



Shri Dharmasthala Manjunatheshwara  
Institute for Management Development



PGDM  
2024-26

Admission Brochure





# Dharmasthala

The word 'Dharma' traditionally means religion, ritual, duty, righteousness, and alms. It also implies justice, truthfulness, freedom from fear, faith, solace, fulfillment and peace.

Dharmasthala is the perfect embodiment of the word “Dharma” for it displays every shade of meaning with which this word is inspired from.

- ★ To those that come for worship, Dharmasthala represents religious tolerance wherein caste, creed and faith of pilgrims are no bars.
- ★ To those that come for justice at Dharmasthala without any legal formality or argument Shri Heggade dispenses justice, acting in the tradition of his ancestral role as the Heggade and as representative of the presiding deity.
- ★ To those that come in need, Dharmasthala is an Oasis, where succour, solace and hope abound in the serenity of the temple and in the free hostelleries that provide food and shelter.
- ★ And, to those that come in curiosity, Dharmasthala is a miracle of paradoxes. Here different faiths co-exist in harmony just as traditions make room for experimental services. High or low, rich or poor, devout or atheist, at Dharmasthala all are equal.

Having expanded the meaning of Dharma to encompass the advancement of society at large, Dharmasthala has played an active role in bettering the lives of communities far and wide. Its initiatives have aimed at renewing the faith and hope within, so that people may be helped to help themselves.

SDMIMD is promoted by Shri Dharmasthala Manjunatheshwara Educational Trust. Under the inspiring leadership of our Chairman, Dr.D.Veerendra Heggade, the trust has played an active role in empowering people and bettering the lives of communities in Southern Karnataka.

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**Dr. S. Saibaba**  
Chairperson-Admissions  
Assistant Professor - Marketing



**Dear**

**PGDM Aspirant,**

SDMIMD has embarked on a transformative journey since its establishment in 1994, dedicated to nurturing socially conscious leaders, responsible managers, and visionary entrepreneurs. Our graduates drive positive change in society and the global landscape. With a holistic approach to learning, we combine classroom instruction, industry interactions, case discussions, project work, peer collaboration, and teamwork. We take immense pride in curating these dynamic learning experiences, unlocking your potential for remarkable personal and professional development.

Under the esteemed Sri Dharmasthala Manjunatheshwara Educational Trust and the visionary leadership of Dharmadhikari Dr. D. Veerendra Heggade, SDMIMD exudes unwavering positivity and strives for exceptional management education. With over 28 years of dedication, we have garnered international recognition and prestigious accreditations like EFMD, ACBSP, and QS-I-Gauge 'Diamond' rating. Accreditation from NBA and AIU equivalence to an MBA further enhance our standing. Collaborations with 17 renowned global universities and esteemed entities like TCS-ion and BCIC exemplify our global reach. These achievements consistently position SDMIMD among India's top 50 Management Schools.

SDMIMD strives to foster leadership development through quality education rooted in moral principles. By embracing learner-centric pedagogies and innovative techniques, we establish our influence in the evolving management education landscape. Our strengths include leveraging technology for effective learning, promoting practical understanding through case studies, offering industry-aligned curriculum, facilitating meaningful industry interactions, hosting impactful academic conferences, and fostering vibrant student clubs. These distinctive features elevate SDMIMD's position as a premier institution in management education.

At SDMIMD, our PGDM programme seamlessly blends management excellence with ethical values, delivering a transformative learning experience. Our renowned faculty members are respected scholars, celebrated for their inspiring teaching, comprehensive training, and influential contributions to academic journals. Our consistent placement success reflects both student preparedness and the trust recruiters place in our graduates. We prioritize holistic development, nurturing awareness and enriching experiences, fostering a perspective of harmonious coexistence with society and the dynamic business landscape.

Unlock your potential, embrace excellence - Experience the transformative power of SDMIMD!

**S. Saibaba**

Chairperson - Admissions

# VISION & MISSION

## Vision

SDMIMD will be internationally recognised as a unique institution that has pioneered a philosophy of management education and governance that is Indian in ethos and character and global in relevance

## Mission

SDMIMD will create inspirational business leaders and entrepreneurs who will relentlessly pursue individual and organisational excellence with creative tenacity, intellectual maturity and social responsibility.

SDMIMD will advance management thinking and practices that draw upon the best of Indian wisdom, are successful in dealing with change and effective and inclusive in value creation for the individual and society.

## Credos

We believe that:

- Ethics and values are an integral part of cutting-edge competitiveness
- Honesty and integrity are non-negotiable
- Hard work and learning can and should be enjoyable
- Passion, commitment, and the single-minded pursuit of excellence will make true leaders of us all

## SDMIMD Promises

To students :

We will nurture, support, and inspire you to realise your full potential as a successful leader

To organisations:

We will continually provide highly competent, motivated and committed talent with a yen for creativity and innovation

To society:

We will promote individual and corporate responsibility towards all segments of society aiming for dynamic and inclusive growth

To employees:

We will provide an environment for development that will enable you to achieve personal satisfaction, professional recognition, and an enhanced quality of life

## GOVERNING BOARD

**Dr. D. Veerendra Heggade**

Dharmadhikari, Shri Kshetra Dharmasthala  
Chairman, SDMIMD, Mysuru

**Sri. D. Surendra Kumar**

Vice President  
SDM Educational Trust, Ujire

**Prof. S. Prabhakar**

Secretary  
SDM Educational Trust, Ujire

**Sri. Kamal Bali**

President & Managing Director  
Volvo Group India, Bangalore

**Prof. Pradeep A. Rau**

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

**Dr. Julian Gaspar**

Adjunct Professor, International Business & Finance  
Busch School of Business, Washington

**Sri. R. Venkatanarayanan**

President-HR, IT and Education  
Rane Holdings Ltd., Chennai

**Dr. Bhimaraya Metri**

Director  
Indian Institute of Management (Nagpur)

**Dr. R. Indira Ramarao**

Rtd. Professor of Sociology & Former Director  
International Center, University of Mysore, Mysuru

**Shri. Nagaraj Ijari**

Former Senior Vice President  
Global Head - HiTech Business Unit  
Tata Consultancy Services

**Shri. T.R. Parasuraman**

President and Whole Time Director  
Toyota Industries Engine India Pvt. Ltd.

