of ACBSP on November 15th & 16th 2017. Mr. Jeffrey Alderman, President / CEO, ACBSP, USA. Dr. Steve Parscale, Chief Accreditation Officer, ACBSP, USA graced the occasion with their presence. Dr. Rajesh Khajuria Chair of Region 10, Dr. R. Nandagopal and Prof. Pramod Thevannoor, senior functionaries of Region 10 were present.



6th International HR Conference

6th International Conference on "Managing Human Resources at the workplace" was held on December 8 & 9, 2017. Dr. Ashly Pinnington, Dean-Research, British University in Dubai delivered the keynote address for the conference.

Conferences abroad with Global Business Research

Italy Conference

The International Conference on Management & Behavioural Sciences (IC17Italy Conference), was organized at Rome, Italy, July 1-3, 2017 jointly by SDMIMD, Mysore and Global Business Research. The theme of the conference 'Getting the Right People on the Job' attracted academic and corporate nominations across the globe. Dr. Nilanjan Sengupta represented SDMIMD in the Conference.



Singapore Conference

Thirteenth Asia-Pacific Conference on Global Business, Economics, Finance and Banking was organized by Global Business Research, Dubai in association with SDMIMD on August 4-5, 2017 at Singapore. Prof. A. Seetharaman, Dean-Academic Affairs, S.P. Jain School of Global Management, Singapore Campus inaugurated the conference and delivered the keynote address. Dr. B.V. Venkatraja attended the conference on behalf of SDMIMD.

Dubai Conference

Sixth Middle East Conference on Global Business, Economics, Finance and Banking, was organized by Global Business Research, Dubai in association with SDMIMD, Mysore at Dubai during October 6-8 2017. Mr. Matein Khalid, Executive Director & Chief Investment Officer, Asas Capital, Dubai-UAE, delivered the keynote address.



Annual Events



Foundation Day Lecture 2017

Shri. TS Krishna Murthy, Former Chief Election Commissioner of India, delivered a talk at SDMIMD on August 22, 2017. The talk was organized to commemorate the Foundation Day of the Institute.

International Symposium 2018

An international symposium, mainly directed at the visit of students from Texas A & M's Mays Business School, with whom SDMIMD has an exchange program. Dr. Pradeep Rau, Chairman & Professor of Marketing and International delivered the keynote address.



Budget Conclave

SDMIMD in collaboration with Confederation of Indian Industry (CII), Mysuru organized a post budget analysis on 2nd February, 2018. The session included informed analysis by eminent persons comprising of Sri. Arjun Ranga, Managing Director, Ranga Rao and Sons Private Ltd., and Chairman, CII, Mysuru

Startup Charcha

Entrepreneurship event STARTUP CHARCHA was organized on February 9, 2018. The event had Mr. Ajith R. Pai, Jt. Managing Director, VWF Group of Industries - Mysore, as the Key Note Speaker.





Annual Leadership Talk 2018

The 10th edition of Annual Leadership Talk (ALT) was delivered by Dr Stefan Wilms, Dean of the faculty of Economics and Transport, Heilbronn University, Germany, on February 21, 2018 in SDMIMD Auditorium.

Other Events

Seminar on SOAR

A Seminar on SOAR (Stars in the Organization: Alignment & Result) by Ms. Valeria Fracocchi, Profesor, Escuela de Negocios, University of Montevideo was held from January 29, 2018 to February 2, 2018.



Talk by Sports Course Brand Ambassador

Former international tennis player and Brand Ambassador of SDMIMD and CS&MS Sports Management Course Mr. Somdev Devvarman delivered a talk on 'Training and Development of an Athlete - Achieving Excellence in Sport' on July 20, 2017.



Talk by TedEx Speaker

SDMIMD in collaboration with CII's Young Indians (Mysore Chapter) organized talk by Mr. Hitesh Ramchandani, a Para Olympian and TedEx speaker on January 19, 2018.



NCQC 2017 Conference

SDMIMD was part of NCQC 2017 Conference organized by Quality Circle Forum of India - Mysore chapter during December 1 to 3, 2017 at SJCE, Mysore.



MDP, CMDP and Workshops

1

2-day Program on Leadership for the Heads of Institutions of SDM Group of Institutions.
May 16 & 17, 2017



2

2-Day MDP on Finance for Non-Finance Professionals
May 26 & 27, 2017.



