



## INFORMATION BROCHURE 2019



**MDI**  
MURSHIDABAD

Management  
Development  
Institute

**SCHOOL FOR THOUGHT  
LEADERS AND  
CHANGE MASTERS**



## 1st Convocation-2016

MDI Murshidabad organized its First Convocation, on 24th August 2016 where all the students of the First PGPM batch were conferred their Diploma in Management by the Hon'ble President of India, Shri Pranab Mukherjee. Five topper students were conferred Gold medals by the Hon'ble Governor of West Bengal Shri Keshari Nath Tripathi for best scholastic performance and toppers in the various specialized areas of PGPM course.

## 2nd Convocation-2017

MDI Murshidabad organized its Second Convocation, on 3rd September 2017 where all the students of the Second PGPM batch were conferred their Diploma in Management by the Chief Guest Hon'ble Shri Chandra Shekhar Ghosh MD & CEO Bandhan Bank. Five topper students were conferred Gold medals by the Hon'ble Chief Guest, Shri Chandra Shekhar Ghosh, for best scholastic performance and toppers in the various specialized areas of PGPM course.





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## Message from the Director

It gives me immense pleasure in welcoming, on behalf of the entire campus community of the MDI Murshidabad, the prospective students to this Institution.

With an intention to impart quality management education, nurture talent, and groom them to become visionary leaders and game changers, the MDI Society had established its second campus at Murshidabad in West Bengal in 2014. After the laying of the foundation stone in October 2010, the building and infrastructure were launched by the then President of India, Hon'ble Shri Pranab Mukherjee in August 2014, with the simultaneous commencement of its flagship academic program, the Post Graduate Program in Management (PGPM), which is recognized by the All India Council for Technical Education (AICTE), New Delhi.

Since inception, MDI Murshidabad has been committed to achieving academic excellence and turning out quality managers and global leaders. Spread over 10 acres, the campus takes pride not only in terms of its state-of-the-art infrastructure and expert faculty, but also in terms of covering several milestones in cognate domains, including organizing MDPs, industrial visits, business symposia, corporate events, etc. in which our students and faculty members have played pivotal roles.

MDI Murshidabad has hosted several events organized by student driven clubs and committees. Notable among these are Vicarana and Budget Xpress, both annual events. Others are, Brandify 2.0, FinQuest, SigMa'16, TRiVla'16, tHRust 1.0 and HrUdbhav, which are organized by the subject specific Clubs. Gender Sensitization Programs, and others, along with Quizzes, Case studies and other management competitions, are among the variety of regular events in the campus. Our students have also shown their talent by participating and winning accolades in competitions held at other renowned B-schools in the country.

It has always been the endeavour of the Institute to strengthen the core faculty. Presently, we have a good mix of young, dynamic and experienced faculty members, who double up as institution builders and student mentors. While faculty from MDI Gurgaon (MDIG) regularly take classes at Murshidabad, our students also get the opportunity to interact with specialized faculty from other top institutions in the region like, IIM Calcutta, ISI Calcutta, Jadavpur University, Calcutta University, IIFT, etc.

Distinguished personalities across India in the field of academics, industry, business, government, culture and international relations, pay frequent visits to MDIM to address and interact with the students.

On academic progression, our campus is now actively mentored by MDI Gurgaon. Besides the process of admissions being jointly conducted, a full term of 3 months is spent by students of Murshidabad at the Gurgaon campus. Classes between two campuses are carried out through Video conferencing facility.

In the domain of Placements for its students, the Murshidabad campus in spite of its recent beginnings, is particular that prominent organizations across India (e.g. IDBI, RBI, IFCI, Usha Martin, Exide, Standard Chartered, Pepsico, KPMG, Tata Steel, Adani Group, Linde, among others), offer both Summer Internship and Final employment to them, thereby proving their ready industry worthiness. It is extremely gratifying to note that our first two batches have been placed in organizations like ICICI, Reliance Retail, SBI Life, Tata Teleservices, Euromonitor International, IPSOS, Uflex, Niaggro, Eperium, Businessworld, TIL, Home Credit etc. to name a few.

I feel proud to share with you that on the 24th August 2016 during the 1st Convocation, all the students of our 1st PGPM batch were conferred their Diploma in Management by the Hon'ble President of India, Shri Pranab Mukherjee. We have celebrated the 2nd Convocation on 3rd September 2017 as well, where all the students of our 2nd PGPM batch were conferred their Diplomas and Medals by the Chief Executive of the recently established Bandhan Bank, Mr. Chandra Shekhar Ghosh.

Knowledge shapes character. And character is the essence of your identity. MDI Murshidabad aspires to be the crucible wherein your identity is metamorphosed through an exclusive process of all round education, layered between co-curricular and beyond-academic activities. This invitation is open to the deserving only. Take up the challenge!

