

SDM Institute of Management Development (SDM IMD) was set up by the SDM Education Trust in 1994; the trust has about 40 institutes under its aegis in the streams of engineering, medical, nursing, and dental education. SDM Education Trust was set up more than 40 years back by the SDM Trust, Dharmasthala, that is reputed for its temple charities, free food for pilgrims, and financial aid to the poor. The Post Graduate Diploma in Management (PGDM) programme at SDM IMD was started in 1996. SDM IMD shifted from a small campus to the present 10.5-acre campus in 2004. The PGDM programme is the only full-time course run by the institute. The institute has widened the scope by offering Doctoral Research Program in Management Studies. Shri Dharmasthala Manjunatheshwara Research Center in Management Studies (SDM RCMS), the research unit of SDM IMD has been recognised as a research centre by the University of Mysore, Mysore and the Tumkur University, Karnataka.

Best Practices Followed

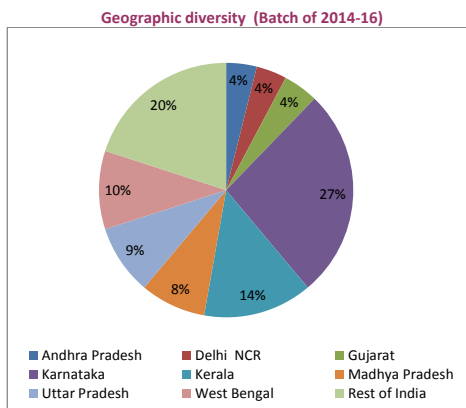
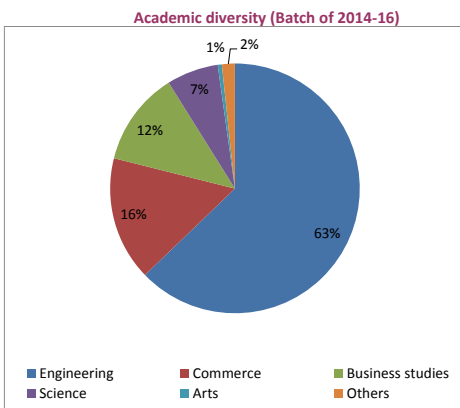
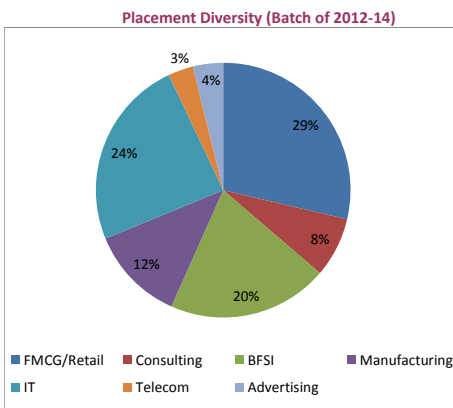
- Compilation of select student summer internship projects in the form of a journal
- Student engagement in socially relevant activities—Centre for Advanced Learning, is associated with government schools to teach school children

Areas of Excellence	Areas of Strong Performance	Areas of Good Performance	Areas of Improvement
<ul style="list-style-type: none"> • Patronage of a trust with strong heritage in philanthropy and well experienced in managing educational institutions 	<ul style="list-style-type: none"> • Well-balanced management structure, comprising some eminent professionals • Well-maintained learning infrastructure, supported by a technology-driven library. 	<ul style="list-style-type: none"> • Consistent placement record • Good physical infrastructure, with a dedicated resource centre for gym, indoor badminton, and yoga. 	<ul style="list-style-type: none"> • Limited brand visibility at a national level compared with higher-graded institutes • Need to attract more star recruiters

Graded Programme Details		Students - Key Statistics (Batch of 2014-16)		Permanent Faculty		Student Outcome (Batch of 2012-14)	
Programme	PGDM	Student strength	180	Faculty strength	21	Placements*	100%
Offered since	1996	Average age	24 years	Median teaching experience	10 years	Median salary	Rs. 5.68 Lakh
Status	Autonomous	Average work experience	-	Median industry experience	5 years	Maximum salary	Rs. 15.5 Lakh
Recognition	AICTE, NBA	Percentage of female students	28%	Retention rate	76%	Pre-placement offers	5%
Programme fee	Rs. 9.5 Lakh + Boarding fees	Percentage of students with work experience > 2 years	11%	Student-Faculty ratio	17:1	Predominant placement region	Pan India
Total Seats	180	Entrance exam	CAT, GMAT, XAT, CMAT	Visiting faculty	11	No. of student clubs	17

Admission statistics: Cut-offs 2014-16				Prominent recruiters	
Government quota seats		Management quota seats		Amba Research (I) Pvt Ltd, Berger Paints India Ltd, Bosch Ltd, Deloitte Consulting India Pvt Ltd, HDFC Bank, ICICI Securities Ltd, Idea Cellular Ltd, Infosys Ltd, Tata Consultancy Services Ltd, Total Oil India Ltd, TTK Prestige Ltd, Ujivan Financial Services Pvt Ltd	
Cut-off Score	Not defined	Cut off Score	NA		
Highest Score	NA	Highest Score	NA		

*excludes 10 students of 2012-14 batch who opted out of placements. As of March 2015, 20 students of 2013-15 batch were yet to be placed.



Curriculum

The two-year curriculum follows a trimester system, with elective courses being offered in the second year with summer internship between the years. Students can choose new electives, such as IT Audit & Governance, Financial Econometrics & Financial Statement Analysis, and Corporate Social Responsibility.

In 2014, the institute has tied-up with KPMG and WIPRO for credit-based special projects.

SDM IMD has agreements for academic exchange with Shanghai University, Texas A & M University, and the British University in Dubai. Seven students and two faculty members participated in the exchange in academic year 2014-15,

Industry Interaction

The institute conducted 24 guest lectures by academicians and industry experts, most of whom were from mid to senior management.

SDMIMD hosted a series of six open Management Development Programmes (MDP) in May 2014 which saw participation from more than 80 people.

Alumni is actively engaged with the institute through admission activities, student orientation, guest lectures, and placement activities.

Infrastructure

SDM IMD is housed in a 10.5-acre campus in a scenic location and has hostel facilities, mess and recreation facilities, MDP hall, and a yoga and wellness centre.

The well-maintained 90-seater library has over 8000 book titles and 50 journals, and Wi-fi was recently introduced. SDMIMD has a complete digital library system, including a content-management system via Drupal. Students are provided licensed access to Harvard Business School Publishing cases.

SDM IMD has a learning management system for courseware and a Knowledge Portal, which apart from giving access to the digital library, helps with online administration of attendance, quizzes, and other such activities.

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