

Mandatory Disclosure by Institutions running PGDBM/PGDM/MBA programmes to be included in their respective information Brochure, Displayed on their website and to be submitted to AICTE every year well before the admission process.

The following information is to be given in the Information Brochure besides being hosted on the Institution's official Website.

I. Name of the Institution : *Dayananda Sagar Business School*

❖ Address including telephone, Fax, e-mail.

*Dayananda Sagar Business School  
Shivage Malleshwara Hill,  
Kumaraswamy Layout,  
Bangalore – 560078  
Tel: (080) 42161704  
Fax: (080) 26660789  
E-mail: rkvsarathy@hotmail.com*

II. Name & Address of the Director

*Prof.R.K.Vijaya Sarathy  
Director  
Dayananda Sagar Business School  
Shivage Malleshwara Hill,  
Kumaraswamy Layout,  
Bangalore – 560078*

III. Governance :

❖ Members of the Board and their brief background. –(Annexure – I)

❖ Members of Academic Advisory Body. - (Annexure – II)

❖ Frequency of the Board Meetings and Academic Advisory Body.  
*Both the bodies generally meet four times in a year.*

❖ Organizational chart and processes - (Annexure – III)

❖ Nature and Extent of involvement of faculty and students in academic affairs/ improvements.

*In precise terms, there are various committees such as academic, placement, student affairs, research and publications etc. to involved the faculty and students in day to day managing the academic administration. It is contended through the above decentralization interaction would be effective and transparent which eventually lead to improvements and system becoming more vibrant.*

#### IV. Programmes

❖ Name of the Programmes (Full Time) approved by the AICTE.

- *Post Graduate Diploma in Management (PGDM)*
- *Post Graduate Diploma in Management (PGDM-HRM)*

❖ Name of the Programmes (Part Time) approved by the AICTE.

*Not Applicable*

❖ Name and duration of programme(s), if any, not approved by AICTE and being run in the same campus.

*Not Applicable*

❖ For each Programme the following details are to be given :

A. For Existing Programme

- 1
  - Name: *Post Graduate Diploma in Management (PGDM)*
  - Number of seats: *60 (Sixty)*
  - Duration: *2 Years*
  - Cut off mark for admission during the last 2 years: *50% undergraduate marks in any discipline and MAT score 400 and above.*
  - Fee: *Rs.2,10,150/Annum inclusive of Rs. 8,000 Caution deposit and Library deposit which are refundable.*
  - Placement Facilities: *Available*  
Campus placement in last two years with minimum salary, maximum salary and average salary:
  - *First Batch will roll out during April 2011.*

Sl.No.	Year	Name of the Company/Industry	Number of Students placed
1	2007-2009	VCI Hospitality Limited	Anil Kumar,,
2		Cross domain	Deepthishree, Harish Jadav
3		Honda	Kiran Patoliya
4		SSG Software Systems Private Ltd	Lagnajeet Panda,
5		Leela Kepinsky	Sonal Jain
6		Jindal Aluminum Ltd	Geetanjali Singh, Kumari Lakshmi Singh ,
7		IBM	Sumit,
8		Ocwen Financial Privet Ltd	Alka Kumari,
9		Artech Infosystems	Cheena Kumawat
10		Embitel Pvt., Ltd	Vinay Kumar Sharma
11		PAC Soft Solutions Pvt., Ltd	Ritesh Kumar
12		Ciple	Sushil Kumar Tiwari
13		HSBC Investment	Amritha Verma
14		Sharekhan	Anushil Kumar
15		Reliance Life Insurance	Achal Kumar
16		Firepro Systems Pvt., Ltd	Adithya Prakesh
17		MAX New York Life Insurance	Bimal Uprita, Achal Kumar
18		First source	Swati Solanki
19		TATA Indicom	Sushant Sharma, Kashif Malik
20		Ample	Shailendra Singh
21		CICO	Vishwajeet Singh
22		AVIVA Life Insurance	Ambika

MinimumSalary: Rs.10, 500PM  
MaximumSalary: Rs.25, 000PM  
Average Salary : Rs.14, 500PM

- 2
- Name: *Post Graduate Diploma in Management (PGDM-HRM)*
  - Number of seats: *60 (Sixty)*
  - Duration: *2 Years*
  - Cut off mark for admission during the last 2 years: *50% undergraduate marks in any discipline and MAT score 400 and above.*
  - Fee: *Rs.2,10,150/Annum inclusive of Rs. 8,000 Caution deposit and Library deposit which are refundable.*
  - Placement Facilities: *Available*  
Campus placement in last two years with minimum salary, maximum salary and average salary:
  - *First Batch will roll out during April 2011.*

- ❖ Name and duration of programme(s) having affiliation/collaboration with Foreign University(s)/Institution(s) and being run in the same Campus along with status of AICTE approval.

*No such collaboration exists*

Details of the Foreign Institution/University:

*Not applicable*

- Name of the University / Institution
  - Address
  - Website
  - Is the Institution / University Accredited in its Home Country
  - Ranking of the Institution / University in the Home Country
  - Whether the degree offered is equivalent to an Indian degree?  
If yes, the name of the agency which has approved equivalence. If no, implications for students in terms of pursuit of higher studies in India and abroad and jobs both within and outside the country.
  - Nature of Collaboration
  - Conditions of Collaboration
  - Complete details of payment a student has to make to get the full benefits of collaboration.
- ❖ For each Collaborative / affiliated Programme give the following:

*Not applicable*

- Programme Focus
- Number of seats
- Admission Procedure
- Fee
- Placement Facility
- Placement Records for last two years with minimum salary, maximum salary and average salary

- ❖ Whether the Collaborative Programme is approved by AICTE? If not whether the Domestic / Foreign Institution has applied to AICTE for approval as required under notification no. 37-3/Legal/2005 dated 16th May, 2005.