We are highly focused to create an ethical and knowledge centric culture that values outstanding academic excellence, training, research and consultancy. We follow three pronged approach- connect, nurture and grow, with open doors at all levels.

MDIM vision is to be internationally excellent business school known for our academic ambition and influence in building a responsible future for both business and society globally.

Wish you the very Best.

**Prof. (Dr.) Atmanand**  
Director, MDI Murshidabad



# About MDI Murshidabad

MDI Murshidabad (MDIM) is a young business school which aims to create a positive impact on people, companies and society. In a short period of time through the in-house and open Management Development Programmes on various themes conducted by faculty, MDI Murshidabad has been able to build its image of quality.

The foundation stone for the institute was laid on 31st October, 2010 by Shri Pranab Mukherjee, the Hon'ble Union Minister of Finance, Government of India at Jangipur, district Murshidabad, West Bengal. With an intention to impart management education and groom young graduates to become global leaders, Management Development Institute (MDI), launched its Murshidabad campus in 2014.

In 2014, MDI Murshidabad (MDIM) launched its Post Graduate Programme in Management (PGPM). It was commemorated in the presence of the then Hon'ble President of India Shri Pranab Mukherjee, by an inspiring address by him to our first batch of PGPM students on the 24th of August, 2014. This was followed by a deliberation made by Shri Arun Jaitley, Hon'ble Minister of Finance, Defence & Corporate Affairs, Govt. of India. PGPM offered by MDIM is recognized and accredited by the All India Council for Technical Education (AICTE), New Delhi.

MDI renews its commitment towards imparting quality management education. The Murshidabad campus is a part of MDI's vision to nurture and promote talent and enterprise. MDI Murshidabad would seek to align local aspirations with available state-of-the-art facilities.

The campus of MDI Murshidabad is located in the northern part of the State of West Bengal, India. MDIM prides itself in not only providing Management Education but also developing ethical corporate citizens for tomorrow's India.



## Vision

MDI is a school for:

- Thought Leaders and Change Masters
- Academic Excellence and Continuous Innovation

## Mission

Our Mission is to create, both at individual and organizational levels, Cutting edge management capability through:

- Value-based Education
- Best Global Practices
- Action-centric Research
- Value-adding Consulting

## Board of Governors

### Dr. Emandi Sankara Rao

Chairman, Board of Governors, MDI  
MD & CEO, IFCI Ltd,  
IFCI tower, 61 Nehru Place, New Delhi-110019

### Dr. Madnesh Kumar Mishra

Joint Secretary,  
Department of Financial Services,  
3rd Floor, Jeevan Deep Building,  
Parliament Street, New Delhi – 110 001

### Dr. Rajeev Uberoi

Chief Executive Officer,  
IDFC Financial Holding Company Limited,  
Naman Chambers, C-32, G-Block,  
Bandra-Kurla Complex, Bandra (E),  
Mumbai – 400 0451

### Shri Deepak Kapoor

K-42, South Extension Part 2  
New Delhi – 110 049

### Dr. S.S. Marwaha

Professor at Centre for Applied Agriculture,  
Central University of Punjab,  
City Campus, Mansa Road,  
Bathinda-151001, Punjab

### Shri Subodh Kumar Goel

C-19, 2nd Floor, Nirula's and Sec-15,  
Metro Station, Sector – 2,  
Noida – 201201

### Prof. (Dr.) S.P. Narang

Former Secretary & CEO, ICSI  
6/403, D Type Flats, East End Apartments  
Mayur Vihar, Phase – I Extn., DELHI – 110 096

### Prof. (Dr.) Atmanand

Director  
Management Development Institute Murshidabad,  
Kulori, PO – Uttar Ramna, PS – Raghunathganj,  
Murshidabad-742235

### Smt. Renu Sud Karnad

Managing Director  
HDFC Ltd., Ramon House  
169, Backbay Reclamation, HT Parekh Marg,  
Churchgate, MUMBAI – 440 020

### Dr. Pawan Singh

D-85, First Floor,  
Panchsheel Enclave,  
New Delhi-110017

### Prof. Shekhar Chaudhuri

Former Director  
IIM Calcutta, IDEAL REGENCY  
Block 'A', Flat No. 5 B, 46 Diamond Harbour Road,  
(Near Thakurpukur Bazaar), Kolkata 700063

### Dr. Kamaiah Bandi

Emeritus Professor,  
School of Economics, University of Hyderabad,  
Hyderabad-500046, Telangana State

### Shri Pradeep Kumar Deb

Flat No. 201, Shiv Leela Raj Apartments,  
1&2 Devi Niketan Compound,  
Sardar Patel Marg, C-Scheme, Jaipur: 202001

### Dr. Himadri Das

Director  
Management Development Institute,  
Gurgaon – 122007

### Representative of Regulatory Body

1. Representative of AICTE

## Milestones @ MDI

1973

MDI Society was initiated with an objective of imparting training programs, set up Training, Consulting & Research activities with the active support of IFCL.