**Sri. Pavan G Ranga**

Managing Partner - N R Group  
CEO, Rangsons Technologies, Mysuru

**Dr. Vasanthi Srinivasan**

Professor  
Indian Institute of Management, Bangalore  
(Nominated by the AICTE, Government of India)

**Dr. N. Muthukumar**

President & Chief Operating Officer  
Meritor HVS (India) Limited

**Dr. H. Chaturvedi**

Director at BIMTECH and Alternate President - EPSI  
Noida, Uttar Pradesh

**Mr. Niranjana N Naik**

President - Prerana (SDMIMD Alumni Association)

**Dr. N.R. Parasuraman**

Director Emeritus and Professor-Finance  
SDMIMD, Mysuru

**Dr.(Lt Col) Prasad SN**

Director  
Professor-Strategy & General Management  
SDMIMD, Mysuru

**Prof. C.V. Sridhar**

Assistant Professor-General Management  
SDMIMD, Mysuru

# FACULTY TEAM

**Dr. N.R. Parasuraman**

LLB, FCS, FCMA, Ph.D

Director Emeritus & Professor - Finance

**Dr. (Lt Col) Prasad SN**

ME, PGDM, MDBA, Ph.D

Director

Professor - Strategy and General Management

**Dr. Mousumi Sengupta**

M.A. in HRM, GradIPD, Ph.D.

Professor - OB & HRM

**Prof. Mohamed Minhaj**

MCA, M.Phil

Professor - Systems

**Dr. Neetu Ganapathy**

M.Sc., MDBA, Ph.D

Associate Professor-Systems

**Dr. Srilakshminarayana G.**

M.Sc., Ph.D.

Associate Professor - Quantitative Methods

**Dr. M. Sriram**

MBA, FCMA, M.Com, MPhil, Ph D

Associate Professor - Finance

**Dr. Venkatraja B.**

MA, Ph.D

Associate Professor - Economics

**Dr. Nanda Kishore Shetty**

PGDPM, Ph.D

Associate Professor - Marketing

**Dr. Keerthan Raj**

MBA, Ph.D

Associate Professor-Marketing

**Dr. L. Gandhi**

M.A., M.B.A., M.Phil., Ph.D

Associate Professor - OB & HRM

**Dr. S. Kannadas**

MBA, M.Phil, Ph.D

Assistant Professor-Finance

**Dr. S. Saibaba**

MBA, MFM, MA, MPhil, Ph.D

Assistant Professor - Marketing

**Dr. K. Riyazahmed**

MBA, Ph.D

Assistant Professor - Finance

**Prof. C.V. Sridhar**

MBA

Assistant Professor-General Management

**Dr. Anand Sasikumar**

B.Tech, M.S. MBA, Ph.D

Assistant Professor - Operations

**Dr. Sunil M.V.**

M.A., M.LISc, Ph.D

Assistant Professor-General Management

**Dr. Mamta Hegde**

PGDBM, MBA, Ph.D

Assistant Professor -OB & HRM

**Adjunct Faculty****Dr. R. Indira**

Rtd. Professor of Sociology & Former Director

International Center, University of Mysore, Mysuru

**Dr. Elango Rengasamy**

Associate Professor of Finance & Head of Management

Studies Department, Middle-East College, Muscat, Oman

**Shri. Rangan Mohan**

Independent Director

Integra Software Services Private Ltd

**Dr. Radhakrishnan S.**

Telfer School of Management, University of Ottawa

**Dr. Stephen Aro-Gordon**

Muscat College, Department of Business and Accounting

**Prof. Mohana Krishna B G**

Independent Consultant

**Mr. Lokesh Venkataswamy**

CEO & Managing Director

Innomantra Consulting Private Limited

# HONOURING A COMMITMENT OVER 27 YEARS

## Convocation Chief Guests

PGDM 1994-1996

**Dr. K. Kasturirangan**

Chairman, Space Commission,  
Chairman, ISRO & Secretary, DOS

PGDM 1995-1997

**Dr. S. Rangarajan**

Governor, Reserve Bank of India

PGDM 1996-1998

**Prof. S. Ramegowda**

Chairman, AICTE, New Delhi

PGDM 1997-1999

**Shri L. K. Advani**

Home Minister, Government of India

PGDM 1998-2000

**Dr. Rajaramanna**

Chairman, Indian Institute of Science  
Rajya Sabha Member

PGDM 1999-2001

**Shri P. S. Subramanyam**

Chairman, UTI, Bangalore

PGDM 2000-2002

**Sri K. Narsim Shenoy**

Chairman, Asea Brown Boveri Ltd. India

PGDM 2001-2003

**Shri. Dattaraj V. Salgaocar**

Managing Director, Salgaocar Group of Companies

PGDM 2002-2004

**Shri. S.M. Datta**

Chairman, IIM Bangalore  
Former Chairman, Hindustan Lever Ltd.