*Not applicable*

V. FACULTY

- ❖ Number of faculty members for existing Programme PGDM :
  - Permanent faculty: *09*
  - Visiting faculty: *10*
  - Adjunct faculty : *05*
  - Guest faculty : *15*
- ❖ Number of faculty members for existing Programme: PGDM-HRM
  - Permanent faculty: *05*
  - Visiting faculty: *06*
  - Adjunct faculty : *05*
  - Guest faculty : *15*
- ❖ Profile of each faculty with qualifications, total experience, age and duration of employment at the institute concerned. *-(Annexure-IV)(A &B)*
- ❖ Number of faculty employed and left during the last two years. *Two*
- ❖ Profile of Director/Principal with qualifications, total experience, age and duration of employment at the institute concerned. *-(Annexure-V)*
- ❖ Whether student assessment of faculty is in force. *Yes*

## VI. FEE

- ❖ Details of fee, as approved by State Fee Committee, for the Institution.

### Fee structure

The details covering fees is given below is for existing programme.

Sl.No	Particulars	Management	
		1st Sem (in Rs)	2nd Sem (in Rs)
1	Tuition Fees	92,500.00	92,500.00
2	Student Internet Information System (SIS)	1,700.00	-----
3	Medical Health Checkup	550.00	-----
4	Seminars & Workshop	750.00	-----
5	Professional Membership	850.00	-----
6	Business Magazines	1,000.00	-----
7	Student Club	1,000.00	-----
8	E-Library Fees	1,000.00	-----
9	Soft Skill Course	1,500.00	1,500.00
10	Language	1,000.00	-----
11	Uniform	2,800.00	-----
12	Internal Examination	-----	3,000.00
13	Cultural Events	-----	500.00
14	Miscellaneous Fee	1,250	
15	Project Guidance Fee		1,000.00
16	Allumni Association Fee		1,000.00
17	Caution deposit	5,000.00 (Refundable)	-----
18	Library deposit	3,000.00 (Refundable)	-----
	<b>TOTAL</b>	<b>1,13,900.00</b>	<b>99,500.00</b>

The Fee structure shown above would be the same for the II Year of Study (2009 – 10)

### Fee structure

The details covering fees is given below is for programme PGDM.

The fees structure for programme PGDM – HRM is same as that of the PGDM programme.

- ❖ Time schedule for payment of fee for the entire programme.

*Two installments in a year.*

- ❖ Fee waivers granted with amount and name of students.

*No waiver is granted as of now.*

- ❖ Number of scholarships offered by the institute with the name of students, duration and amount.

*None as of now.*

- ❖ Criteria for fee waivers/scholarships.

*Not applicable*

- ❖ Estimated cost of Boarding and Lodging in Hostels.

*Rupees 48,000.00 per annum (Approx)*

## VII. ADMISSION

- ❖ Number of seats sanctioned with the year of approval.

(A) For Existing Programme

<i>PGDM</i>	<i>60 seats</i>	<i>2007-08</i>
<i>PGDM HRM</i>	<i>60 seats</i>	<i>2009-10</i>

- ❖ Number of students admitted under various categories each year in the last two years.

*As per merit list*

- ❖ Number of applications received during last two years.

*For the year 2007-08 around 190 Applications and for the year 2008-09 around 250 Applications have been received and for the year 2009-10 around 325 Application have been received.*

- ❖ Number of seats sanctioned with the year of approval.

(B) For New Programme

<i>PGDM (HRM)</i>	<i>60 seats</i>	<i>2009-10</i>
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- ❖ Number of students admitted under various categories each year in the last two years.

*For the Current Year Recruitment & Selection of Students for the programme is going on. This is the New Programme approved by AICTE recently.*

- ❖ Number of applications received during last two years.  
NOT APPLICABLE

#### VIII. ADMISSION PROCEDURE

For Existing Programme PGDM

- ❖ Mention the admission test being followed, name and address of the Test Agency and its URL (website).

*Management Aptitude Test (MAT) conducted by AIMA, New Delhi; CAT Scores received by IIM's is also being accepted.*

- ❖ Number of seats allotted to different Test Qualified candidates CAT, MAT, XAT, JMET, ATMA, CET, JEE (State conducted tests / University tests).

*No allotment is being made. However , admissions are purely based on merit.*

- ❖ Calendar:

- Last date for request for applications. *May 16,2009*
- Last date for submission of application *May 30,2008*
- Dates for Group Discussion (GD) / Interviews  
*June 15, 16&17, 2009 (Final Round)*
- Dates for announcing final results *June 17,2009 (Final Round)*
- Release of admission list (main list and waiting list should be announced on the same day) *Through counseling*
- Date for acceptance by the candidate (time given should in no case be less then 15 days) *July 3,2009*
- Last date for closing of admission. *June 29, 2009*
- Starting of the Academic session. *July 20, 2009*
- The waiting list should be activated only on the expiry of date of main list *Has been adhered to.*
- The policy of refund of the fee, in case of withdrawal, should be clearly notified. *Has been adhered to.*

For Programme PGDM - HRM

- ❖ Mention the admission test being followed, name and address of the Test Agency and its URL (website).

*Management Aptitude Test (MAT) conducted by AIMA, New Delhi; CAT Scores received by IIM's is also being accepted.*

- ❖ Number of seats allotted to different Test Qualified candidates CAT, MAT, XAT, JMET, ATMA, CET, JEE (State conducted tests / University tests).

*No allotment is being made. However, admissions are purely based on merit.*

- ❖ Calendar:

- Last date for request for applications. Same as followed of in the existing PGDM programme
- Last date for submission of application Same as above
- Dates for Group Discussion (GD) / Interviews Same as above
- Dates for announcing final results Same as above
- Release of admission list (main list and waiting list should be announced on the same day) Same as above
- Date for acceptance by the candidate (time given should in no case be less than 15 days) Same as above
- Last date for closing of admission. Same as above
- Starting of the Academic session. Same as above
- The waiting list should be activated only on the expiry of date of main list *Has been adhered to.*
- The policy of refund of the fee, in case of withdrawal, should be clearly notified. *Has been adhered to.*

IX. CRITERIA AND WEIGHTAGES FOR ADMISSION  
Both for existing programmes PGDM and PGDM-HRM

- ❖ Describe each criteria with its respective weight ages i.e. Admission Test, GD, Interview etc.