1994

MDI Gurgaon launched National Management Programme, a full time residential programme sponsored by Department of Personnel & Training, Ministry of HRD, Govt. of India.

1998

Full-time Residential Post-Graduate Programme in Management (PGPM) was commenced at MDI Gurgaon Campus.

2010

The foundation stone for MDI Murshidabad was laid on 31st October, 2010 by Shri Pranab Mukherjee, the then Hon'ble Union Minister of Finance, Govt. of India.

2011-2013

MDI Murshidabad started operating from its Calcutta Office & conducted MDPs covering different spectrum of Organisations like RBI, NABARD, SBI, LIC, SAIL, Coal India, IOCL, Berger Paints, L&T Construction etc.,

2014

On 24th August 2014, MDI Murshidabad Campus was inaugurated by the Hon'ble President of India Shri Pranab Mukherjee in order to launch Post Graduate Program in Management. Classes for the 1st batch (2014-16) of PGPM comprises of 19 students representing different parts of India.

2016

On 24th August 2016, the convocation for the first batch was held where the chief guest was the then Hon'ble President of India, Shri Pranab Mukherjee.

2017

On 3rd September 2017, the convocation for the second batch was held where the chief guest was the Hon'ble Mr. Chandra Shekhar Ghosh, Managing Director and CEO, Bandhan Bank.

# Campus Infrastructure

## Infrastructure

Spread across 10 acres, the campus is one of the most modern in the country, aimed at nurturing future professionals with a global outlook. The Murshidabad campus is equipped with state of the art technologically robust infrastructure which includes resource centres and sports facilities. The spacious and scientifically designed Student's hostel has capacity to accommodate nearly 400 students.



## Library

Library holds of storage of approximately 10,000 titles of books and approx. 4000 journals (E-Journals). The library has reference section/ books section/ journals section/ magazines section / photocopy/ printing/documentation facilities/ designed reading area/ Koha with RFID technology.

## E-resources

National Digital Library (NDL), EBSCO / Emerald Insight/ Sage / CMIE Prowess for Interactive Querying (IP), Industrial Outlook database/ Access to Harvard Business Resources/Access to cases of Indian Institute of Management Ahmedabad (IIMA) Cases, TURNITIN Plagiarism software, etc.



## Video Conferencing

MDIM has an internet based Video Conferencing Facility setup. This facility is used for placement interviews, virtual student seminars and classes of various subjects etc.

# Campus Infrastructure

## Computer Centre

MDIM has one Computer Lab equipped with the 70 numbers of state of the art computing facilities along with LCD projector, language lab, SPSS, Turnitin etc. educational software are installed in the lab.

\*MDI Murshidabad is also in the process of installing Bloomberg Terminal



## Campus Wi-Fi

To provide flexibility and convenient access to network facilities, Wi-Fi equipments have been installed at various places in campus like Library, Boys' Hostel, Girls' Hostel, Board Room & Director's Office, Executive Hostel, Cafeteria and other outdoor locations of the campus etc.

Digital Signage: Digital Signage's are installed at various locations of the campus which displays the information about MDIM activities i.e. latest information about MDIM events, corporate movie of MDIM etc.

## Students Hostels

- Single occupancy rooms
- Rooms with attached balconies
- TV & Wi-Fi Facility
- Washing and press facility
- Housekeeping services
- Sick room
- Foreign students wing



## Campus Amenities

- ATM
- Gymnasium
- General Stores Facility
- Amphitheater style air-conditioned classrooms
- Ample avenues for Sports facilities
- Medical facilities, doctor is available regularly
- Swimming pool
- Wi-Fi
- Cafeteria
- Digital Signage

# Core Faculty



**CHANDA Debasis**  
**Professor, Operations Management**  
Dean (Academic)  
Ph.D (Engineering) - Department of Computer Science & Engineering Jadavpur University, PGDBM (IIM Calcutta), BE (Electrical) Jadavpur University  
**Areas of Interest:** Business-Technology (Enterprise Architecture) Consulting, SOA Consulting, Strategy Consulting for Enterprise Transformation



**GIRI Sunil**  
**Associate Professor, Operations Management**  
Chairperson PGPM  
B. Tech, MBA, Ph.D  
**Area of Interest :** Operations Management, Operations Strategy, Supply Chain Management & Suppliers Management



**BHATTACHARYA Subhajit**  
**Associate Professor, Marketing Management**  
Chairperson-Corporate Communications, Information Brochure & Misc. Brochures Committee  
MBA, Ph.D.  
**Area of Interest:** Services Marketing, Sales & Distribution, Brand Management and Consumer Behaviour



**ABICHANDANI Yogita**  
**Associate Professor, Human Resource Management**  
Chairperson-Research & Publication Committee  
M.ed, Human Resource & Organization Development(University of Georgia ), Ph.D (University of Georgia )  
**Area of Interest:** Women Leadership, Critical HRD, and Feminist HRD