3

1-day MDP on 'Creativity and Problem Solving'
May 26, 2017 and on June 2, 2017



4

3-Day workshop on Leadership
July 12 to 14, 2017



5

Workshop on Effective Business Negotiation to the executives of Suprem Pharmaceuticals, Mysore
July 21, 2017.



6

CMDP for Vinyas Innovative Technologies Pvt. Ltd., concluded on
July 29, 2017.



7

A series of Counselling Workshop to the new batch (2017-19)
June & July 2017



8

Workshop on 'Power of Self' to
SDMites
July 2017



9

Pre Conference Workshop on
Contemporary Issues in Finance,
Accounting and Banking
August 17, 2017.



10

Entrepreneurship workshop for the
PGDM 2016-18 Batch
September 21, 2017



11

Pre-conference workshop on
"Inclusive Sustainable Growth:
Challenges of Change"
November 9, 2017



12

One Day Workshop on Research and
Publications
December 7, 2017



13

Pre-Conference HR Workshop on
'Managing today's employees: Issues
and concerns'
December 7, 2017.



14

2-Day workshop on 'Corporate Social
Responsibility' to SDMIMD students.
December 21 & 22, 2017,



15

2-Day Workshop on Management of Responsible Organizations (MORO)
December 21 & 22, 2017.



16

MDP on "EI for Effective Leadership"
December 22, 2017



17

2-Day Workshop on 'Restructuring and Redesigning of Higher Education Programs in India' for Institutional Heads- and CII, Southern Region
January 24 & 25, 2018.



18

Workshop on "Preparing for a Career as a Business Analyst in an IT Company".
January 6 & 7, 2018



19

Workshop on Strategic Management
November 22-24, 2017



20

Workshop on Advanced Recruitment & Selection
November 11, 2017



21

Aptitude Training for PGDM 2016-18
Batch, July 2017



Student Activities

Khoj 2017

Khoj 2017 was organized on July 10, 2017 to identify gifted freshers of 2017-19 batch, through various competitions and to formally welcome them to the student committees of the Institute.



Intra-College Debate 2017

The first round of the Intra-College Debate Championship 2017 was held on August 21, 2017. The topic of debate was "Women Reservation in corporate sector". The event was organized by the Debate Committee of SDMIMD – DebCom.



Financial Support to NGO's by SDMIMD Students

As a part of social responsibility activity, our students extended financial support to schools run by NGO's - Sneha Kirana Spastic Society; Purna Chetana Public School; Divya Deepa Charitable Trust's Kaliyuva Mane School; Arivu Vidya Samsthe; and Nireekshe School for Special Children, Asha Kirana Hospital.



'My Favorite Teacher' Essay Winners

Our students committee - Library Initiative For Education (LIFE) conducted Essay Competition for the 6th and 7th Standard Students of Aadarsha Vidyalaya School in Police Jockey Quarters on the topic 'My Favorite Teacher' on the occasion of Teachers Day Celebration on September 5, 2017

Abhigyaan 2017- Under Graduate Management Fest

SDMIMD conducted Abhigyaan '17, the annual fest for undergraduate students, during October 5-6, 2017. More than 200 graduates from colleges across Karnataka participated in the fest.

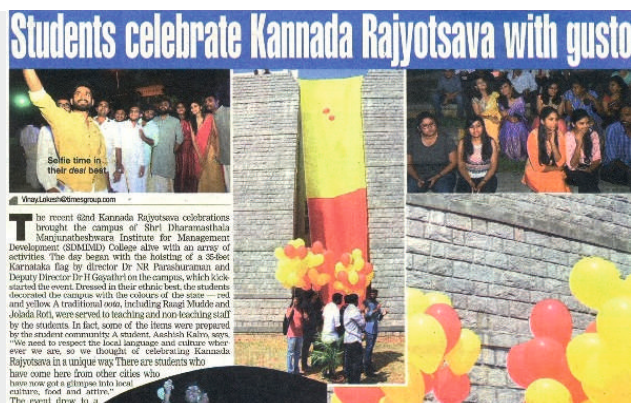


National Library Week - November 14-20, 2017

Mysore University Information and Library Science Alumni Network (MILAN) in collaboration with LIFE Team of SDMIMD distributed sweets and books to 200+ young minds as a part of National Library Week. Talks on Effective use of Google, use of Social media, art of referencing, and Book talks were also organized.

