

Appendix B - LIST OF MODULES - Specialization Modules (Only one specialization is to be opted.)

MARKETING MANAGEMENT (MM)	Sales and Distribution Management, Advertising and Sales Promotion Management International Marketing Management Marketing of Services, Consumer Behaviour
FINANCIAL MANAGEMENT (FM)	Management Control Systems, Security Analysis & Portfolio Management, International Finance, Corporate Finance, Management of Financial Services
INTERNATIONAL BUSINESS (IB)	Import Export Documentation Indian Foreign Trade International Human Resource Management International Marketing Management International Finance
HUMAN RESOURCE MANAGEMENT (HR)	Performance Management Training and Development HRD for Competitive Advantage, International Human Resource Management, Managing Change through Organisational Development

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Information BrochureDual Certification Program

Post Graduate Diploma in Management
An AICTE approved program for working professional, executives and entrepreneurs
Post Graduate Certificate Program in Management
A SDMIMD Certification

Shri Dharmasthala Manjunatheshwara
Institute for Management Development
Mysore



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Course Commences in July 2015
Last date for application 29 June, 2015

About the Institute

Shri Dharmasthala Manjunatheshwara Institute for Management Development (SDMIMD), ranked among the top Business Schools in India, is located at the foot of Chamundi Hills in the heritage city of Mysore in Karnataka, 140 kilometers from Bangalore. Its charming campus has won architectural and landscape awards, and provides a great setting for learning and germination of managerial intellect. The institute is promoted by the Shri Dharmasthala Manjunatheshwara Educational Trust, a non-profit educational trust that runs over 40 recognized educational institutions in Karnataka, including engineering and medical colleges. Dharmasthala, 'the abode of dharma', has been a renowned pilgrimage centre for hundreds of years and canons of selfless service, integrity, and social development stand embedded in all of the Trust's activities. The Trust and all the associate Institutions benefit from the visionary leadership of our Chairman, Padma Bhushan Dr. D. Veerendra Heggade.

SDMIMD's flagship full time residential PGDM is approved by AICTE and accredited by NBA. The institute is well known for its research activities and the dedicated research publications have come in for praise from the world of academics. The Institute is rated A★★ by CRISIL



Faculty		
Gayathri H MBA, Ph.D Marketing	Neetu Ganapathy M.Sc., MBA, Ph.D Communications & Systems	Srilakshmi Narayana G M.Sc., Ph.D QM & OM
Govinda Sharma N R B.E., MBA, M.Tech Strategy & Ethics	Nilanjan Sengupta M.A. Ph.D OB & HR	Sriram M. MBA, FCMA, M.Com, MPhil, Ph D Finance Subramanya J M BE, PGDBA Operations & SCM
Jagadeesh R B.E., M.E., PGDM, Ph.D Operations & SCM	Parasuraman N R LLB, FCS, FICWA, DBF, Ph.D Finance	Sugant R MBA Marketing
Jayakrishnan S PGDM Marketing	Prasad S N (Lt.Col.) B.E., M.E., MDBA OB & HR	Ullas Rao M.Com, Ph.D Finance
Malathi Sriram M A MCA, PGD, M.Phil Systems	Rajendra Todalbagi BE(Mech), EGMP Operations	Venkataramaju B M.A, Ph.D Economics
Mohammed Minhaj MCA, M.Phil Systems	Rangan Mohan BE, PGDBA Marketing	
Mousumi Sengupta M.A.,Ph.D (IIT Kharagpur) OB & HR	Suresh M R PGDRM, Ph.D Marketing	