**GAAN Niharika**  
**Assistant Professor, HR/OB**  
Chairperson – MDP, Training & Consultancy Committee  
Ph.D (Nirma University of Science and Technology), PM&IR (Utkal University)  
**Area of Interest:** Learning and Development. Performance Management, Cross Culture and IHRM, Organization Behaviour, Human Resource Management, HR Analytics, Talent Management and Competency Mapping



**PAUL Pinku**  
**Assistant Professor, Accounting & Finance**  
Chairperson Admissions  
MBA, MCom, Ph.D (Utkal University)  
**Area of Interest:** Financial Accounting, Management Accounting, Corporate Finance, Investment Management and Project Appraisal



**MITRA Paroma**  
**Assistant Professor, Economics**  
Chairperson – Library Committee  
B.Sc. (ECO), MBA, Ph.D (NIT Durgapur)  
**Area of Interest:** Managerial Economics, Economic Environment & Policy, Econometrics, Economics in Emerging Market and Strategic Management



**SENGUPTA Amrita**  
**Assistant Professor, Quantitative Technique**  
Chairperson-Student Affairs and Counselling Committee  
MA Economics (Jadavpur University), Ph.D (IIT Kharagpur)  
**Area of Interest:** Microeconomics, Statistics, Environmental Economics, International Trade, Sustainable Development and Quantitative Techniques



**CHATTOPADHYAY Subrata**  
**Assistant Professor, Marketing Management**  
Chairperson-Website, Digital Display & Social Network Monitoring Committee  
MSc, MBA, Ph.D (IIT-ISM Dhanbad)  
**Area of Interest:** Marketing Planning, Consumer Behaviour in Services, Advertising Management, International Marketing



**MOHANTI Debaditya**  
**Assistant Professor, Finance**  
MBA (VNSGU), Ph.D(Sardar Patel University)  
**Area of Interest:** Portfolio Management, Financial Modeling, Financial Derivatives & Risk Management, Financial Markets & Institutions



**BANERJEE Souvik**  
**Assistant Professor, Finance**  
MBA, Ph.D(VIT University)  
**Area of Interest:** Security Market, Corporate finance, Merchant Banking, Financial Markets

# Visiting Faculty

## **Dr. K. Rangarajan**

Ph.D, M.Com

Professor, Strategic management,  
Centre Head IIFT, Kolkata campus and Head - Centre for MSME Studies  
IIFT, Kolkata

## **Dr. Sushil Khanna**

Ph.D. (IIM Calcutta), PGDM (IIM Calcutta)

Professor, IIM Calcutta

## **Prof. Jaydeep Mukherjee**

PhD ( IIT Kharagpur), PGDM (IIM Calcutta)

Professor, Marketing, MDI Gurgaon

## **Prof. Neelu S. Bhullar**

PhD (IIT Kanpur), MSc (London School of Economics), MBA (Guru  
Nanak Dev University)

Associate Professor, Marketing, MDI Gurgaon

## **Dr. S Chatterjee**

Ph.D (Barkatullah University), PGDM (IIM Bangalore)

Professor, Operations Management, Professor, Operations  
Management

Dean - Continuing Education and International Relations, MDI Gurgaon

## **Dr. Manoj Anand**

PhD (Panjab University), M.Com (Panjab University)

Professor, Finance, MDI Gurgaon

## **Dr. Rupamanjari Sinha Ray**

Assistant Professor, Economics, MDI Gurgaon

## **Dr. Shiv S Tripathi**

PhD (V G SoM, IIT Kharagpur)

Assistant Professor, Strategic Management, MDI Gurgaon

## **Prof. Aloke Kumar Sen**

LLB, MBA, PhD (University of Burdwan)

Former Professor & Director, School of Management Science Bengal  
Engineering and Science University, Shibpur (Currently IEST)

## **Dr. Duke Ghosh**

PhD, PGDBM (Finance & Strategy) – IIM C, MA (Economics)

## **Prof. Ajoy Bhar**

B.Tech (IIT – Kharagpur), PGDM (IIM Calcutta)

## **Dr. Debasis Bagchi**

Ph.D (Calcutta University), MBA (Calcutta University), B.Sc (Calcutta  
University)

Former Secretary & Executive Head of the Institute of Cost  
Accountants of India and Ex-Dean & Professor, IEST, Shibpur

## **Mr. Subrata Kumar Ray**

LLM, Fellow Member of ICSI,

ACS, General Manager & Company Secretary, MSTC Ltd.