Kannada Rajyotsava celebration

SDMites celebrated Kannada Rajyotsava on 29th of November 2017. Dr. H. Gayathri, unfurled the Kannada Flag to kick start the celebration. Students had organized various cultural activities



Vittaksh'17

The SDMites Finance Club – Finnacle organized the annual club event Vittaksh on December 4, 2017. This year the event was focused on the theme "Economic Reforms: Snakes or Ladders". An online quiz conducted on November 24, 2017 shortlisted 12 teams out of the 107 teams that participated, for the final held at SDMIMD campus.

Blood Donation Camp 2017

A Blood Donation Camp 2017 was organized on December 4, 2017, in association with HDFC Bank. Dr. N. R. Parasuraman, Director inaugurated the camp.



Naissance 2018

The flagship student event of the institute- Naissance 2018 edition was held during January 12 and 13, 2018. Students representing from several B-Schools in the country participated in the event.

Independence Day

Dr. G. Srilakshminarayana, Faculty, SDMIMD, hoisted the Tri-Colour during the 71st Independence Day Celebration and addressed the gathering. Dr. Srilakshminarayana recalled the sacrifices of freedom fighters and shared the dreams they have for future India.



Republic Day

The 69th Republic Day was celebrated with great patriotism and fervour at SDMIMD on January 26, 2018. The celebrations began with a patriotic song. Prof. Jayakrishnan S. unfurled the national flag.

Box Cricket Tournament- CS&MS Cup

As part of our Sports management course, the Sports Elective students of PGDM program conducted 'Box Cricket Tournament' on January 12 & 13, 2018 at SDMIMD.



SDMIMD bags Best Decorative Garden during Dasara 2017

SDMIMD won the 'Best Decorative Garden' award in Educational Institution category during the Dasara Flower Show Competition 2017 organized by Department of Horticulture, Mysore Zilla Panchayath in association with District Horticulturists Association.



Celebrations @ SDMIMD

Ganesha Festival



Saraswathi Pooja



Sankranthi



Food Festival



Deepavali



Onam



Student Achievements



SDMIMD had sent a contingent to the BRICS meet held at Chennai, Ikenna Watson of first year won the award for the best speaker in the debate competition held during the BRICS meet.



Ketan Kunjekar of second year presented a paper titled "Journey of swadeshi brand" (Patanjali) at IIM-Indore, It was published in NASMEI (North American society of Marketing Education in India) Summer Marketing Conference, Which is jointly published with Emerald.



Nandan and Tarun Talreja of first year won the first place in Marketing event conducted by PESIT, Bangalore.



Nandan and Aiyappa of first year emerged as runners in marketing event conducted by St Josephs, Bangalore.



Samiksha Patel and Snigdha of first year emerged as Winners and Runners in HR event conducted by PESIT and Symbiosis respectively.

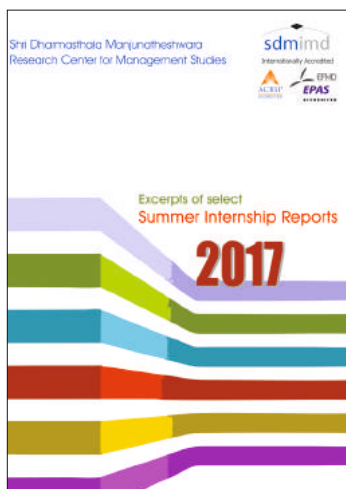


Praveena. V , Sachidev B.C , Vishnucharan, Spoorthi and Ziaulla qualified for the semi-finals of The Hindu-Business line CXO of the year competition.

