



Rating Rationale

Brickwork Ratings reaffirms “BWR A★ ★ (National) & BWR A ★★★ (KA) for the B School Grading of Shri Dharmasthala Manjunatheshwara Institute for Management Development (SDMIMD), Mysuru.

Brickwork Ratings India Pvt Ltd (BWR) has reaffirmed B School Grading of “**BWR A★ ★ (National)**” (Pronounced BWR A Double Star (National)) at the National Level & **BWR A ★★★ (KA)** (Pronounced BWR A Triple Star (Karnataka)) at the State Level for Shri Dharmasthala Manjunatheshwara Institute for Management Development (SDMIMD), Mysuru. The Grading assigned is valid for one year and is subject to an annual surveillance.

ORGANISATION BACKGROUND

Shri Dharmasthala Manjunatheshwara Institute for Management Development (SDMIMD), Mysuru was established in 1994. The Institute is promoted by the Shri Dharmasthala Manjunatheshwara Educational Trust (SDMET), Ujire, an established and reputed non-profit educational trust, which runs more than 40 educational institutions in Karnataka. SDMIMD functions as a strategic, administered centre under the SDMET. SDMIMD offers a two year full-time residential Post Graduate Diploma in Management (PGDM) program, which is approved by the All India Council for Technical Education (AICTE) and National Board of Accreditation (NBA). SDMIMD has received International accreditation from Accreditation Council for Business Schools and Programs (ACBSP), USA, for the 2-Year Residential flagship programme – Post Graduate Diploma in Management (PGDM) and EFMD (European Foundation for Management Development) has awarded the prestigious EPAS International Accreditation to the institution’s flagship program – Post Graduate Diploma in Management (PGDM). SDMIMD Mysore is the first Indian B-school to receive EPAS accreditation. From the academic year 2017, SDMIMD has widened its scope by starting two new courses viz, One year full time Residential Post Graduate Programme in Management (PGPM) and Sports Management Diploma /Certificate through CS & MS (Centre of Sports and Management Studies). The Campus is located at the foothills of Chamundi Hills in Mysuru, Karnataka.

Note: Please refer to www.brickworkratings.com for definition of the Grading & Grading Scale

METHODOLOGY ADOPTED

BWR B School Grading reflects BWR's current opinion on the quality of the programs offered and the ability of the Institute to deliver and transfer knowledge to the students.

BWR has drawn up several qualitative and quantitative parameters, based on its own research and in consultation with various experts in this field and in the "user segments", to make an assessment of a B- School's standing and capability. BWR has formulated its own criteria by broadly categorizing these assessment parameters into various distinct areas and developed its own Methodology viz, Curriculum & Pedagogy, Faculty profile and quality, Governance structure, Student profile, Placements & alumni performance, Research & internships, Financial strength, Corporate tie ups and start up incubators, and Infrastructure setup.

GRADING RATIONALE

The reaffirmation of the B School Grading continues to factor SDMIMD's established track record and position amongst the reputed business schools in the country and strong brand equity due to its association with the 700 year old Shri Kshetra Dharmasthala, Karnataka, which has clearly stated social purposes and value orientation towards community development. SDMIMD has an eminent and experienced Governing Council and Advisory body comprising industry veterans and academic doyens and consistent support from the SDMET. The Grading continues to draw comfort from the diverse academic courses offerings, introduction of industry relevant courses, well qualified faculty and experienced management, international tie ups with renowned Universities, International accreditation, talented student pool, consistent placement record, excellent infrastructure facilities and stable financial risk profile of the Institution.

The Grading takes into consideration the competition from other elite B-Schools in the country, scope for improvement in ability to attract premier recruiters, need for increased brand visibility at the national level, necessity for higher research and entrepreneurship facilitation and vulnerability to the regulatory risks associated with the education sector in India.