## **Prof. Pradip Dutta**

MBM (Asian Institute of Management Manila), Diploma in Mass  
Communication (University of Pennsylvania, USA), Business  
Communication & Soft Skills

## **Prof. Jayanta Kumar Seal**

M.Com., M.Phil., Ph.D., I.C.W.A

Associate Professor, Finance, IIFT Kolkata

## **Dr. Dibyajyoti Mukherjee**

PhD, MA

Director-IHL Academy



# Post Graduate Programme in Management

## Objectives

MDIM's PGPM is designed to nurture students and help them build and enhance their managerial competence. The meticulously structured programme will enable students to:

- Understand the social, economic, political, technological and ecological environment to make them environmentally and socially responsible ethical managers through hands-on-learning experiences
- Become effective leaders, who can achieve results beyond expectations and transform organizations
- Emphasis on lateral thinking so that they evolve with innovative ideas, alternative solutions, and set benchmark for others through enabled entrepreneurial skills
- Imbibe values of discipline, integrity, justice and fairness so that they promote and maintain high ethical standards in management
- Develop a global mindset so that future managers can meet the challenges of international competition

## Curriculum Design

The PGPM curriculum has been designed to enrich student's skills and abilities in order to enable them in applying management theories and concepts in live problems existing in business and

industry. The programme enables students to identify and diagnose complex problems in management through hands on learning experiences. It includes gamut of pedagogy: lectures, case studies, seminars, assignments, live projects, group discussions, business games, outbound based experiential learning activities, educational excursions, role plays, simulation exercises, structured and unstructured group work, and field visits. Consistent with state-of-art technology, the programme integrates the use of computers (IT) in the learning process. The students undertake several field based projects so that they can get better insights into real life situation. These all will inevitably assist students to achieve high standards of excellence.

## Programme Structure

### Core Courses

The PGPM course curriculum is spread across six terms with the bulk covered in the first three terms. These core courses will enhance the ability to communicate, analyze situations and make decisions by adopting quantitative and qualitative techniques. It even helps them to develop a holistic view of the different functional areas and the business environment. During this period, it is mandatory to opt for courses in general management and major functional areas, such as finance and accounting, marketing, operations management, information technology management, organizational behavior, human resource and strategic management. They get exposure to the basic disciplines

of economics, behavioral sciences, managerial communication, business law, quantitative methods and decision sciences.

### Summer Internship

At the end of the first three terms, students are required to undertake an industry internship or summer training to work on a project / life problem an organization. The internship usually spans over a period of eight to ten weeks. This is a compulsory component of the curriculum for the completion of the academic requirements. It is designed to provide exposure to organizational work setting, develop an understanding of business realities, learn how to apply theory in real life business situations and find its relevance.

### Specializations

In the second year, the student opts for elective/ optional courses to specialize in a maximum of two functional areas.

These areas of specialization may deal with any of the following:

- Finance
- Human Resource Management
- Marketing Management
- Supply Chain Management

All elective Courses, however, may not be offered, as this would be determined by the number of students showing interest in aforementioned area of specializations. Details about the electives are made available to students when they join MDIM. To specialize in an area, a student must opt for a minimum of five elective courses offered in that area that assigns a weightage of 15 credits and three each for a course. Students will be allowed to opt in a range of 14 to 17 electives. However, CGPA would be decided based on the best 14 electives out of

total electives where students have scored relatively better.

The Institute has envisaged new electives in line with latest demands of the students and corporate like Econometrics and many more expected to appear in the forthcoming academic session that will meet corporate requirements.

### Evaluation

The evaluation system for the PGPM has been designed to achieve the following:

- Evaluate the progress of learning of each student
- Prescribe and promote certain acceptable and uniform standards of comprehension
- Encourage healthy and constructive competition among the students

MDIM follows a system of continuous evaluation. Throughout the term, students have to appear in various tests on their ability to understand concepts, learn techniques and apply them to problems in the real life situation relevant to corporate. At each stage of the course through continuous feedback, the students would be in a position to gauge their performance and take remedial measures in order to make improvements. In each course, a student will be thus awarded a grade sheet only. The weighted average of all courses taken by a student in the programme will give the Cumulative Grade Point Average (CGPA).

### Recognition

On successful completion of the programme requirements, a student will be awarded a **Post-Graduate Diploma in Management, PGDM**, which has the approval of the All India Council for Technical Education, Government of India.



## Course Curriculum

### ❖ First Year 2019-20

Term – I	Credit	Term-II	Credit
Human Behaviour in Organizations	3	Human Resource Management	3
Legal Aspects of Business	3	Management Accounting-II	3
Management Accounting-I	3	Management Science Models	3
Marketing Planning	3	Marketing Practices and Implementation	3
Microeconomics	3	Operations Management	3
Managerial Communication-I	3	Managerial Communication-II	1.5
Statistics for Management	3	Economic Environment & Policy -I	3
Term-III	Credit		
Business Ethics & Corporate Social Responsibility	1.5		
Corporate Finance	3		
Management Information Systems	3		
Research Methods in Business	3		
Strategic Management I	3		
Economic Environment & Policy –II	3		
Entrepreneurship and New Venture Creation	1.5		