PGDM 2003-2005

**Shri. Amith Judge**

Managing Director, Turner Morrison Limited

PGDM 2004-2006

**Captain Gopinath**

Chief Executive Officer, Air Deccan

PGDM 2005-2007

**Shri. Venu Srinivasan**

Chairman & Managing Director of TVS Motor Company

PGDM 2006-2008

**Shri. R. Gopalakrishnan**

Executive Director - Tata Sons

PGDM 2007-2009

**Swami Sukhabodananda**

Prasanna Trust

PGDM 2008-2010

**Shri. Ramesh Ramanathan**

Founder & Chairman, Janaagraha

PGDM 2009-2011

**Shri. K.V. Kamath**

Chairman, ICICI Bank

PGDM 2010-2012

**Shri. S. Ramadorai**

Vice-Chairman, Tata Consultancy Services Limited  
Advisor to the Prime Minister in the National Skill  
Development Council (NSDC)



PGDM 2011-2013

**Shri. B. Muthuraman**

Vice Chairman, Tata Steel  
Chairman, Tata International

PGDM 2012-2014

**Shri. Subroto Bagchi**

Chairman, Mindtree

PGDM 2013-2015

**Shri. R. Seshasayee**

Executive Vice Chairman, Hinduja Group

PGDM 2014-2016

**Shri. Arun Maira**

Former Chairman, Planning Commission of India  
Former Chairman, Boston Consultancy Group (BCG)

PGDM 2015-2017

**Shri. Rajeev Dubey**

Group President - HR & Corporate Services  
CEO - Aftermarket Sector, Mahindra & Mahindra

PGDM 2016-2018

**Shri. N.S. Vishwanathan**

Deputy Governor, Reserve Bank of India (RBI)

PGDM 2017-2019

**Shri Kamal Bali**

President and Managing Director, Volvo Group

PGDM 2018-2020

(was deferred on account of the Covid-19)

PGDM 2019-2021

**Shri. T.R. Parasuraman**

Deputy Managing Director  
Toyota Industries Engine India Pvt. Ltd.

PGDM 2020-2022

**Smt. Pankajam Sridevi**

Managing Director  
Commonwealth Bank of Australia (India)

PGDM 2021-2023

**Shri L. Ganesh**

Chairman and Managing Director, Rane Holdings

# INITIATIVES

## TCS iON & SDMIMD Educational Partnership



The First batch of the 5-year agreement with TCSION for value-adding supplementary courses and internship, was completed during 2022-23. Joint certificates by TCSION and SDMIMD are being awarded to the students. This association has been found to be of great value for students. Supplementary courses were run by TCSiON in the following areas; Financial Reporting and Analysis, Fundamentals of Data Analysis, Information Technology for Management, Advanced-Data Analysis, Operations Management, Marketing Research, Project Management, Strategic Management, Understanding Information Systems in Organizations, MIS and Essentials of Business Analytics. In addition, all the students underwent a 100-hours of online internship in Crowdsourcing Content and its Influence on Digital Marketing Customer Feedback and Analysis, Excel Records Processing Using RPA, Market Research on Effectiveness of Infomercial Vs Commercial and Millenials' attitude towards interview and jobs in Engineering

## SDMIMD and Infosys MoU for Springboard Platform

SDMIMD has entered into a Memorandum of Understanding (MoU) Infosys Ltd. which will enable SDMIMD to have a string of supplementary offerings for the benefit of students. There are many courses onboarded on the platform for the SDMIMD's ESG Modular Specialization and the seminar courses designed for the flagship program - Post Graduate Diploma in Management (PGDM). Following are the courses which SDMIMD students will opt for.

- Global Environmental Management
- Introduction to Sustainability
- Circular Economy - Sustainable materials management
- Cities & Consumption: Urban Sustainability
- Environmental Management & Ethics
- Introduction to Environment Law

## ESG - The new initiative for PGDM

The flagship program of the Institute being the two-year full-time residential PGDM (Post Graduate Diploma in Management) program has incorporated the ethical and value-based components in all the courses wherever possible to inculcate the ethical orientation among students who eventually become the drivers and captains of the industry after passing out in the near future.

In line with the movement to align with the Sustainable Development Goals (SDGs) announced by the UN, and the prominence being given to the Environmental-Social-Governance (ESG) dimensions, SDMIMD will be offering a modular specialization and certification for students to study ESG-related courses in addition to their chosen PGDM specialization. The Institute has planned several activities in this regard including MDPs, conferences, and conclaves.

In summary, this initiative on the ESG in several associate ways is focused at,

- Enhanced value creation for the student in terms of knowledge, openings for analysis, synthesis and creativity
- Enhanced opportunities for esteemed employers who value the ESG focus to employ our students certified with ESG courses



## THE INSTITUTE

Shri Dharmasthala Manjunatheshwara Institute for Management Development (SDMIMD), a premier B School located in Mysuru, was established in 1993 with the objective of providing quality management education based on a firm foundation of Indian values and ethics.

SDMIMD is promoted by Shri Dharmasthala Manjunatheshwara Educational Trust, a much admired non-profit educational trust that runs over 40 recognized educational institutions in Karnataka, including Engineering, Medical and Dental colleges. Part of the venerable 700 year old Shri Dharmasthala Temple, the Trust under the able leadership of our visionary Chairman, Dr. D. Veerendra Heggade has played an active role in empowering people and bettering the lives of communities in Karnataka.

SDMIMD's flagship offering is a two year, full time, residential Post Graduate Diploma in Management (PGDM) program which is approved by AICTE and accredited by NBA. The program has also been recognized as equivalent to MBA by Association of Indian Universities.