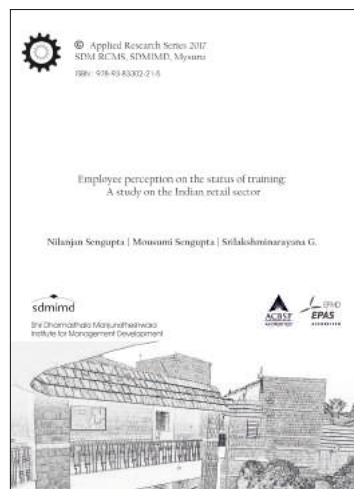
SDM RCMS Publications



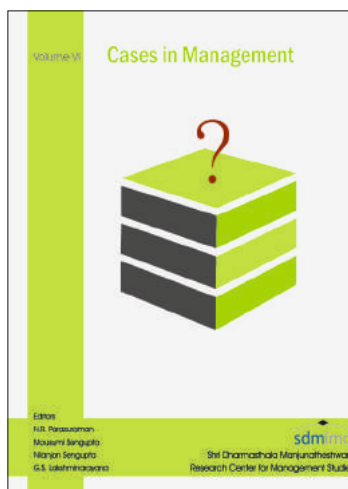
SDMIMD Journal of Management



Excerpts of Summer Internship Projects



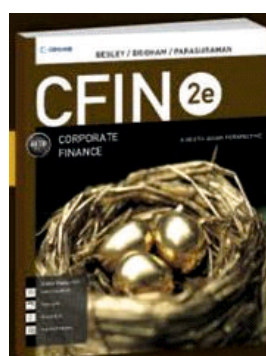
Applied Research -2017-18



Cases in Management



Contemporary Research in Management



Corporate Finance: A South Asian Perspective (2nd Edition) authored by Dr. N.R. Parasuraman along with Scott Besley and Eugene F. Brigham was released in 2018. The book is part of special edition of the CFIN series by Cengage Learning India Pvt. Ltd

Intellectual Output 2017-18



Faculty Outreach Activities



Alumni on Campus



Ms. Sneha Thakur
Headl-Credit and Collections,
Ujjivan Small Finance Bank
Date: August 17, 2017
Topic: **Lead Resource Person for Pre Conference Finance Workshop**



Mr. Raj Singh
Associate Director
Enterprise and Fraud Risk Management
KPMG Advisory Services Pvt Ltd., Mumbai
Date: September 24, 2017
Topic: **Risk Management**



Mr. N. Ravi Shankar
CEO
Alm High Consulting
Date: October 27, 2017
Topic: **Distinguished Speaker at the International Marketing Conference**



Mr Suraj Shetty
Vice President – Strategy
Primesoft Solutions Inc., Hyderabad
Date: January 6 &7, 2018
Topic: **Preparing for a Career as a Business Analyst in an IT Company**



Mr. Sandesh Murthy
Sr. HR Business Partner at Oracle India Pvt. Ltd
Bengaluru
Date: December 8, 2017
Topic: **Managing today's workforce (Panel Discussion: 6th International HR Conference)**



Mr Abhishek Jain
Team leader- Quantitative Risk Analyst
FirstRand Bank, Mumbai.
Date: January 6 &7, 2018
Topic: **Risk Analysis**



Ms. Vismaya MN
Senior Digital Planning Manager at
Brave New World Communications Pvt Ltd,
Bengaluru
Date: December 8, 2017
Topic: **Women managers: Issues and challenges (Panel Discussion: 6th International HR Conference)**



Mr Sumanth Chandrashekar
Director, Sales Operations
Replicon Inc. Bangalore
Date: December 27, 2017
Topic:



Ms. Ranjani Madhavan
3M, Switzerland
Date: December 22, 2017
Topic:



Mr Aravind
Trainer & Head
Apt Training Resources
Date: July 2017
Topic: **Aptitude Training**



Mr. Vipin Prasad
Founder, Joiningdotsinc.com
Date: February 9, 2018
Topic: **Panelist at the Startup Charcha 2018**



Mr.Sanjay Somasundara
Deputy Vice President-Tamil Nadu
Kotak Mahindra Life
Date: August 19, 2017
Topic: **Life Insurance Industry over the last decade and Current Trends**



Mr. Prasad Iyengar
Program Director-Talent Acquisition,
Mindtree Ltd., Bengaluru
Date: December 9, 2017
Topic: **Valedictory speaker at the 6th International HR Conference**

International Speakers



Dr. Durga Prasad Samantaray
Associate Professor-Finance,
College of Business Administration,
King Saud University, Saudi Arabia
Date: August 17, 2017
Topic: **Lead Resource Person for Pre Conference Finance Workshop**



Mr. Jeffery Alderman
President / CEO, ACBSP, USA
Date: August 30, 2017
Topic:



Dr. Doug Gilbert
Staff Faculty School of Business,
University of Phoenix, USA
Date: November 10, 2017
Topic: **Distinguished Speaker at the 3rd International Economics Conference**