### ❖ Second Year 2020-21

- Term IV :** - Summer Internship (4 Credits)  
 - Core Course : Strategic Management-II (3 Credits)  
 - Electives (Multiple courses offered. Students choose to study 4 to 5 courses)
- Term V :** - Electives (Multiple courses offered. Students choose to study 5 to 6 courses)
- Term VI :** - Electives (Multiple courses offered. Students choose to study 5 to 6 courses)

#### List of Electives (Offered in Term IV, V and VI)

Human Resource Management :	Credit	Finance :	Credit
1. Learning and Development	3	1. Investment Analysis and Portfolio Management	3
2. Performance Management	3	2. Derivatives and Risk Management	3
3. Industrial Relations & Labour Laws	3	3. Advance Financial Statement Analysis	3
4. Strategic and Sustainable HRM	3	4. International Corporate Finance	3
5. Cross Culture & International HRM	3	5. Corporate Restructuring and Business Valuation	3
6. Organizational Change and Development	3	6. Management of Banking & Financial Institution	3
7. Talent Management & Competency Mapping	3	7. Project Appraisal	3
8. Creativity and Innovation	3		
9. HR Analytics	1.5		
Marketing Management :	Credit	Supply Chain Management :	Credit
1. Brand Management	3	1. Project Management	3
2. Consumer Behaviour	3	2. Service Operations Management	3
3. Sales & Distribution Management	3	3. Supply Chain Management	3
4. Marketing of Services	3	4. Operations Strategy	3
5. Advertising Management	3	5. Management of Quality	3
6. Retailing and Franchising	3	6. Systems Approach to Materials Management	3
7. Rural Marketing	3	7. Suppliers Management	3
8. Digital Marketing	3	8. Agribusiness Supply Chain Management	3
9. Product Management	3	9. Business Technology Consulting Strategies	3
10. Customer Relationship Management	3		
Economics :			Credit
1. Basic Econometrics			3
2. International Economics			3
3. Environmental Management and Green Accounting			3

\*The above list of electives is tentative and not binding on the Institute. Actual offering will depend of the size of the group which shows interest in a course/Package. The institute also will consider new electives in the line with recent development and availability of expertise to offer the same.

# Admission Process

## Eligibility

- The candidates should be able to furnish valid score of CAT
- The candidates must have at least 50% marks or equivalent CGPA in both X and XII.
- The candidate must have minimum 3 year's Bachelor's Degree, with at least 50% marks or equivalent CGPA in any discipline from any University incorporated by an Act of the Central or State legislature in India or other educational institutions established by an Act of Parliament or declared to be deemed as a University under Section 3 of UGC Act, 1956, or possess an equivalent qualification recognized by the Ministry of HRD, Government of India. The Bachelor's Degree or equivalent qualification obtained by the candidate must entail a minimum of three years of education after completing higher secondary schooling (10+2) or equivalent. Candidates appearing for the final examination for the Bachelor's degree (or equivalent examination) and completing all requirements for obtaining the Bachelor's degree by 30th June, 2019 can also apply, subject to furnishing evidence to that effect latest by 1st October, 2019; otherwise they may be asked to withdraw from the programme.
- The basis for computing the percentage obtained by the candidate would be based on the practice followed by the university/institution/board from where the candidate has obtained the degree/certificate. In case of the candidates being awarded grades/CGPA instead of marks, the equivalence would be based on the equivalence certified by the university/institution/board from where they have obtained bachelor's degree/certificate. In case the university/institution/board does not have any scheme for converting CGPA into equivalent marks, the equivalence would be established by MDIM by dividing obtained CGPA with maximum possible CGPA and multiplying fraction so obtained by 100%.

## Online Application

Online application forms of MDI, Murshidabad (MDIM) and MDI, Gurgaon (MDIG) are common. Applicants can apply by visiting MDI, Murshidabad website and MDI, Gurgaon website and follow the process mentioned.

The common Application Form has the following options:

MDI, Murshidabad (MDIM)

MDI, Gurgaon (MDIG)

Both

Application Form fees is as under:

Rs.1180/- for MDIM (inclusive of GST)

Rs.3000 /- for MDIG (inclusive of GST)

Rs.3590/- for both (inclusive of GST)

Note: After Admission in any Institution change for transfer from one Campus to another Campus will not be entertained.

Online registration will be Open till Friday, 23 November 2018, 17:00 hrs. Candidates have to make an online payment using Credit/Debit card/Net Banking.

## Selection Process

Candidates who are able to furnish valid score of CAT would be short listed on the basis of the details in the application form and the CAT scores. Only the short listed candidates will then be called for Group Discussion followed by Personal Interviews at one of the centres, viz. Kolkata, Gurgaon and Bangalore/Mumbai/Chennai/Hyderabad (centres other than Kolkata and Gurgaon are tentative).