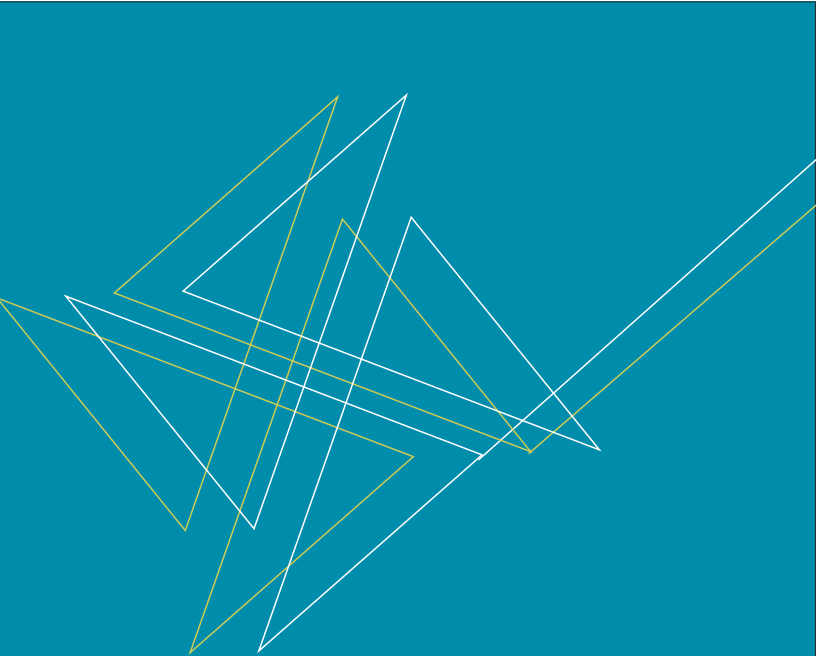
Dual Certification

The Dual Certification Program – PGDM-PGCPM - Post Graduate Diploma in Management (PGDM) & Post Graduate Certificate Program in Management – is jointly offered by AIMA-CME (Center for Management Education) and SDMIMD. The PGDM – AIMA-CME is approved by All India Council for Technical Education (AICTE), Ministry of Human Resource Development, and Government of India.

The Program awards dual certification. The Program is not mutually exclusive of each other. The dual certification PGDM-PGCPM is a unique combination that integrates the academic rigour, ethos, values and environment of SDMIMD with the pervasive reach of AIMA-CME.

Admission

- a. Application
 - i. The Candidate has to apply for the Dual Certification Program – PGDM-PGCPM by filling in the Applications Forms of AIMA-PGDM and SDMIMD-PGCPM.
 - ii. The filled-in application form has to be submitted along with fees of Rs. 550/- at SDMIMD, Mysore.
- b. Eligibility
 - i. A Bachelor's Degree in any discipline.
 - ii. Candidates with 2-3 years of corporate work experience may apply. Professionals such as engineers / CA / CFA / ICFA / Technologists, Entrepreneurs, Small-scale industrialists may apply.
 - iii. Candidates with minimum 50% in Graduation (under 10+2+3 scheme) from a recognized University are exempted from the entrance test for admission.
 - iv. Interested candidates with less than 50% in graduation are required to appear in the test (MAT/ CAT/ XAT/ ATMA / any other state level test.) to be eligible for the interview. There will be no cutoff score.
 - v. Interested candidates who have not appeared in any of the mentioned tests and with less than 50% in graduation, desirous for admission in the same session are required to appear for the Aptitude test to be conducted by AIMA /SDMIMD Study centre from time to time. They may be given provisional admission with an undertaking that they will appear in the Aptitude Test whenever finalized.
 - vi. No re-admission to any module / term is allowed.
- c. Selection
 - Selection is on the basis of merit.
 - i. SDMIMD conducts a Personal Interview of the applicant to assess their suitability for the program.
 - ii. The final selection is made considering the applicant's performance in Personal Interview and Work Experience.



- d. Fees

The fees and the payment schedule are indicated below for the two-year PGDM-PGCPM Dual Certification Program.

Year	Month	AIMA-PGDM	SDMIMD-PGCPM
1.	July 2015 – Dec 2015	Rs.25,000	Rs.50,000
2.	Jan 2016 – Jun 2016	Rs.25,000	Rs.50,000
3.	Jul 2016 – Dec 2016	Rs.25,000	Rs.50,000
4.	Jan 2017 – Jun 2017	Rs.25,000	Rs.50,000
	Total	Rs. 1,00,000	Rs. 2,00,000

Subject to rules, SDMIMD offers additional facilities to the students as in

- computer lab usage with Internet usage and wi-fi enabled campus
- library membership with access to 10,000 books and research journals
- Access to online databases such EBSCO, Capitaline etc.
- Yoga, Gym and other Sports facilities.

AIMA-SDMIMD PGDM-PGCPM Program structure

The general structure of the PGDM-PGCPM program is designed to enable working executives to adapt to the changing requirements, challenges and opportunities of the corporate scenario.

The PGDM-PGCPM Course is a two-year part time program. The Program is Module based. The Program consists of 4 terms of 6 months each. Each term is a Module. Each Module has a number of courses. AIMA awards Modular certifications after the completion of each module. SDMIMD does not award Modular Certifications. The final diploma from AIMA and certification from SDMIMD will be awarded after the completion of the program. Placement assistance is precluded from the Program.