- *On the basis of MAT Score (All India Category), not less than 500 aggregate score.*

- ❖ Mention the minimum level of acceptance, if any, for any criteria.  
- *No such Criteria.*

- ❖ Mention the cut-off levels of percentage & percentile scores (section-wise and/or total as case may be) of the candidates in the admission test who are called for GD/ Interview

*50% Aggregate at the final year of under graduation programme.*

- ❖ Mention last two years cut-off percentage & percentile (section-wise and/or total as the case may be) of the candidates called for GD / Interview.

*Same as above during the last year.*

- ❖ Display marks scored in Test, GD, and Interview etc. and in aggregate for all candidates who come for GD/Interview etc.

*Has been adhered to.*

X. APPLICATION FORM  
Both for existing programmes PGDM and PGDM-HRM

- ❖ Downloadable application form, with online submission possibilities.

*Yes, the above facilities are available on [www.dsbschool.org](http://www.dsbschool.org)*

XI. LIST OF APPLICANTS

Both for existing programmes PGDM and PGDM-HRM

- ❖ List of candidates whose applicable have been received along with percentile/percentage score for each of the qualifying examination in separate categories for open seats. List of candidates who have applied along with percentage and percentile score for Management quota seats.

*No management quota seats available in the institution.*

XII. CRITERIA FOR GD / PERSONAL INTERVIEW

Both for existing programmes PGDM and PGDM-HRM

- ❖ Norms adopted for calling the candidates for Group Discussion/Personal Interview. (It has to be strictly in order of merit.)

*It will be purely as per Merit*

- ❖ Attributes for evaluation in GD/Interview.

- *Leadership qualities*
- *Communication skills*
- *Ability of comprehensions*
- *Positive attitude*
- *Ability to work in team*
- *Logical thinking*

XIII. RESULTS

Both for existing programmes PGDM and PGDM-HRM

- ❖ Composition of evaluation team with the brief profiles of members (This information be made available in the public domain after the admission process is over)

*Director*  
*Senior Faculty Members*

- ❖ Score of the individual candidates called for Group Discussion and Interview in each of the components including the test and in total, arranged in order of merit.

- (Annexure – VI)

- ❖ List of candidates who have been offered admission in each category.

- (Annexure – VII (A) & Annexure – VII (B))

- ❖ Waiting list of the candidates in order of merit to be operative from the last date of joining of the first list candidates, category wise.

- (Annexure – VIII)

- ❖ List of the candidates who joined within the date vacancy position in each category before operation of waiting list.

Same as Annexure- VII

**Mandatory Disclosure  
Annexure-I**

**THE BOARD OF GOVERNORS OF DSI**

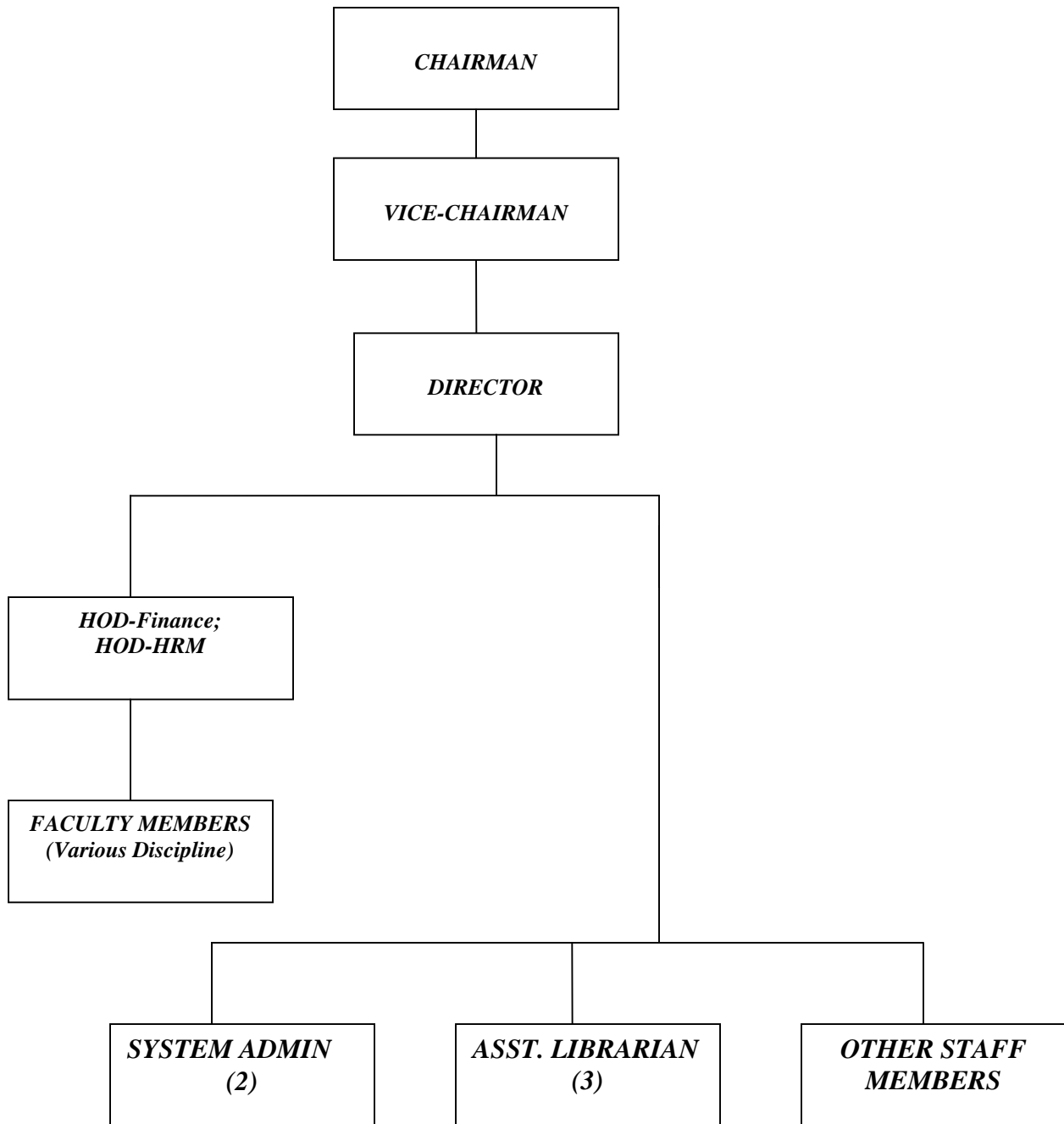
Sl. No.	Trust / Society Representative	Academic Background		Industry Experience	Others
		Technical	Non Technical		
1	Dr. D. Hemachandra Sagar	<b>M.B.B.S, M.D</b>	----	20 years in Health care Industry	15 years in education
2	Dr. D. Premachandra Sagar	<b>M.B.B.S</b>	----	20 years in Health care Industry	13 years in education
3	Sri.Galiswamy	<b>B.A</b>	----	----	35 years in education
4	Dr.M.S.Ramachandra	<b>MBA, M.Com, M.Phil, Ph. D</b>	----	----	33 yrs in education & Industry
5	Prof.R.K.VijayaSarathy	<b>Fellow, EICEP (EEC) MBA,NY, USA</b>	----	----	40 yrs in education and corporate world