SDM Educational Trust

SDMIMD is managed by Shri Dharmasthala Manjunatheshwara Educational Trust, Ujire, which is a non-profit educational organization functioning under the aegis of Shri Kshetra Dharmasthala, Mangaluru, an organisation dedicated to philanthropy and service to mankind through community development, education and allied sectors. The Trust and all the affiliated Institutes are headed by Padma Vibhushan Dr. D. Veerendra Heggade, the Dharmadhikari of Shri Kshetra Dharmasthala, Mangaluru. SDMET runs more than 40 educational institutions imparting quality education from the primary level to the postgraduate level in the fields of Medicine, Dentistry, Engineering, Naturopathy, Ayurveda, Law, Business Management and Physiotherapy.

SDMIMD Curriculum:

SDMIMD offers a 2 year fully residential PGDM program approved by the All India Council for Technical Education (AICTE), Ministry of Human Resource Development, Government of India. This program has also been accredited by the National Board of Accreditation (NBA). The program follows a trimester pattern with 7-8 subjects per trimester each of 10-13 weeks duration. The curriculum involves a mix of lectures, modelling, industry visits for various courses, case studies along with group –learning assignments. SDMIMD presently charges Rs 10.70 Lakhs for the 2 year PGDM program excluding hostel fees.

All the courses in the first year are compulsory core courses. In the second year, students can opt to specialize in the following areas viz., Marketing, Finance, Systems, Operations & Human Resource Management. SDMIMD is offering dual Specialization since inception. Generally 60-70% of the students opt for marketing specialization. The other major specialization preferred by students is finance. Students can also decide to be a generalist and not specialize in any area. SDMIMD reviews its curriculum regularly taking due feedback from faculty, students, alumni and corporate in order to keep abreast with the industry requirements as well as current trends.

The institute follows a continuous evaluation process which includes quizzes, assignments/projects/case analysis/presentations, mid-term examination, term end examination and class participation. SDMIMD awards Cumulative Grade Point Average (CGPA). (CGPA) at the end of a term is the weighted average of the grade points obtained in all the courses up to and including the term. The weights are the number of credits for the respective courses (1/2/3).



SDMIMD has recently introduced a One-year full-time residential Post Graduate Programme in management (PGPM). Admission process is underway and PGPM is expected to commence on May 15 2017. PGPM is aimed at working executives and entrepreneurs who are seeking a formal exposure to contemporary managerial tools and techniques by way of in-class interaction. The course is compiled from contemporary industry practices and business case studies.

An additional course started in 2017 is Sports Management Diploma /certificate through CS & MS. Somdev Kishore Devvarman - a former professional Indian Tennis Player is the Brand Ambassador for the course. The course syllabus includes topic on management and planning of sports events, leagues and teams, both professional and amateur, sports event management & Brand building, player auctions, sports tourism etc

SDMIMD also has MoUs with 6 universities for student exchange program viz., Texas A&M University, USA, Shanghai University, China, MBA Centre, Global Management Education Institute, British University in Dubai University of Pau, France, University of Bordeaux, France & University of Montevideo, Uruguay. Every year, students can opt to study one term at either of the above Institutes. Such students are put through a selection process, which also includes an interview. Various parameters like academic performance, performance in extra-curricular and co-curricular activities are taken into consideration to draw up the final list of candidates to study at either Shanghai or Texas.

SDMIMD offers other programs like PGCPME, Doctoral Program, Faculty Development Program, Management Development Program, NSE Certified Capital Markets Professional (NCCMP) Program & Client Specific Programmes. PGCPME - Executive Level Management Program is aimed at working executives, in collaboration with AIMA, New Delhi. The 9 months program has three semesters of classroom interaction and one semester of project work. The Doctoral Program [Ph.D.] of SDMIMD conducted by SDM Research Center for Management Studies (SDM RCMS) is recognized by University of Mysuru in the area of Management Studies.



Governance structure:

SDMIMD is managed by SDMET headed by Padma Vibhushan Dr. D. Veerendra Heggade. Mr. D. Surendra Kumar is the Vice President and Prof. S. Prabhakar is the Secretary. The other Members of the SDMET are Dr. Harshendra Kumar and Dr B Yasho Varma. SDMIMD is also regulated by the Governing Council and Advisory board.