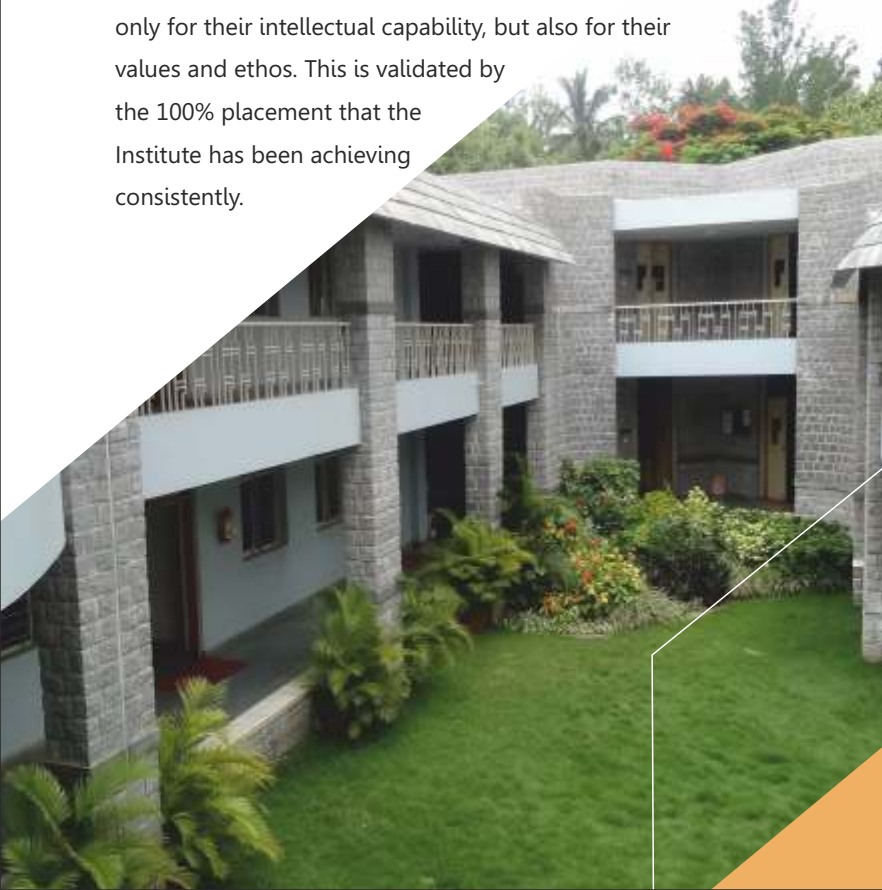
SDMIMD's PGDM Program is accredited by ACBSP (Accreditation Council for Business Schools and Programs), USA. and EFMD (European Foundation for Management Development), thus becoming the first institute in India to get the dual accreditation of ACBSP and EFMD-EPAS and we continue to be the only school which has EPAS (now this is called EFMD Program accredited). The Institute is also now a Member of AACSB (Association to Advance Collegiate Schools of Business) bringing it on a contact base with leading B Schools of the world. SDMIMD is only the second school in the country to be assessed for comprehensive impact assessment and has been awarded BSIS (Business School Impact System) certification by EFMD. The Institute also has Diamond Rating by QS-I Gauge, Indian wing of the global ranking agency QS World Rankings, London.

With the intention of strengthening the PGDM program and providing students and faculty with international exposure, the Institute has entered into partnership with over fifteen universities across the globe.

SDMIMD takes immense pride in its distinguished faculty, comprising renowned scholars in their respective fields who inspire through impactful teaching and extensive research contributions. The institute is committed to academic rigour and fosters a holistic learning environment that nurtures socially conscious leaders and responsible managers. With learner-centric pedagogies and an industry-aligned curriculum, SDMIMD fosters a vibrant educational environment that empowers students to excel and contribute positively to society.

The students of SDMIMD are highly sought after by the Industry due to their exceptional academic training, ethical values, and practical skills. With consistent placement records and strong industry connections, they are well-equipped to make a meaningful impact in the corporate world.

The students of SDMIMD are much sought after by the industry not only for their intellectual capability, but also for their values and ethos. This is validated by the 100% placement that the Institute has been achieving consistently.



# ACCREDITATION

SDMIMD has been accredited by two leading international agencies – EFMD and ACBSP. The processes involved going through the rigour of course-outcome management, enhancing research output and having proper quality control in place. Further, the National Board of Accreditation (NBA) renewed its accreditation of the PGDM Program for a further period three years till June 2024. It may be recalled that, late in 2019, we have also gone through the process of assessing the impact that the Institute is making on its various stakeholders by Business Schools Impact System (BSIS). The evaluation involved critical study of detailed reports on various areas of impact and an independent assessment by an expert team. SDMIMD is now one of a small number of Institutes the world over which has its impact certified and acknowledged by an international agency like EFMD.



## EFMD Program Accreditation

Recognizing the quality of management education and internationalization, the global accreditation body **European Foundation for Management Development (EFMD)** has awarded the prestigious EFMD Program Accreditation to SDMIMD's flagship PGDM program. SDMIMD is the first Indian B-school to receive EFMD Program Accreditation. It may be recalled that the originally accreditation was accorded in 2017 for 3 years and renewed for a further period of 3 years in 2020 and again for 3 years in March 2022.



## ACBSP

SDMIMD received the International accreditation from **Accreditation Council for Business Schools and Programs (ACBSP)**, USA in 2016. The accreditation is valid for 10 years. SDMIMD is the first and only B School in India to get dual accreditation from EFMD and ACBSP. These accreditations help students to learn from an environment that meets global quality standards and international orientation.