**Mandatory Disclosure  
Annexure-II**

**MEMBERS OF ACADEMIC ADVISORY BOARD**

- 1.) Prof. R.K.Vijaya Sarathy , Director, DSBS, Bangalore**
- 2.) Dr.M.S.Ramachandra, Director CR & IA and Global Education; DSI, Bangalore**
- 3.) Prof. R. Ravi Kumar, Senior Professor IIM, Bangalore**
- 4.) Dr. Akbar Ali, Managing Director & CEO, (Apotex Pharmachem Pvt. Ltd.),Bangalore**

**ORGANISATIONAL CHART OF DSBS**



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**PROCESS:** *The above organization structure is envisaged to engage the faculty and administrative staff to streamline the process and system for achieving growth and fulfill satisfaction of stakeholders*

**Mandatory Disclosure  
Annexure – IV-A**

**FACULTY**

**Name of the Director: Prof.R.K.Vijaya Sarathy**

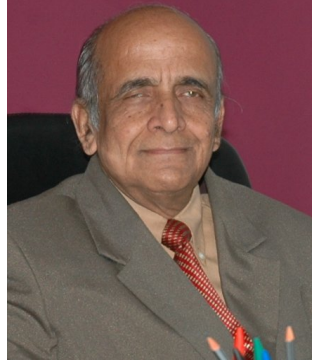
Sl.No	Name (s) of the Teaching Faculty	Designation (Lecturer/ Asst. Professor/ Professor)	Qualifications with field of specialization		Date of Birth	Experience a) Teaching b) Industry c) Research			Date of Joining the Institution
			Qualification	Specialization		a	B	C	
1.	Prof.R.K. Vijaya Sarathy	Senior Professor Director	Fellow, EICEP (EEC) MBA,NY, USA	Marketing Health care management Strategic management	30/05/45	37	5	37	12/10/07
2.	Dr. C.V. Divakar	HOD-Finance	BE,MBA, Ph.D	Finance	08/07/49	5	25	8	26/02/09
3.	Dr.M.S. Ramachandra	Senior Professor	MBA, M.Com, M.Phil, Ph. D	Marketing	08/02/55	7	22	04	19/10/01
4.	Prof. B.Thyagaraja	Professor	BE, PG Diploma in T & D,PG Diploma in IR & PM, DIPE	HRM	29/01/43	15	30	---	20/11/07
5.	Ms. Geetha K. Joshi	Asst. Professor	MBA	Operation Research & Statistics	06/01/68	16	---	10	17/01/08
6.	Mr.H.N. Nagesha	Asst. Professor	BE, MBA	Marketing	20/06/59	2	18	--	14/07/08
7.	Mr. K.V.Ramanathan	Senior Lecturer	PhD	Finance & Accounting	17/01/74	09	---	05	21/01/08
8.	Ms. Prabhavathi.C	Lecturer	MBA, MPhil	Financial Management	22/03/81	2	1	---	02/07/08
9.	Ms. Jahnvi K.N	Lecturer	MBA, MPhil	HRM	13/08/73	7	1	---	21/07/08

**Mandatory Disclosure  
Annexure – IV-B**

**FACULTY**

**Name of the Director: Prof.R.K.Vijaya Sarathy**

Sl. No.	Name (s) of the Teaching Faculty	Designation (Lecturer/ Asst. Professor/ Professor)	Qualifications with field of specialization		Date of Birth	Experience a) Teaching b) Industry c) Research			Date of Joining the Institution
			Qualification	Specialization		a	B	c	
1.	Prof.B.K Arun	Professor	Ph.D,PGDIE ,PGTD,BE	HRM	03/10/1964	5	16	-	27/07/09
2.	Dr.Parimalarani	Assistant Professor	Ph.D,MBM, PGDCA	Finance & Banking	26/09/1972	9	1 ½	-	16/09/2008
3.	Mr Sudheendra Rao L N	Asst. Professor	MA,PGDRP, DBS,Ph.D	HRM	16/10/1958	26	-	-	17/09/2008
4.	Mr K Pawan Kumar	Lecturer	B.Tech,MBA	HRM & OB	16/03/1969	12	2	-	18/09/2008
5.	Mr B G Venkatesh Prasad	Lecturer	BE,AMIE,M IE,MBA-HR & Marketing Dule	HRM & Marketing	24/08/1967	8	8	-	18/09/2008



**PROF. R. K. VIJAYA SARATHY**  
**CURRICULUM VITAE**  
**Director**

**OFFICE ADDRESS:**

Dayananda Sagar Business School  
Shavige Malleshwara Hills, Kumara Swamy Layout,  
Bangalore- 560078  
Tel (O) :- (080) 42161704  
Tel (R) :- (080) 26621408  
Mob :- 9845304558  
E- mail: [rkvsarathy@hotmail.com](mailto:rkvsarathy@hotmail.com)  
[rkvsarathy@yahoo.com](mailto:rkvsarathy@yahoo.com)

**EDUCATION**

Fellow, EICEP (EEC), Brussels 1992-93  
  
Fellow, UNDP University of Western Ontario, Canada, 1990  
  
MBA (Marketing), Long Island University, New York, USA,  
1971- 1973  
  
B. Pharm, Bangalore University, India, 1964- 1968  
  
B. Sc, Mysore University, India, 1961- 1964

**EXPERIENCE**

**A. ACADEMIC**

*. Director*

*From latest to earliest*

: Dayananda Sagar Business School  
2007 – Present

Responsible for overall administration of the institution.