The Board of Governors is comprised of members with strong credentials in the education industry as well as in the corporate world. Dr. D. Veerendra Heggade is the Chairman of the Governing Council. The council includes eminent members like Mr. D. Surendra Kumar, Vice President-SDMET, Prof. S. Prabhakar, Secretary-SDMET, Mr. B. Muthuraman, Former Vice Chairman-Tata Steel, Mr. Bhaskar Bhat, Managing Director -Titan Industries Limited, Dr. Anant R Koppar, Chairman & CEO - KTwo Technology Solutions, Dr. K.R.S Murthy, Former Director - Indian Institute of Management – Bangalore, External Rating Committee member of Brickwork Ratings India Pvt Ltd and member of the Governing Council in several educational and non profit institutions, Dr. Prasanna Chandra, Director of Centre for Financial Management & Professor (Retd.), IIM-B Director, Mr. K. Jairaj, Former Additional Chief Secretary – GoK, Prof. Pradeep A. Rau, Chairman & Professor of Marketing and International Business George Washington University, Washington, D.C., USA, Mr. R. Guru, Chairman, N.Ranga Rao & Sons – Mysuru, Dr. N.R. Parasuraman, Director - SDMIMD and Dr. H. Gayathri, Deputy –Director - SDMIMD.

The Advisory Board of SDMIMD consists of Mr. Surendra Kumar, Vice President-SDMET, Prof. S. Prabhakar, Secretary-SDMET, Mr. Sid Mookerji, CEO - Software Paradigms (I) Private Limited, Mr. K. Ganesan, Vice President - HR Tata Consultancy Service (TCS), Chennai, Mr. K.R. Viju Parameshwar - President & CEO - Kluber Lubrication India Private Limited, Dr. Saji Gopinath, Professor - Indian Institute of Management, Kozhikode, Dr. K.R.S Murthy, Former Director - Indian Institute of Management – Bangalore, and External Rating Committee member of Brickwork Ratings India Pvt Ltd, Mr. R. Venkatanarayanan President-HR - IT-and Education, Rane Holdings Ltd, r. N.R. Parasuraman, Director - SDMIMD, Dr. H. Gayathri, Deputy –Director - SDMIMD and Dr. R. Jagadeesh Dean - Academics & Professor - Operations SDMIMD.



Faculty profile:

Dr. N.R. Parasuraman is the Director of SDMIMD and Dr. H. Gayathri is Deputy Director. The Directors and the core faculty have extensive experience in the education sector and in the corporate world with median teaching experience of over 11 years. They are closely involved in the day to day activity of the institution and provide good stability to the operations of the Institute. Out of 21 Core Faculty, 16 are Ph.D Holders. There are around 10-15 visiting faculty, drawn from industry and elite educational institutions in India and abroad.

Student profile, Research & Internships:

The college has a two stage student selection process. In the first round, the college accepts CAT, XAT, GMAT or CMAT scores for screening the students. Applicants are shortlisted based on consistent academic performance, competitive exam scores and work experience as applicable. The second stage of the selection process involves a personal interview in March to be held at several centres across India. The final selection is based on applicant's outcome of both the stages with appropriate weightages. Annual permitted intake of PGDM programme is 180 students. The student profile has a good academic and gender diversity with well diversified representation from students across the country. 24% of the 2016-18 batch has work experience, 60% of the batch are from an engineering background, ~66% are male students and ~34% are female students.

Shri Dharmasthala Manjunatheshwara Research Center for Management Studies (SDM RCMS) extends professional guidance and assistance to the research aspirants in the area of Management Studies and successful research works are awarded the doctoral degree by respective universities. The objective of this centre is to promote a variety of research and scholarly initiatives in the field of management. It is envisaged that, SDMRCMS would help in growing the intellectual capital, not only within the Institute, but also provide a platform to broaden their research initiatives at various levels.

SDMIMD has active student bodies like Club Silicon, Finncle Club, HunaR- HR Club, OPAL Club, Toastmasters Club, marketing Club Placement Committee etc. The Institute focuses on all round development of its students, as demonstrated by their overall personality development and performance in academic and extra-curricular activities at various inter-college events at both national and international level.