## AACSB, USA

SDMIMD has been a member of AACSB since 2012 and in 2022, has commenced the accreditation process. We are hopeful of securing the AACSB Accreditation in 2025.



## QS I Gauge

Recognizing the overall excellent practices at SDMIMD, **QS I Gauge**, the Indian wing of the global ranking agency QS, has rated us in the highest Diamond category. These rankings and accreditation are a vindication of our efforts towards total quality. These have certainly helped us in our visibility and consequently better acceptance by the corporate houses and admission-aspirants.



## BSIS

**The Business School Impact System (BSIS)** impact label to SDMIMD has added another feather to its cap with 2 International Accreditations. The BSIS impact has made SDMIMD continuously identify, measure and assess the impact on society at large.



## NBA

The renewed three year accreditation for PGDM program by **National Board of Accreditation (NBA)** has continued to inspire us to maintain the best practice. The present accreditation is valid till 2024.

# B-SCHOOL RANKING

Apart from the PGDM program being accredited nationally and internationally, SDMIMD has been consistently ranked among top B-Schools. Here are some top rankings of SDMIMD.

## **MBA Universe Ranking**

MBA Universe B-School Ranking Survey has ranked SDMIMD at 39th rank among 85 B-schols (including both government and private b-schools).

## **Business World B-School Survey 2022**

Business World B-School Survey 2022, has ranked SDMIMD in the 26th place among the Top B-Schools in India concerning the private B-School category. The institute has tied for 45th among 183 Top B – Schools in the overall ranking.

## **The Chronicle - B-School Survey 2022**

The Chronicle - All India B-School Survey 2022 has ranked SDMIMD 25th among the Top 50 B Schools (Overall Ranking).

## **The Education World B-School Ranking 2022**

The Education World B-School Ranking 2022 has ranked SDMIMD in 22nd among 64 Top Private B Schools in India; 4th among 13 Private B Schools in Karnataka; and, 7th among 10 Private B Schools in 'Infrastructure' category.



# INTERNATIONAL LINKAGES

Student exchange programs enable students to understand each other's countries, business practices and culture. This gives students an edge in seizing opportunities in global companies. SDMIMD has collaborated with seventeen high-profile, international management institutes and universities of repute for Faculty & Student Exchange Programs. Select SDMIMD students get opportunity to spend a term pursuing courses at these institutes. From the batch of 2022-24, 31 select students are spending a term/semester at different institutes/universities with whom SDMIMD has collaborative arrangements.

## USA



Texas A&M University, USA



Kennesaw State University, USA

## South America

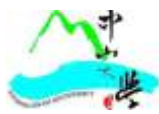


University of Montevideo, Uruguay

## Asia



Shanghai University, China



National Sun-Yat-Sen University, Taiwan



Europe



Business Analytics Institute, France



Heilbronn University, Germany



Porto Business School, Portugal



Montpellier Business School, France



EAE Business School, Spain



University of Bordeaux, France



United Business School, Belgium



La Rochelle Business School, France



ESC Pau, France

Middle East



British University in Dubai



Abu Dhabi University, UAE



# INTERNATIONAL STUDENT EXCHANGE PROGRAM



As part of the students exchange program 31 select students of PGDM 2022-24 batch are visiting different international foreign universities for a whole term of study. During the program SDMIMD students will study with many international faculty. The experience of having different pedagogy is invaluable for their growth. Besides the facility to do cases and projects with students of other nationalities and background affords cross-cultural understanding. The grades obtained by the students in the overseas term will be incorporated into their final transcript.



Montpellier Business School, France



Sumukh Prashanth



Harsha H.M



Ramachandra Manjunath Hegde



Vaishnavi Vaidya



ESC Pau, France



Suhas Chand R C



Ayesha Fathima



EAE Business School, Spain



Karan B L



Kiran Prasad



Abhilash Roy



University of Bordeaux, France



Sriram M.R



Chengappa M C



Nishchith S U



Heilbronn University, Germany



Karthik Kamath



Pratyush Kumar



Akshay V



United Business School, Belgium



Rajat Shaha



Shreya Prashant



Manaswini Achuthan



Vaishnavi Sangam



Porto Business School, Portugal



Bhavya Sirohi



Sanjay Kushwaha



Srishti K



Vignesh Shenoy A

## INTERNATIONAL SUMMER INTERNSHIP



Kennesaw State University, USA

Eight students from PGDM 2022-24 have been selected to Kennesaw State University, USA, for a virtual International Summer Internship Program as part of Student Exchange Program. The Students will do the SIP in the month of April & May 2023



Karumabiah K K



Manjunath C



Spoorthy Priya N



Druva N



Trisha L



Surabhi M R



Sanjay Kumar K S



Bhargav A

## SDMIMD FACULTY INVITED TO TEACH IN FRANCE



Dr. Prasad SN, Deputy Director and Professor-Strategy & General Management was invited by ESC PAU to teach the course "Sustainable Global Human Resource Management" on an online mode from November 17 to 22, 2022.

## FACULTY FROM FOREIGN UNIVERSITIES



**Dr Christian Hitz**

Senior Lecturer and  
Director of Studies in Data Science  
Zurich University of Applied Sciences



**Prof. Stefan Wilms**

Former Dean of the Faculty of  
Business and Transport  
Heilbronn University, Germany  
CFO of Buy & Build AG  
Gomaringen.