**Director** : Institute of Finance & International Management, Bangalore  
1999- 2007

**Achievements and milestones:**

- *Has been honoured **Director Emeritus in 2007** for distinguished track record as Institute Builder and Leader par excellence.*
- Responsible for overall administration of the institution including conducting PGDM courses, EDPs, OBPs, consultancy assignments and so forth.
- Collaborations with foreign Business Schools (USA; Europe)
- Recognition of our PGDM program as equivalent to MBA from Association of Indian Universities
- Ranked as one of the top 50 B- Schools in the country
- Grant of additional intake of 60 to 120 seats from AICTE effective from the academic year 2003
- Generation of revenue through consultancy assignments, EDPs and the like to take Institute growth on quantum leap
- Grant of Accreditation from National Board of Accreditation, AICTE, Ministry of HRD, New Delhi
- Grant of intake of 60 seats for new course viz., PGDM- International Business from the academic year 2007-2008

\* **Dean** Institute of Finance & International Management, Bangalore.1995- 97

\* **Professor** **INDIAN INSTITUTE OF MANAGEMENT, BANGALORE 1974- 1995.**  
(Marketing; Health Care Management; International Management)

**INSTITUTIONS ASSOCIATED WITH:**

- Senior Professor : SDM Institute of Management, Mysore - 1995

- Consultant : ICFAI Business School, Hyderabad - 1998

- Visiting Professor : B- School, Chennai- 19954 to 2000  
Authored several films on Marketing along with

IIM-B and IIM-A Faculty and corporate Practitioners of repute.

Indian Institute of Management, Calicut, 2000-01

Indian Institute of Management, Indore, 2001- 2003.

Besides have worked as visiting faculty for Management courses in reputed Business Schools from 1975- 2000 and worked in building a number of Management Education Institutions both honorary or otherwise including being a member of Board of Studies at renowned business schools.

### **INTERNATIONAL ASSIGNMENTS:**

- 2006- 07 : Visiting Professor, Auckland University of Technology (AUT), New Zealand.
- 1993 - 94 : Visiting Professor, University of Buckingham, U. K.
- 1992 – 93 : Euro- India Fellow and Visiting Professor of Marketing, Nijenrode University, the Netherlands School of Business, The Netherlands.
- : Visited as a Guest Professor to many European Business Institutions namely, Insead (Fontainbleau), Essec (Paris), Esade (Barcelona) and Erasums (Rotterdam) to explore teaching, joint research and other academic networking activities
- 1990 : UNDP Fellow  
Visiting Professor at Western Ontario Business School, Canada and New York University Business School, N. Y., USA.
- 1971- 73 : Research Associate- Long Island University, New York, USA

### **INTERNATIONAL VISITS**

Visited as Guest Faculty to University of North Texas, USA (2003); Colombo Business School (2001); Sheffield Business School, UK (1999)

#### **B. CORPORATE EXPERIENCE**

- Assistant Marketing Manager & Pharmacist Keystone Drug Corporation, Pennsylvania, USA 1973-74
- Sales & Marketing Executive  
Sarabhai Chemicals (Pharmaceutical Division),  
Bangalore, India,  
Ranked No. 1 for All India in Sales for two consecutive years  
1968- 71

### **COURSES TAUGHT AT INDIAN INSTITUTE OF MANAGEMENT, BANGALORE & MBA PROGRAMS OFFERED BY OTHER INSTITUTES WHERE ASSOCIATED WITH:**

Marketing:  
International Marketing  
Sales and Channel Management  
Distribution Management

Others:  
Business Policy  
Introduction to Management  
Strategic Management

Sales Force Management  
Strategic Marketing  
Marketing Research  
Marketing of Health Care Products  
Principles of Marketing  
Product Management

- Was one of the top 10 faculty out of 70 faculty at IIM, Bangalore with respect to teaching in Post Graduate Program (based on students feedback) year – 1992-94

#### Ph.D / RESEARCH GUIDANCE -

- Guide and Member of the Thesis Committee for Mr. Narasimha Rao, Fellowship Student at IIM-B, 1987.  
Hospital Logistics & Distribution Management
- Guide and Member of the Thesis Committee for Mr. Hanumantha Rao, Fellowship Student at IIM-B, 1985.  
Hospital Information Systems
- Guide for Ph.D students at Department of Management Studies, Mysore University (1987-90) and Bangalore University (1978-81).

#### EXECUTIVE DEVELOPMENT PROGRAMS AT IIM, BANGALORE AND OTHER INSTITUTES WHERE ASSOCIATED WITH:

Has conducted several programs in the area of Marketing for junior, middle and senior level executives for various organizations. More than 75 programs have been conducted (as faculty leader) besides contributing inputs as a faculty in programs offered by other faculty members. Some of the popular programs conducted as faculty leader are:

- ◆ Achieving Corporate Excellence
- ◆ Managing the Sales Force (Pharmaceutical Products)
- ◆ Managing the Sales Force (Consumer Products)
- ◆ Strategic Marketing Excellence for Pharmaceutical Products
- ◆ Strategic Marketing Effectiveness for Consumer Products
- ◆ Selling Techniques for Professional Service Representatives
- ◆ A Marketing Program for Sales Engineers
- ◆ Issues and Trends in International Marketing
- ◆ Relationship Marketing
- ◆ Negotiation Skills and Assertiveness Techniques.

Responsible for developing the above courses

Responsible for developing Executive Development Program from conception to commercialization.

Was one of the top 5 faculty out of 70 faculty with respect to teaching in the Executive Development Programs (based on the participants' feedback) year 1985-1994.