## Foreign / OCI/ PIO/ Children of Indian Workers in Gulf Countries Applicants

Foreign / OCI/ PIO/ Children of Indian Workers in Gulf Countries applicants can be considered for admission on the basis of their valid GMAT scores (taken not before Sunday, 1st January, 2018 and not later than Monday, 20th November, 2018). Applicants have to apply online by visiting MDIM website <https://www.mdim.ac.in>. Online registration for Foreign / OCI/ PIO/ Children of Indian Workers in Gulf Countries applicants will be Open till Friday, 23rd November 2018, 17.00 hrs. Candidates have to register for MDI Programme at GMAT website at the time of taking GMAT Examination. Applicants shortlisted on the basis of their GMAT score will be interviewed by MDIM. Government of India (GOI) rules will be followed related to admission of these categories of candidates. GOI guidelines will be applicable in determining the status of applicants. Candidates have to make an online payment of Rs.1180 (inclusive of 18% GST) using Credit/Debit card/Net Banking.

# Admission Offer

Successful candidates will be intimated of their final selection by March 2019. The fees and schedule of payment details are given below:

Particulars	1st Year (in Rs.)	2nd Year (in Rs.)
Tuition Fee	369500	436000
Study Materials	25,000	25,000
Students Welfare Activities	10,000	10,000
Library Fees	10,000	10,000
Alumni Fees	5,000	–
Boarding Charges	60,000	60,000
Lodging Charges	54,000	54,000
Mediclaime Insurance Premium (2 yrs.)	1,500	–
Security Deposit	20,000	–
<b>Total</b>	<b>555000</b>	<b>595000</b>

## Schedule of Payments

Installment	Amount (Rs.)
March – 2019	190000
September – 2019	185000
December – 2019	180000
June – 2020	200000
September – 2020	200000
December – 2020	195000

Note: Same fees will also be applicable for Foreign / OCI/ PIO/ Children of Indian Workers in Gulf Countries applicants.



## Life @ MDI Murshidabad

### Students Committees @ MDIM

Welfare activities are student driven and development oriented apart from being a redressal forum for addressing the critical problems faced by them. The students socially responsible have three pronged objectives: make the students socially responsible citizen, strengthening their managerial skills, learn by doing and teach them to abide law and order.

In order to fulfill such objectives, we are having following committees as part of student welfare:

- Cultural Committee
- CSR Committee
- Sports Committee
- Media and PR Committee
- Mess Committee

### Clubs @ MDIM

The students at MDI Murshidabad also participate in the different clubs related to the specialization area: Marketing, Finance, Operations, HR and Economics Club. The clubs stimulate the logical thinking of the students to spread awareness in the respective area and to provide opportunities to put the theoretical foundations into practice.

The club are involved in organizing quizzes, debates, symposiums in their interest areas.

- Markrone-The Marketing Club
- Finartha-The Finance Club
- Opecellence-The Operations Club
- HR Udbhav-The HR Club
- Eco Minds-The Economics Club

### STUDENT ACTIVITIES



#### Markrone -The Marketing Club

An amalgamation of theory and practice, the perfect blend of rigor and recreation, the Marketing Club at MDI stands for all this and more. It is a student run organization. A club created with the purpose of grooming marketing talent within the campus and providing a platform to the marketing enthusiasts to showcase their skills.

The club inculcates the art and skill of marketing in the students through regular simulations, quizzes and articles. It aims to update the knowledge of students through interaction with other B-school students as well as industry stalwarts in the field of Marketing.

#### FINARTHA-The Finance Club

Finartha, the finance club of Management Development Institute Murshidabad formed with the ambitions of bridging the gap between



the academic and professional worlds. As a student-run organization, the club brings together students with

a shared interest in Finance to enjoy presentations from industry professionals, competitions, quizzes, Finance-related discussions, casual and formal networking events as well as a variety of social events. It provides the platform for interactive discussions and orients oneself towards the world of business and commerce. The club plans to get into media through social as well as print medium to update the students, academic professionals and industry veterans about its various activities. It thrives on providing the students with additional resources needed to develop themselves into strong candidates for the prospective job market. If one is zealous enough for the activities which go into finance and its substrates then 'Finartha' is the platform to quench that zeal.

### Opcellence- The Operations Club



For an industry to excel it requires efficient financial planning, strategic sales and marketing, continuous innovation and most importantly operations management. Operations management undoubtedly serves

to be the backbone for business excellence. The Supply Chain and Operation club of MDI Murshidabad is the platform for students to harness their potential in the field of Operations Management. The name is derived from the objective we desire to achieve i.e. OPERational exCELLENCE. Opcellence is a hub where innovative ideas are garnered and nurtured to execution. Brainstorming, Case discussions, Simulation games, publications, quizzes etc. are some of the activities conducted round the year to instill interest in the field of operations research and operations management.