Calendar

A. Module

The Module and the number of hours of class contacts are given below

Month and the Year	Module #	Courses in hours
July 2015 – Dec 2015	1	150
Jan 2016 – Jun 2016	2	150
Jul 2016 – Dec 2016	3 (Specialization Module)	150
Jan 2017 – Jun 2017	4	150
Total Program Hours		600

The classes will be held on Friday and Saturday.

B. Course Evaluation & Exams

The AIMA-SDMIMD PGDM-PGCPM Program follows a continuous evaluation process. Generally the following are the components used for evaluation in all the courses

- 1. Quizzes
- 2. Class Participation
- 3. Assignments / Projects / Case Analysis / Presentations
- 4. End term examination

It should be noted that the students have to attend all the evaluation exercises as prescribed by the faculty and no exemptions are allowed.

AIMA PGDM Program

The Assessment of student's performance is based on the Assignments, Class Participation, Term-End Examination, Quizzes and Project work, with a weightage of 40%. The assignments will be separate for AIMA-PGDM and SDMIMD-PGCPM, for the final grade calculation.

- Examinations are normally held towards the end of June and December every year at several Centers (SDMIMD is also likely to be one among them) in India and abroad.
- The examination will carry a weightage of 60%. The end-term exam will be common for the final grade calculation.
- The minimum Modular Grade Point Average (MGPA) of 2.67 (B-) must be secured by the student for passing each Module.
- MGPA is the average of overall grades for all the subjects of a module.
- Students are allowed to reappear in the exams to meet the criteria of MGPA.
- Examination form is available at SDMIMD Office or at AIMA website.
- The tentative Examination schedule is put on AIMA website on March 15 and September 15 for the June and December examinations respectively.
- Hall Tickets for examinations are put on the AIMA website much before the examination. Students should take a print of hall - ticket from the web site and produce it along with the AIMA Identity Card at the examination center.
- The term end examination for a student will be cancelled if it is found that a student has appeared without submission of assignments.
- Examination fee payable for the first and second chance (whether availed or not) is Rs.300/- per paper. For third chance an examination fee of Rs.500/- per paper will be charged. After the third attempt, a student is required to reregister against a payment of Rs.1700/- per paper for all Programmes (Rs.1500/- Reregistration Fee and Rs.300/- examination fee)
- Please note that students will be allowed to appear for four consecutive Modules: (Mod I , Mod II ,Mod III and Mod IV).

Appendix A - LIST OF MODULES - I & II YEAR

COURSES OF FIRST YEAR

Module I*
Management Functions & Behaviour
Human Resource Management
Economic and Social Environment
Accounting & Finance for Managers
Introduction to Information Technology

Modular Certification Award :
Diploma in Management

Module II *
Operations Management
Marketing Management
Quantitative Techniques for Managers
Managerial Economics
Strategic Management

Modular Certification Award :
Advanced Diploma in Management

COURSES OF SECOND YEAR

Module III Specialization Module **
Marketing Management (MM)
Financial Management (FM)
International Business (IB)
Human Resource Management (HR)
Operations Management (OM)
Information Systems (IS)
Insurance Management (IN)

Modular Certification Award :
Professional Diploma in Management

Module IV
Business Law & corporate Governance
International Business
Management Information Systems
Research Methodology
Project Work

Modular Certification Award :
Post Graduate Diploma in Management

* The modular certificate to be awarded. * * Only one specialization can be opted.

SDMIMD - PGCPM Program

- A common weightage of 60% of the end-term exam (conducted by AIMA) will be shared for AIMA-PGDM and SDMIMD-PGCPM. The 40% weightage of the assignments (that are different for AIMA-PGDM and SDMIMD-PGCPM) for the final grade calculation.
- The grades for the SDMIMD-PGCPM are calculated on the basis of the 40% weightage of Assignments / Project work / Quizzes and the 60% end-term exam conducted by AIMA PGDM. The marks (out of 100) thus scored by the student are finally converted into grades. The grading system is as follows:

Letter Grade	Description	Grade Point
A	Excellent	4.00
B+	Very Good	3.5
B	Good	3.0
C+	Fair	2.5
C	Satisfactory	2.0
D	Low Pass	1.5
U	Unsatisfactory	1.0
I	Incomplete (Final Grade pending)	NIL

A mark-sheet will be awarded for the SDMIMD-PGCPM with the Cumulative Grade Point (CGPA)



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