#### COMPANY-SPECIFIC PROGRAMS:

Has conducted more than 250 training programs as Course Director. Some of them are: (the list is illustrative but not exhaustive)

ACC Ltd.; Alembic Ltd.; Aluminium Industries Ltd.; Allergan Ltd.; Anglo-French; Apotech-Pharma Ltd; Associated Labs Ltd.; Astra - IDL Ltd.; Bank of India, BEL; BEML; BHEL, Birla Cement; BPL; Cadila Labs Ltd.; Canara Bank; Corporation Bank, Dey's Medical Stores; East India Pharmaceutical Works; E.I.D. Parry Ltd.; Enercon Systems Pvt. Ltd.; Food World; Parry Confectionary Ltd.; FACT; Glaxo Ltd, Guari Ltd, Hindustan Antibiotics Ltd.; HAL; Harrisons Malayalam; HMT; IDPL; Indo American Hybrids & Seeds Ltd.; Indian Aluminum Industries, Indian Herbs, ITI; Jagadale; Kanpha Labs; Kanoria Industries Ltd.; Karnataka Antibiotics and Pharmaceuticals Ltd.; KHDC; Kirloskar Electricals Ltd.; L & T Ltd.; Madras Fertilizers Ltd.; Madura Coats; Mangalore Fertilizers & Chemicals; MICO; Motorola; MMTC; Monotype India Ltd.; Modimundi Pharma Products Ltd.; Novo Nordisk Ltd.; Orkay Ltd., Parental Drugs; Pfizer, Pharmed Ltd.; Plethico, Radel Electronics Ltd., Ranbaxy Pharmaceuticals Ltd.; Sarabhai Chemicals, State Bank of Mysore; Sun Pharmaceutical Industries; Smithkline Beecham Ltd.; STC, Tisco; Titan Industries, Torrent Laboratories Ltd.; Union Bank of India Vikrant Tyres Ltd.; Vysya Bank Ltd., Dr.Reddy Labs; Recon Ltd.; Wipro; Zuari Fertilizers Ltd.; Zuari Cements Ltd.; and other reputed Indian and Multinational Companies.

Has been a retainer consultant to few of the above companies. Besides, given inputs in programs of IIM - B such as senior IAS Officer's Programs, Certificate Program for Technology professionals, DPAR etc; conducted courses/sessions in programs pertaining to hospital materials and distribution management in health sector at IIM-B.

#### CONSULTANCY

Has undertaken many consultancy assignments. Some of them are:

- ◆ Danida-assisted Tamil Nadu Project, Govt. of Tamil Nadu, India.
- ◆ A survey on Quality and Service of Telephone Instruments, ITI, Bangalore, India.
- ◆ A study on the Development and Promotion of Ancillaries in Mysore and Kolar districts, TECSOK, Govt. of Karnataka, Bangalore, India.
- ◆ Strategic Corporate Plan for Pharm Products Ltd. Chennai, India.
- ◆ Comprehensive Marketing Plan: market potential and viability study for Karnataka Soaps & Detergents Ltd., Bangalore India.
- ◆ Market Survey: Exploratory study - Dharwad district for Kanoria Industries Ltd., Bagalkot, Karnataka, India.

- ◆ Marketing strategy formulation for Karnataka Handloom Development Corporation Ltd., Bangalore, India.
- ◆ Retainer Consultant- Pharm Products, Karnataka Antibiotics, Prosperity Marketing Services Ltd., E.I.D. Parry Ltd., Radel Electronics Ltd., Jagdale Industries Ltd., BPL Ltd.

SEMINARS, SYMPOSIA, CONFERENCE, CONTESTS, GROUP DISCUSSIONS, DEBATES ETC.,

Presented papers, chaired technical sessions, Anchored Group Discussions in more than 200 seminars, discussions, symposia, etc.,

INSTITUTIONAL ACADEMIC ADMINISTRATIVE WORK AT INDIAN INSTITUTE OF MANAGEMENT, BANGALORE

- ◆ Member, Academic Committee, MBA Review Committee and Committee for purposes of evolving procedures / norms on criteria to be satisfied by students for promotion from first to second year; Convocation Committee etc; 1988-90.
- ◆ Chairperson, MBA, 1989-90.
- ◆ Chairperson, MBA & Students' Affairs, 1988-89.
- ◆ Chairperson, Marketing Area, 1985-88.
- ◆ Chairperson, Library, 1983-85.
- ◆ Agenda Committee Member, 1982-83.
- ◆ Member Faculty Selection Committee, 1985-88.
- ◆ Participated as a member of the team for Common Admission Test for MBA students' recruitment for several years.
- ◆ Participated in interviews or recruitment of students for MBA program for several years.

PROFESSIONAL ACTIVITY

- ◆ Visited under EICEP Fellowship Program, Nijenrode University, the Netherlands, Erasmus (Rotterdam), Insead (Fontainbleau), Essec (Paris) and Esade (Barcelona) during October 1992 to June 1993 for conducting teaching, research, case development and other academic networking activities.
- ◆ Visited under UNDP Fellowship Program, University of Western Ontario, Canada; New York University, USA and other universities during May - June 1989 for exploring the possibility of research tie-ups and to participate in the International Management Course.
- ◆ Visited Sheffield Business School, U.K. on research assignment during 1997-98.
- ◆ Member, Board of Directors, National Textile Corporation (APKK & M) Ltd., Bangalore, India, Karnataka Antibiotics Ltd., Bangalore, India.
- ◆ Member, Board of Studies, Mysore University, India, and Member of Examination Committee for MBA programs in few universities in India.
- ◆ Resource person for National Management Program seminar, organised by Indian Institute of Management, Bangalore India, at Bangalore, in 1988.

- ◆ Has been a guide for Ph.d students of few universities in India.
- ◆ Member of Professional Bodies such as, All India Management Association; American Marketing Association, All India Management Schools, Indian Pharmaceutical Association, Federation Chamber of Commerce and Industry, Karnataka State and others.
- ◆ Member of Faculty Selection Committee, IIM-Kozhikode and IIM-Indore.