Dr. Anand Srinivasan
Associate Professor-Finance
National University of Singapore (NUS) Business School, Singapore
Date: November 10, 2017
Topic: **Distinguished Speaker at the 3rd International Economics Conference**



Dr. Steve Parscale
Chief Accreditation Officer, ACBSP, USA
Date: November 15, 2017
Topic: **Speaker at the ACBSP Region 10 Conference**



Dr. Ashly Pinnington
Dean of Research, The British University in Dubai
Date: December 8, 2017
Topic: **Key Note Address at the 6th International HR Conference**



Dr. Pradeep Rau
Professor-Marketing
George Washington University
Date: January 8, 2018
Topic: **Speaker at the International Symposium**



Dr. Julian Gaspar
Clinical professor
Texas A&M University, USA
Date: January 8, 2018
Topic: **Speaker at the International Symposium**



Dr. Evelyne Gross
Burgundy School of Business, France
Date: December 21 & 22, 2017
Topic: **Corporate Social Responsibility**



Dr. Fabrice Galia,
Burgundy School of Business, France
Date: December 21 & 22, 2017
Topic: **Management of Responsible Organizations (MORO)**



Ms. Valeria Fratocchi
Profesor, Escuela de Negocios
University of Montevideo
Date: January 29 - February 2, 2018
Topic: **Stars in the Organization: Alignment & Result**



Prof. Lee Schlenker
Professor, University of Pau,
Date: February 9, 2018
Topic: **Business Analytics in Action**



Dr. Stefan Wilms
Dean of the faculty of Economics and Transport,
Heilbronn University, Germany
Date: February 21, 2018
Topic: **Annual Leadership Talk**



Dr. Stefan Wilms,
Dean of the faculty of Economics and Transport,
Heilbronn University, Germany
Date: February 21, 2018
Topic: **Key note Speaker at the Annual Leadership Talk 2018**



Dr. Tran Ngoc Taun
Vice Rector, FPTU
Date: November 15-16, 2017
Topic: **Speaker at the ACBSP Region 10 Conference**

Corporate Speakers



Mr. Arjun Ranga
CEO, N. Rangarao & Sons, Mysore
Date: June 15, 2017
Topic: **Entrepreneurship, Strategy, Team Management**



Ms. Rekha Raghavan
General Manager-HR CPF India Pvt. Ltd., Bangalore
Date: June 15, 2017
Topic: **Successful person is the one who understands change and makes changes**



Mr. Vishwaprasad Alva
Managing Director Skanray Technologies Pvt Ltd, Mysuru
Date: June 16, 2017
Topic: **Importance of domain skills, communication skills and how important it is to be updated in all fields**



Mr. Arunakar Mishra
MD and CEO, Genser Aerospace and information Technologies Pvt Ltd, Bangalore
Date: June 16, 2017
Topic: **It is important that we desire to create rather than becoming a creation of something**



Mr. Sundar Varadaraj Perangur
Advisor, Implantaire Technologies (I) Ltd
Date: June 16, 2017
Topic: **Innovation**



Mr. Praveen Kamath
Global Head – Talent Transformation (BPS Division), Wipro Limited
Date: June 17, 2017
Topic: **VUCA (Volatility, Uncertainty, Complexity, Ambiguity)**



Mr. Brahmavar Raghunath Pai (BR Pai)
A well-known industrialist, philanthropist, civic leader, wellness promoter and public speaker from Mysore
Date: June 17, 2017
Topic: **Wellness Management**



Mr. N Balachander
Director - HR, Coffee Day, Bangalore
Date: June 20, 2017
Topic: **Time Management**



Dr. K. Shamanna
HR Consultant and Trainer
Date: June 20, 2017
Topic: **How students can be change agents in organizations that are in**



Mr. Harsha Aadya
MD, Wuerth Elektronik India
Date: June 20, 2017
Topic: **Importance of having a vision and goal and what the corporate world is expecting from the employees**



Mr. Praveen Rao Pejaver
Deal Integrator, Infosys, Mysuru
Date: June 20, 2017
Topic: **How the IT industry is changing day by day**



Mr. S. N. Ananthasubramanian
Senior Partner of S N Ananthasubramanian & Co., Company Secretaries, Mumbai
Date: August 17, 2017
Topic: **Lead Resource Person for Pre Conference Finance Workshop**