A number of in-house case studies and internship reports have been developed and printed. The Course also includes Summer Internship Project - duration of 6 to 8 weeks, with an opportunity to work and gain first – hand exposure to the environment, work culture and processes that prevail in real-life organizations.

Placements & Alumni Performance:

Placements are 100% for students opting for placements. Average salary per annum is around Rs 6.50 lakhs. Highest salary offered was Rs 12.00 lakhs (2015-16) . Majority of the recruiters are repeat recruiters such as Wipro Technologies, Ujjivan Financial Service, ICICI Prudential, Copal Amba, HDFC Limited, KPMG, EY, Infosys Technologies, Dell International Services Ltd., Janalakshmi Financial Services, Bajaj Capital, Mahindra Finance, TCS, Idea Cellular etc. Post the summer internships, 15-20% translate to pre-placement offers. Information Technology (IT) sector is the major recruiter (~29% in 2015-17 batch), followed by Equity Research (~16%), Microfinance (~13%) and FMCG (~11%).

SDMIMD has a dedicated Alumni association. The alumni are involved in various student development facilitation initiatives like guest lectures, evaluating the students during the admission process and preparing students for placements through mock interviews and group discussions. Alumni achievements, their visits to SDMIMD campus and other alumni related activities are showcased in “Spandan”, the alumni portal.

Infrastructure setup

There are 360 students residing in the Campus with around 95 teaching and non-teaching staff. The excellent and beautifully maintained campus is spread over ten acres of land and is equipped with modern infrastructure. The land and building of the campus is owned by SDM Educational Trust.

SDMIMD has a Wi-Fi campus with students accessing the network and all learning resources online through their laptops. SDMIMD has a well maintained and regularly updated website. Currently the library holds over 14000 books, 70 print journals and provides access to 39000 (EBSCO + J-Gate) e-journals. electronic corporate databases like Capitaline, EBSCO, Proquest, newspapers and business magazines and over 120 multimedia resources. As a site licence holder, SDMIMD library has access to all Harvard Business



School published material. The library provides contemporary, state of art facilities and the institution has upgraded its database to meet all relevant content.

Classrooms are equipped with high-tech equipment like LCD Projectors, OHP Computers, White Boards etc. The Auditorium seats 300 people. Hostels are well maintained with good security measures.

Financial Strength

SDMIMD generates adequate revenue to meet its operating expenses and investments in information technology related infrastructure like computers, databases etc to meet its requirements. The Institute does not have any debt on its books. SDMIMD has strong support from its parent organisation for meeting its financial investments in capital expenditure, resource mobilisation and learning infrastructure enhancement.

Corporate tie ups and start up incubators

SDMIMD has conducted Management Development Programs (MDPs) on Finance for Non-Finance Executives, Statistical Process Control (SPC) Using Excel, Inferential Statistics, Effective Business Negotiation, Dimension Leadership catering to various academic and corporate executives. SDMIMD also offers Customized Management Development Programs. Incubator initiatives are to be addressed by the Institute. SDMIMD has corporate tie ups with Vinyas Innovative Technologies Pvt. Ltd, Mysuru, Scanray, J K Tyres, Rane (Madras) Limited etc

FUTURE GROWTH

The number of B-Schools across the country is increasing with the growing importance of business education. A step taken by Indian B-Schools to achieve global standards is forging affiliations and tie-ups with various renowned domestic and international universities and corporate houses. International accreditations also attract foreign companies and MNCs in India during the final placement period.

Taking into consideration the strong, credible parentage of the Institute, the social goals and focussed efforts towards student development, competence of the management, curriculum content and learning outcome, teaching faculty and standards, program administration, student admission standards and diversity, infrastructure and facilities and



placement record, BWR believes that SDMIMD’s activities are strongly sustainable and committed to high quality. SDMIMD has secured its position as one among the Top B-Schools in India and is recognised for its academic rigour.

As part of its strategy for continuous improvement, SDMIMD could focus on acquiring additional national & global accreditations, innovation in teaching methodologies, strengthening its consultancy and research track record, forging corporate tie-ups and introducing additional industry relevant academic courses. This would be beneficial in attracting higher quality students and faculty, premier recruiters, provide greater research opportunities and enable global recognition.

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