**Dr. Lee Schlenker**

Professor of Business Analytics and  
Principal Consultant  
Business Analytics Institute, France



**Dr. Saju Jose**

Associate Professor  
Abu Dhabi University, Abu Dhabi



**Prof. Davy CIELEN**

Co-founder  
Maiton Consulting Group and  
Principal Consultant  
Business Analytics Institute



**Dr. Radhakrishnan Swaminathan**

Professor-Marketing  
Telfer School of Management  
at the University of Ottawa



**Prof. Dr. Susanne Wilpers**

Professor of HRM  
Heilbronn University, Germany



**Prof. Aravind Mahajan**

Texas A&M University  
System Regents Professor,  
Presidential Professor for  
Teaching Excellence,



**Mr. Gautam Nagpal**

Research Fellow  
ESC Pau Business School, France



**Mr. Pedro A. Vieira**

Ph.D Researcher and  
International Business Expert



## THE CAMPUS

SDMIMD is located in a picturesque campus at the foot of Chamundi Hills in the heritage city of Mysuru in Karnataka, 140 kilometers from Bangalore. The campus is an amalgamation of modern infrastructure with classic architecture where the indoors and outdoors blend seamlessly. Green courtyards, tree lined avenues and the chirping of birds welcome every visitor to the verdant environs. The campus has won several architectural and landscape awards and provides an atmosphere conducive for the germination of managerial intellect.

### Library

The SDMIMD Library is a repository of printed as well as electronic resources which include books, journals, databases, AVs, CDs/DVDs, eBooks, e-journals, reports, course materials, case studies, conference proceedings and training manuals. Currently the library holds over 15000 books, provides access to 1400 plus journals and financial databases. SDMIMD Library also has single click access to all Harvard Business School Publishing materials.



## PGDM

The PGDM program runs for six terms over two years with an acclaimed quality and academic rigour. The curriculum and pedagogy are planned in an elaborate manner every year, which takes into account the best practices in other leading management institutions across the globe and also incorporates the views of leading academics and business leaders.

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

In their second year, students can opt to specialize in the areas of **Marketing, Systems, Finance, Operations, or Human Resource Management**. Students have the option of dual specialization. Students can also decide to be a generalist and not specialize in any area and instead opt for courses from various streams to make up the required minimum of 34 credits. For detailed curriculum visit our website

The Institute has student exchange programs with thirteen international management institutions/Universities. Students for these exchange programs are chosen based on their academic performance and by a comprehensive interview process.

## PGDM QUALITY MODEL



# ACADEMIC CALENDAR FOR THE YEAR 2023-25

Term-1	July to September 2024
Term-2	October to December 2024
Term-3	January to March 2025
Term-4	June to August 2025
Term-5	September to November 2025
Term-6	December 2025 to February 2026

## General Structure

- a) The 2-year fully residential PGDM program comprises of 6 trimesters each of duration varying from 10 to 13 weeks.
- b) The general course contents and curriculum are revised periodically taking into account the latest development in business environment and managerial thought and in line with practices in other leading B-Schools the world over.
- c) All the courses in the first year are compulsory core courses. These courses equip the students with basic knowledge in various areas of management.
- d) The courses in the second year emphasize the multifunctional and strategic dimensions in decision – making, and include courses related to different functional areas as well general areas.
- e) In the second year, students can opt to specialize in the areas of **Marketing, Systems, Finance, Operations, Human Resources Management along with additional modular specializations. Students have the option of single / dual specialization along with modular specialization in Microfinance or Business Analytics.** Students can also decide to be a generalist and not specialize in any area and instead opt for courses from various streams to make up the required minimum credits.
- f) SDMIMD has built into its curriculum some unique courses and programs that distinguish it from other Institutes, such as Ethics and Values in Management, Yoga and Socially Relevant Project.

## ADD-ON CERTIFICATION



A Joint certification by SDMIMD and TCS iON as added academic value without additional fees.

### ESG Certification

SDMIMD will be offering a modular specialization and certification for students to study ESG-related courses in addition to their chosen PGDM specialization without additional fees.



### Certification on BFSI

(Banking Financial Services and Insurance)

SDMIMD has MoU with BFSI Skill Development Council under the aegis of Ministry of Skill Development and Entrepreneurship, Govt of India to offer BFSI certification.



### Certification on NCCMP

(NSE Certified Capital Market Professional)

This certification is jointly offered by NSE Academy and SDMIMD.



### Certification on KPMG Lean Six Sigma

This certification is jointly offered by KPMG and SDMIMD to embellish their profile with skills in Lean manufacturing and Six sigma.



### Professional Diploma in Business Analytics

This diploma is jointly offered by All India Management Association (AIMA) and SDMIMD.





# LEARNING BEYOND CLASSROOM

At SDMIMD, learning does not stop with classroom lectures, case discussions, projects, internships and assignments, Students learn and adapt key skills like leadership, initiative, creativity, problem solving, networking, working in team etc. through multifarious "beyond the classroom" activities. These include clubs and associations, conferences and industry programs, student-led events etc.