Mr. Viju Parameshwar
Former President & CEO, Klubber Lubrication India Private Ltd, Bangalore
Date: August 18, 2017
Topic: **The Role and Structure of CFO in a Manufacturing Company**



Mr. Swaminathan Santhanam
Independent IT Solutions Consultant
Date: August 18, 2017
Topic: **Digital Transformation in Organizations**



Mr. Manoj Pasangha
Senior Vice President & Zonal Business Head, Bharat Financial Inclusion Limited
Date: August 18, 2017
Topic: **Challenges and Opportunities for Micro Finance Industry in the Changing Landscape of the Country**



Mr. Sreedharan
Manager, BDO India
Date: February 2, 2018
Topic: **Speaker at the Budget Conclave 2018**



Mr. Pavan Kumar Kopparam
AVP – Investment Advisory
Entrust Family Office
Date: August 18, 2017
Topic: **Lessons from Global Financial Crisis**



Mr. Sukumar Rangachari
Managing Director, Ace Components and Electronics Pvt Ltd
Date: October 16, 2017
Topic: **Importance of entrepreneurship**



Mr. B.C Rao
Managing Director
Kennametal India Ltd, Bangalore
Date: October 26, 2017
Topic: **Key Note Speaker at the International Marketing Conference**



Mr. Venguswamy Ramaswamy
Global Head, ION
Tata Consultancy Services
Date: October 27, 2017
Topic: **Distinguished Speaker at the International Marketing Conference**



Dr. Rangan Varadan
Founder & CEO, MicroGraam
Date: November 9, 2017
Topic: **Role of micro finance and Micro Finance Institutions in inclusive sustainable growth in Indian context**



Shri. S. Chandrasekhar
Managing Director
Bhruka Power Corporation Limited
Date: November 10, 2017
Topic: **Key Note Speaker at the 3rd International Economics Conference**



Shri. K.P. Aggarwal
Business Head- HDFC Ltd.
Date: November 11, 2017
Topic: **Distinguished Speaker at the 3rd International Economics Conference**



Mr. Shama Sundar
CEO & President, Paajaka Consultancy Service
Date: December 7, 2017
Topic: **Resource persons for Pre-Conference Workshop on Managing today's employees : Issues and concerns**



Shri. K.N. Janardhana
National Director of RSETI
Date: September 3, 2017
Topic: **Success Story of RSETI**



Cmdr. Manjunatha
Head – Technical Training at Larsen & Toubro Limited, Mysuru
Date: December 8, 2017
Topic: **Managing today's workforce (Panel Discussion: 6th International HR Conference)**



Mr. Vikram Hebbar
General Manager (HR&IR) at JK Tyre & Industries Ltd., Mysuru
Date: December 8, 2017
Topic: **Managing today's workforce (Panel Discussion: 6th International HR Conference)**



Mr. Ananta Gouda
General Manager – HR & Administration at Jubilant Generics Limited, Mysore
Date: December 8, 2017
Topic: **Managing today's workforce (Panel Discussion: 6th International HR Conference)**
Issues and concerns



Ms. Geetha Parameswaran
Senior HR Business Partner, SAP Labs India, Bengaluru
Date: December 8, 2017
Topic: **Women managers: Issues and challenges (Panel Discussion: 6th International HR Conference)**



Ms. Anitha Aiyappa
Head of Human Resources at Theorem India Pvt Ltd, Mysuru
Date: December 8, 2017
Topic: **Women managers: Issues and challenges (Panel Discussion: 6th International HR Conference)**



Dr. Guru Prasad
Former VP and Global Head – L & D, TCS BPO
Date: December 9, 2017
Topic: **Technical Session Speaker at the 6th International HR Conference**



Mr. Pankil Sanghvi
Partner-Tax and Regulatory Services, BDO India
Date: February 2, 2018
Topic: **Speaker at the Budget Conclave 2018**



Mr. Ajith R. Pai
Jt. Managing Director
VWF Group of Industries - Mysore
Date: February 9, 2018
Topic: **Speaker at the STARTUP Charcha Event**



Mr. R. Venkatanarayanan
President, Rane Group
Date: November 15-16, 2017
Topic: **Speaker at the ACBSP Region 10 Conference**

Guest Speakers



Ms. Nandini Shekar
Counsellor and Trainer, Mysuru
Date: June 13, 2017
Topic: **Various aspects of counselling**