## PUBLICATIONS

### Published Papers and Cases:

- ◆ 'Euro-India Cooperation and Trade - A case study on the Netherlands - India Pharmaceutical Industry', Nijenrode University Press, Nijenrode University, the Netherlands, April 1993.
- ◆ 'Alpha Pharma BV' and 'Teaching Note', Nijenrode University Case Publication Series, the Netherlands, April 1993.
- ◆ 'Falling Sales of a Pharmaceutical Ltd.', Indian Management, July 1990.
- ◆ 'Distribution Logistics in Health Care Industry', Organisation Management, Jan-Mar. 1988.
- ◆ India's Most Respected Companies - 1985 - Summary of the Poll - A Review, Business World, Feb 3-16, 1986 (selected and noted management experts of the country gave the reviews, had the privilege to be one of them).
- ◆ 'Role of Personal Selling in Pharmaceutical Industry', Planned selling, Nov- Dec. 1985.
- ◆ 'A Case Study of Consumers' Opinion Survey for Dairy Products', Indian Journal of Marketing, May 1980.
- ◆ Consumer (Doctor) Motivation and Prescribing Habits in Pharmaceutical Industry', Journal of Indian Drugs & Pharmaceutical Industry, July - August 1980.

### International Award and Citation:

- ◆ Honoured Best case and teaching note writing award sponsored by European Foundation for Management and Development (EFMD), Brussels held in Paris during its Annual Meet in 1994.

### Sponsored Research Publications:

- ◆ 'Euro - India Cooperation and Trade: A Case Study of the Netherlands - India Pharmaceutical Industry', European Foundation for Management Development, Brussels, 1993.
- ◆ 'Marketing in Small Scale Industry: A Case Study in Chemical Industry', Indian Institute of Management, Bangalore, India, 1984.
- ◆ 'Prescription Behaviour and Prescriber Motivation in Pharmaceutical Industry', Indian Institute of Management, Bangalore, India 1983.
- ◆ 'Drug Price Control Policy', Indian Institute of Management, Bangalore, India 1982.
- ◆ 'Performance of Public Sector Enterprises : A Case Study of Hindustan Antibiotics Ltd.', International Development Research Centre, Canada and Bureau of Public Enterprises, New Delhi, India, 1977.

- ◆ 'Drug Distribution in Karnataka State', Government of Karnataka, Bangalore, India, 1975.

#### Other Papers

- ◆ 'Euro - India Cooperation and Trade: Implications for the EEC - India Pharmaceutical Industry', April 1993.
- ◆ 'The Single European Market: Implications for the EEC Pharmaceutical Firms', May 1993.
- ◆ 'The New European Market'92: Challenges and Opportunities to the Indian Pharmaceutical Firms', May 1993.
- ◆ 'Creative Selling', Palghat Management Association, Annual Souvenir, 1990.

#### Case Development

- ◆ Solvay-Duphar BV, 1993.
- ◆ Alpha Pharma BV and Teaching Note, 1993.
- ◆ National Textile Corporation Ltd., 1993.
- ◆ Bharat Electronics Ltd., 1991.
- ◆ A case of ABC Pharmaceuticals Ltd., - Profile of a Frontline Sales Executive, 1988.
- ◆ Hindustan Earth Movers Ltd., A & B 1983.
- ◆ National Chemicals Ltd., A & B, 1982.
- ◆ Industrial Aluminium Products Ltd. A & B, 1982.
- ◆ Bharat Pharmaceuticals Ltd., A & B, 1981.

**Mandatory Disclosure  
Annexure – VI**

**SCORE OF THE INDIVIDUAL CANDIDATE CALLED FOR GD & PI IN ORDER OF MERRIT**

SL. NO	NAME OF THE STUDENTS	Total Score Obtained out of 100	SL. NO	NAME OF THE STUDENTS	Total Score Obtained out of 100
1	Asish Kumar Agarwal	82	31	Sumit Shrivastava	64
2	Vikas Tiwari	80	32	Wilson Sunny	64
3	Lakshmi K S	79	33	Ajit Kumar	64
4	Priyanka Anand	79	34	Angshuman Kalita	64
5	Spandan Mohanty	79	35	Ram Sevak Yadav	64
6	Sachwinder Kaur	78	36	Rashmi	64
7	Shweta Boyana	75	37	Sanat Kumar Das	63
8	Venkataramaiah Myneni	75	38	Saroj Kumar	63
9	Vivek Samavedam	75	39	Vikash Rai	63
10	Babru Bahan Saha	74	40	Hrishikesh Dhar	63
11	Richa	74	41	Sitesh Smarak Pradhan	63
12	Anand Shahdeo	73	42	Arijit Chakraborty	63
13	Khushbu Roy	73	43	Chinmaya Behera	63
14	Sunakshi Gandotra	73	44	Mamta Rawat	63
15	Nidhi Sweta Toppo	72	45	Ainul Haque	62
16	Satyasri Surapaneni	72	46	Basudev Pandey	62
17	Jai Prakash Keshri	71	47	Jitender Kumar	62
18	Sanjeev Kumar Nayak	70	48	Rajendra Kumar Jena	61
19	Archana K	69	49	Rohit Saharan	61
20	Palak Sharma	69	50	Sunil Jayesh	61
21	Ravi Kumar	69	51	Varun Kumar Singh	61
22	Ravish Kumar Singh	68	52	Anand Kumar C Gopi	60
23	Tejaswini Rath	68	53	Mini Nayyar	60
24	Navin Kumar	67	54	Swadesh Behera	60
25	Pinki Kumari	67	55	Alka Dubey	60
26	Beauty Sharma	67	56	Bikash Chandra Saha	60
27	Bhavin Patel	66	57	Chandan Bhushan	60
28	Dharmveer Bansal	66	58	Priyanka Sarmah	60
29	Jyoti Mathur	65	59	Sailendra Kumar Dash	60
30	Sudeshna Diksha	65	60	Shashi Kumari	60