## International Conferences

International Conference on Finance, Accounting and Banking

International Conference on Economic Growth and Sustainable Development- Emerging Trends

International Conference on Managing Human Resources at the Workplace

International Conference on Value driven Marketing

**Students are the co-organizers of the Conferences**

## Student Clubs

- Samprati – Organizes the students events
- Finnacle - Finance club
- Club Silicon – IT Club
- MPoria - Marketing Club
- HunaR – HR Club
- Toastmasters Club – Leadership Events
- e-Dimensions - Student Magazine
- Swayam - Entrepreneurship Cell
- Drishti - Film and Photography club
- Suvridha - Equity-Funded Departmental Store
- Kalanubhav - Cultural Awareness
- Gnosis - Corporate talks and Management games.
- Admissions Committee
- Placement Committee
- Mess Committee
- Sports Committee
- Social Media Committee

## Annual Events

- Annual Leadership Talk
- Foundation Day Lecture
- Convergence 3i - Industry, Institution interaction
- International Symposium
- Budget Conclave
- Startup Charcha
- Naissance - B-School Fest
- Abhigyan  
(Under Graduates Fest)



### 100 Plus Guest Lectures

- Alumni Lecture Series
- Corporate Speakers
- International Speakers
- Guests from Academia

### Social Initiatives

- Centre for Developmental Studies <sup>1</sup>
- LIFE @ School <sup>2</sup>
- Socially Relevant Projects
- Support for Schools <sup>3</sup>

### Industry Projects

- Summer Internship Projects
- Live Projects <sup>4</sup>
- Applied Research (Jointly with Faculty) <sup>5</sup>

1. Centre for Developmental Studies pursues research in the area of management and social development

2. Library Initiative for Education at School

3. Institute routinely contributes uniform, stationery, sports equipments, books & financial support to financially deprived children in the schools.

4. Students pursue live projects to enable the hands on corporate exposure.

5. Applied research are study on contemporary management issues taken up by the faculty members; students support the faculty in data collection & secondary research.

# PLACEMENTS

Placements at SDMIMD is the culmination of a series of activities that empowers the students to take on the challenges of today's complex and tough business with aplomb. The institute has adopted the **“ACE framework”** that equips the students to take on tomorrow's challenges.



The institute prides in providing 100% placement consistently. The graduates of SDMIMD are sought after by the industry for not just their business acumen and intellect, but also for their ethics and value system.

# PLACEMENTS - 2021-23 BATCH

The placement process for the PGDM 2021-23 batch has been completed with all the eligible students having been placed. Top brands like Schnieder Electric Capgemini, Oracle, Wipro, Infosys, TTK Prestige, Loreal have participated. New companies Tietoevry India, Ultratech have been added this year. The students have been placed in varied roles such as Management Trainee, Consultant, Business Analyst, Credit Analyst, Regional and Area Sales Manager. It has been a noteworthy performance by our students, wherein the Institute has seen many leading companies visiting the campus.

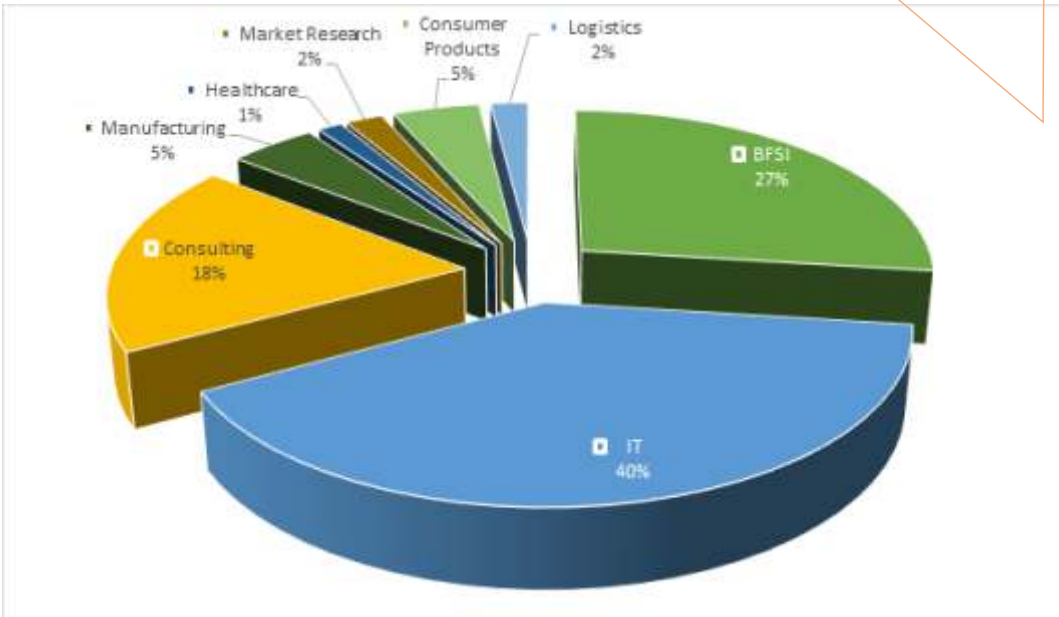
## KEY HIGHLIGHTS

- 11 % Increase in Average Salary
- More than 8 Companies recruiting over the last 5 years and more.
- 5 New Recruiters

## TOP RECRUITERS

Schnieder Electric, Capgemini, Infosys, Oracle, Wipro, Infosys BPM, Deloitte, Morgan Stanley, EY GDS, Tietoevry India, TTK Prestige, HDFC Limited, Loreal, Federal Bank, Ujjivan SFB, ICICI Bank, Feedback Consulting

## SECTORWISE DISTRIBUTION



## KEY STATISTICS (INR Lakhs per Annum)

Highest13

Average9.8

Top 10% Average12

Top 50% Average11





# ADMISSION PROCESS

## Fees

The existing fee is Rs 11.40 Lakhs for the 2-year PGDM program including Tuition fees + Hostel Stay (Fees can be paid in six instalments, distributed through six Terms -Schedule of payment will be given with the offer letter) Breakfast, Lunch & Dinner will be served at Mess. Food will be charged on a monthly basis which is approximately Rs. 3000 /- per month, In addition to the above.

The above total fee is subject to revision for the 2024-26 batch. The new fee structure will be announced on the Institute website.