Ms. Ruchika Naidu
Counsellor and Trainer, Mysuru
Date: June 18, 2017
Topic: **Various aspects of counselling, such as 'what is counselling?', 'Why people need counselling?', and other myths about counselling**



Prof. Sheshanna
Former Professor, Department of Physical Education, University of Mysore, Mysuru
Date: July 5, 2017
Topic: **Inaugural guest of Commencement of Sports Management Course**



Mr. Vivek Raja
Founding Partner, Krumur; and, COO, Indian Boxing Council
Date: July 18, 2017
Topic: **Sports Management**



Mr. Somdev Kishore Devvarman
Former professional Indian tennis player
Date: July 20, 2017
Topic: **Sports Management**



Mr. Arjun Goutham
Mind Coach
Date: August 12, 2017
Topic: **Taking a Stand for the Future of Indian Sports**



Dr. Krishna Prasanna P
Associate Professor
Department of Management Studies, IIT Madras
Date: August 17, 2017
Topic: **Lead Resource Person for Pre Conference Finance Workshop**



Mr. Kesavan Venugopalan
Group Chief Financial Officer
Narayana Health
Date: August 18, 2017
Topic: **Finance... A Long Haul**



Dr. S.S.S Kumar
Professor-Finance, Indian Institute of Management, Kohzhikode (IIM-K)
Date: August 18, 2017
Topic: **Derivatives and the Commodity Market**



Dr. Prasanna Chandra
Director-Centre for Financial Management, Bangalore
Date: August 19, 2017
Topic: **Nonscientific Perspectives on Finance**



Shri. TS Krishna Murthy
Former Chief Election Commissioner of India
Date: August 22, 2017
Topic: **Foundation Day Lecture**



Dr. Bhimaraya Metri
Director, IIM Trichy
Date: October 27, 2017
Topic: **Valedictory Speaker at the International Marketing Conference**



Dr. Parameshwar P Iyer
Principal Research Scientist
Management Studies, Indian Institute of Science (IISc), Bangalore
Date: November 9, 2017
Topic: **Sustainability in Management of Technology**



Dr. R. Indira
Rtd. Professor of Sociology & Former Director of International Center, University of Mysore
Date: November 9, 2017
Topic: **Implications of NGOs and Women in Social Inclusivity and Sustainability**



Dr. Brahm Sharma
Director, AIMS Center of Sustainability
Bangalore
Date: November 9, 2017
Topic: **Sustainable Industrial development for Inclusive growth: Opportunities and Challenges**



Mr. A.R. Dwarakanath
Principal Advisor, National Education Foundation (NEF), Washington D.C.
Date: December 7, 2017
Topic: **Resource persons for Pre-Conference Workshop on Managing today's employees : Issues and concerns**



Mr. Prem Kamble
Trainer and management consultant
Date: December 7, 2017
Topic: **Resource persons for Pre-Conference Workshop on Managing today's employees : Issues and concerns**



Dr. Madhumita Chatterjee
Formerly CEO and Board Member of Ants Consulting and Services Bengaluru
Date: December 8, 2017
Topic: **Women managers: Issues and challenges (Panel Discussion: 6th International HR Conference)**



Mr. Llonel Aranha
Chartered Accountant & Solicitor
Date: January 3, 2018
Topic: **Understanding GST**



Mr. Hitesh Ramchandani
A Para Olympian, Author and TedEx speaker
Date: January 19, 2018
Topic: **How to lead a "Better than Normal" life**



Dr. Ramaswamy Nandagopal
Treasurer & Commissioner
Date: November 15-16, 2017
Topic: **Speaker at the ACBSP Region 10 Conference**



Dr. Rajesh Khajuria
Director-CKSVIM Vadodara
Date: November 15-16, 2017
Topic: **Speaker at the ACBSP Region 10 Conference**



Prof. K.K. Ramesh
Professor, Indian Institute of Management Kozhikode
Date: November 15-16, 2017
Topic: **Valedictory Speaker at the 3rd International Economics Conference**



Dr. Prakash K. Nair
Independent Consultant and Leadership Trainer
Date: July 12-14, 2017
Topic: **Workshop on Leadership**

Congratulations to PGDM 2016-18 Batch







Shri Dharmasthala Manjunatheshwara
Institute for Management Development

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Siddharthanagar Post
Mysuru - 570011, Karnataka, INDIA.
Landline +91-821-2429722, 2429161, 2420490

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