**Mandatory Disclosure  
Annexure – VII (A)**

**EXISTING LIST OF PGDM STUDENTS  
(Who have been offered Admission & joined for Batch 2009 – 11)**

SL. NO	REGISTER NO	NAME OF THE STUDENTS	SL. NO	REGISTER NO	NAME OF THE STUDENTS
1	DSBSPGDMA09001	Ainul Haque	31	DSBSPGDMA09031	Priyanka Sarmah
2	DSBSPGDMA09002	Ajit Kumar	32	DSBSPGDMA09032	Rajendra Kumar Jena
3	DSBSPGDMA09003	Alka Dubey	33	DSBSPGDMA09033	Ram Sevak Yadav
4	DSBSPGDMA09004	Anand Kumar C Gopi	34	DSBSPGDMA09034	Rashmi
5	DSBSPGDMA09005	Anand Shahdeo	35	DSBSPGDMA09035	Ravi Kumar
6	DSBSPGDMA09006	Angshuman Kalita	36	DSBSPGDMA09036	Ravish Kumar Singh
7	DSBSPGDMA09007	Archana K	37	DSBSPGDMA09037	Richa
8	DSBSPGDMA09008	Arijit Chakraborty	38	DSBSPGDMA09038	Rohit Saharan
9	DSBSPGDMA09009	Asish Kumar Agarwal	39	DSBSPGDMA09039	Sachwinder Kaur
10	DSBSPGDMA09010	Babru Bahan Saha	40	DSBSPGDMA09040	Sailendra Kumar Dash
11	DSBSPGDMA09011	Basudev Pandey	41	DSBSPGDMA09041	Sanat Kumar Das
12	DSBSPGDMA09012	Beauty Sharma	42	DSBSPGDMA09042	Sanjeev Kumar Nayak
13	DSBSPGDMA09013	Bhavin Patel	43	DSBSPGDMA09043	Saroj Kumar
14	DSBSPGDMA09014	Bikash Chandra Saha	44	DSBSPGDMA09044	Satyasri Surapaneni
15	DSBSPGDMA09015	Chandan Bhushan	45	DSBSPGDMA09045	Shashi Kumari
16	DSBSPGDMA09016	Chinmaya Behera	46	DSBSPGDMA09046	Shweta Boyana
17	DSBSPGDMA09017	Dharmveer Bansal	47	DSBSPGDMA09047	Sitesh Smarak Pradhan
18	DSBSPGDMA09018	Hrishikesh Dhar	48	DSBSPGDMA09048	Spandan Mohanty
19	DSBSPGDMA09019	Jai Prakash Keshri	49	DSBSPGDMA09049	Sudeshna Diksha
20	DSBSPGDMA09020	Jitender Kumar	50	DSBSPGDMA09050	Sumit Shrivastava
21	DSBSPGDMA09021	Jyoti Mathur	51	DSBSPGDMA09051	Sunakshi Gandotra
22	DSBSPGDMA09022	Khushbu Roy	52	DSBSPGDMA09052	Sunil Jayesh
23	DSBSPGDMA09023	Lakshmi K S	53	DSBSPGDMA09053	Swadesh Behera
24	DSBSPGDMA09024	Mamta Rawat	54	DSBSPGDMA09054	Tejaswini Rath
25	DSBSPGDMA09025	Mini Nayyar	55	DSBSPGDMA09055	Varun Kumar Singh
26	DSBSPGDMA09026	Navin Kumar	56	DSBSPGDMA09056	Venkataramaiah Myneni
27	DSBSPGDMA09027	Nidhi Sweta Toppo	57	DSBSPGDMA09057	Vikas Tiwari
28	DSBSPGDMA09028	Palak Sharma	58	DSBSPGDMA09058	Vikash Rai
29	DSBSPGDMA09029	Pinki Kumari	59	DSBSPGDMA09059	Vivek Samavedam
30	DSBSPGDMA09030	Priyanka Anand	60	DSBSPGDMA09060	Wilson Sunny

**Mandatory Disclosure  
Annexure – VII (B)**

**EXISTING LIST OF PGDM - HRM STUDENTS  
(Who have been offered Admission & joined for Batch 2009 – 11)**

SL. NO	REGISTER NO	NAME OF THE STUDENTS
1	DSBSPGDMAH09002	Abhishek Kumar
2	DSBSPGDMAH09003	Amrita Roy Chaoudhury
3	DSBSPGDMAH09004	Apoorva Shrivastava
4	DSBSPGDMAH09005	Biswajit Mandal
5	DSBSPGDMAH09006	Chetan Hisariya
6	DSBSPGDMAH09007	Deepa Tripathi
7	DSBSPGDMAH09008	Deepak Kansal
8	DSBSPGDMAH09009	Divya Madhok
9	DSBSPGDMAH09010	Gaurav
10	DSBSPGDMAH09011	Jaishiv
11	DSBSPGDMAH09012	Kanak Kumari
12	DSBSPGDMAH09013	Kumar Saurabh
13	DSBSPGDMAH09014	Madhavi
14	DSBSPGDMAH09015	Pankaj Kumar
15	DSBSPGDMAH09016	Praveen Kumar Patsani
16	DSBSPGDMAH09017	Puspraj Parashar
17	DSBSPGDMAH09018	Rahul Kumar
18	DSBSPGDMAH09019	Rajeeb Kumar Biswal
19	DSBSPGDMAH09020	Rakesh Roshan
20	DSBSPGDMAH09021	Ranjeet Kumar
21	DSBSPGDMAH09022	Sampada Gupta
22	DSBSPGDMAH09024	Shreya
23	DSBSPGDMAH09025	Shyam Kumar
24	DSBSPGDMAH09026	Subhankar Kundu
25	DSBSPGDMAH09027	Sudha Kumari
26	DSBSPGDMAH09028	Upendra Mishra

**Mandatory Disclosure  
Annexure – VIII**

**WAITING LIST OF CANDIDATES**

<b>Sl.No</b>	<b>NAME OF CANDIDATE</b>	<b>TOTAL SCORE OBTAINED OUT OF 100</b>
01	Chetan Kumar Higani	56
02	Rahul Kumar	50
03	Shyam Kumar	50
04	Upendra Mishra	52
05	Sndeeep Kumar	57
06	Kiushal Kumar Tiwari	59
07	Md.Taruque Ansare	59
08	Udya Nania	57
09	Dhearaj Kumar	57
10	Avinash Sahay	56
11	Pushparaj	54
12	Neethu Kumari	50

Note: Suppression and/or misrepresentation of information would attract appropriate penal action.