## Education Loan

SDMIMD has been added in following banks for education Loan scheme under Premier Institutions

### Bank of Baroda - Baroda Gyan Scheme

- The education loan up to 15 lakhs can be availed without tangible collateral security

### SBI Scholar Loan

- The education loan up to 20 lakhs can be availed without tangible collateral security

### HDFC - Pre Approved Education Loan

- Pre-approved loan upto 40 lakhs
- Attractive Interest Rate
- No security required
- Quick & hassle free services

### Union Bank of India

#### Special Education Loan Scheme

- The education loan up to 20 lakhs can be availed without tangible collateral security

## Step 1 Eligibility

- Graduates/Final Year Graduation students appearing for CAT/XAT/GMAT/ CMAT/ATMA/MAT or who already have valid CAT/XAT/GMAT /CMAT/ATMA/MAT scores.
- Full-time graduation courses in any discipline recognized by the UGC/AIU.
- Consistent academic record of not less than 50% aggregate in 10th Std, 12th Std. and Degree. Students in final year of Degree to consider their percentage up to the Second Year/Last completed semester.

## Step 2 How to Apply?

The application needs to be submitted online. The application is available at the following link:

<http://sdmimd.ac.in/application/online.html>

Application Fee: Rs. 1250/-

Mode of Payment (Online/ Cheque/DD) and other relevant information available at  
<http://sdmimd.pgdm.co.in/admission-process>

## Step 3 Selection Process:

Selection process consists of Written Ability Test (WAT) and personal interviews (PI). Applicants will be shortlisted based on consistent academic performance, competitive exam score and interview performance. Short listed applicants will be called for an interview process in February-March 2024 to be held at several centers across India as mentioned in the Application Form (online interviews are also held on specific request) Selected students will be intimated by email/ phone/mobile.

**Last date to apply : 28th February 2024**

# SCHOLARSHIPS

## Scholarships

- Entry Merit Scholarship (Code: EMS) – Rs. 75,000 for finally selected applicants with minimum 70% each in – 10th Standard; 12th Standard / PUC 2; and Degree.
- Empowering Woman (Code: EW) – Rs. 50,000 scholarship for finally selected woman applicants with minimum 60% each in – 10th Standard; 12th Standard / PUC 2; and Degree.
- Student Exchange Subsidy (Code: SES): Students selected for student exchange programs abroad during the SDMIMD PGDM program may, on satisfying the conditions thereof, qualify for a subsidy ranging from Rs. 40,000 to Rs. 1,25,000 based on the location of the host institute/university.
- Student Merit Scholarship (Code: SMS) – 3 Students will be awarded Merit-cum-means Scholarship for Outstanding Academic Performance in each Term during the PGDM Program as follows

Term	Rank	Amount in Rs.
I	1	10,000.00
	2	5,000.00
	3	2,500.00
II	1	20,000.00
	2	10,000.00
	3	5,000.00
III	1	25,000.00
	2	15,000.00
	3	10,000.00
IV	1	30,000.00
	2	15,000.00
	3	10,000.00
V	1	40,000.00
	2	20,000.00
	3	15,000.00
VI	1	50,000.00
	2	25,000.00
	3	20,000.00

- Scholarship Codes EMS.& EW are mutually exclusive. That is, an eligible student is entitled to any one scholarship out of EMS & EW
- Scholarship amounts, except SES will be adjusted against the last instalment of fees during the PGDM program.
- All Scholarships are subject to students joining & successfully completing the SDMIMD PGDM program on schedule.
- 50% of the amount in respect of eligible candidates under SES will be paid before the overseas trip and the balance 50% on return after successfully completing the program



## WHY SDMIMD?



Innovative and contemporary pedagogy



100% Placement Record



Faculty with rich experience in academia and industry



17 International Student Exchange Programs with renowned universities



Merit Scholarship Scheme and Merit cum Means Scholarship Scheme worth of 70 lakhs



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



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



Single-occupancy hostel rooms



Yoga as a part of the PGDM program



Students from 20 states across India



Student Clubs



Students Annual Fests



Social Responsibility Orientation



Student Involvement in Research



Air-conditioned Classrooms

# MYSURU, INDIA

The city of Mysuru is the cultural capital of the state of Karnataka. The city is known for its majestic, mystical and mesmerizing beauty. Located 770m above sea level and 140 kms from Bangalore. Also known as the City of Palaces, Mysuru retains a quaint charm that never fails to enchant. From ancient times, this district has played a significant role in the history of South India. Mysuru District is a popular tourist destination offering several attractions ranging from the royal splendour of Mysuru City and its fabulous Dasara Festival to exquisite temples, pilgrimage centres and scenic spots. Mysuru is ranked the fifth-best city in India in which to conduct business and the second-cleanest city in India. Mysuru has emerged as the hub of the tourism industry in Karnataka, attracting about 2.5 million tourists every year. Some of the places of interest in the city are Mysuru Palace, Krishna Raja Sagara, Jaganmohan Art Gallery, Brindavan Gardens, Lalitha Mahal, Chamundi Hills, Mysuru Zoo, Folk Lore Museum and many more. Traditionally, Mysuru has been home to industries such as weaving, sandalwood carving, bronzework, and the production of lime and salt. The planned industrial growth of the city has led to the establishment of many industries and also projected as alternative IT hub for Bangalore.

## **Connectivity**

Mysuru is well connected with trains from all major cities. From Bangalore to Mysuru, there is a train running every hour. It is also well connected through roads. Every five minutes, luxury buses run between Mysuru and Bangalore. Also Mysuru is connect to Hyderabad, Chennai and Cochin directly through flight.



# CONTACTS

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Placement Officer

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## Faculty Committee for Admission

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Chairperson- Admissions

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