### HR Udbhav-The HR Club of MDI, Murshidabad



**HR Udbhav Overview :** HR club at MDI Murshidabad, aims to provide a platform to students to learn basic concepts and latest trends in the field

of human resources through practical approach with the help of various effective tools such as – Role Play, HR Summit, Management Games, and Guest Lectures by professionals. This HR club has been evolved out of numerous ideas and hard work of students. The club focuses on the development of all the basic HR skills not only for the people in the held of HR but for all the stakeholders.

### Eco Minds- The Economics Club

The Eco Mind is the Economics Club of MDI Murshidabad. Economics govern the life of the individual, Society and the modern country of the



world. It also plays a significant role in the international affairs. Mission of the club is to help students develop a larger perspective of the world around them which in turn would help them to make better decisions makers when they step into the corporate world. The

club also aims to make understanding economics a joyful affair and an effortless activity. Learn economics from an insightful and common sense, rather than as a subject involving mathematical equations and not so obvious theories. Market theory based games, competitions, opinion based articles, fun discussions, and guest lectures are some of the core activities of the club. Others include regularly following and sharing global as well as domestic affairs. The club also provides a platform to debate and discuss the prevalent policy issues that governing institutions continue to tackle with. These all are accomplish through various activities.

### The PR and Media Committee

The purpose of 'The Communique Society' (Media, PR & Editorial Committee) is to develop and maintain the media guidelines that support the campus community as well as review, assess and maintain internal as well as external presence. The committee has a Quarterly Newsletter- INGENIUM which has gained a lot of appreciation by students of various B-schools after its first online call for articles. The Society plans to expand its horizon in the eastern part of the country and then plans to establish its name through various online forums, blogs, competitions and popular newspaper joint ventures. It plans to create structured social media campaigns and events for students and academic fraternity of other B-schools along with the professionals from the industry to participate or endorse to get regular updates of the institute. The society has also established tie up with Business Standards (Newspaper) to showcase its media pursuit. Also, it will periodically review the quality, branding and relations to meet MDI Murshidabad standards. The Society plans to roll out a magazine on an annual basis which will contain information regarding student activities, student-competition mapping, upcoming events, faculty talks, professional experiences etc.

### Sports Club - MDI Murshidabad

The sports club of MDI Murshidabad serves as a recreational release from the rigors of academics. The club offer opportunities for learning a new sport, improving existing sport skills, practicing and playing for fun, and/or competing at various levels. The club helps to develop valuable leadership skills, through successful management of administrative affairs and intra-club dynamics. MDIM annual sport event "BURNOUT" is held every year on 15th of august.

### The Cultural Committee

We here in Culture committee organize various fest and events. The

festivals celebrate as a family so you are home away from home. The committee celebrates functions including annual day, Independence Day, fresher's party etc.

### **Socially Responsible Committee**

**Blood Donation Camp:** The feeling of desolation when the most popular blood bank organization denies blood at the hour of need, Jangipur populace could be the most empathetic towards it. They face this miserable situation customarily. The CSR committee of MDI Murshidabad felt they could appease the situation to some extent. The CSR team got a wonderful opportunity to organize a social welfare activity in the form of Education Awareness Campaign arranged by the students in collaboration with NGO Charsha which is primarily into rural primary School Ambidexte Mission located at Chandni Chaukhat, Jangipur, West Bengal. The aim of the activity was to address the parents and guardians of the children about the importance of imparting education and knowledge.

### **Mess and Hostel Committee**

It provides high quality satisfying food to everyone at MDIM along with customized menu. It attempts to maintain balanced, quality & variety in food and even ensures hygiene

Annual Events: Symposium, Business Quiz, Case Study Competition, Education Awareness Camp, Debate, Inaugural Day Celebration, Independence Day Celebration, Frenite: A cultural event for freshers, Saraswati Puja, Diwali Celebration, Annual Sports (Football, Cricket, Volleyball etc.)

Quarterly Newsletter 'Ingenium' has been consistently released with every issue being unique and simultaneously featuring clubs, committee activities and major events. This periodic issue is released by PR& Media Committee.

## **Corporate Interaction Events**

### **CampXotica**

CampXotica 2018, a mega corporate event of MDI Murshidabad was held from 23rd to 26th of February 2018. The four-day event witnessed top management of reputed companies, interacting with young business minds. Quizzes, case studies and managerial games, various other inter-college competitions and many more were conducted

by Academic clubs like HR, Marketing, Operation, Finance, Eco, Entrepreneurship-cell and budget express with premier Institutions like FMS, IIT Roorkee, IIM Raipur, IIM Udaipur, IMI Kolkata, IMT-G, JBIMS Mumbai, L N Welingkar, IIM Ranchi, NMIMS, IIT, IIM Rohtak, IRMA, DSE, AMU Murshidabad as participants in CampXotica 2k18 events. Ambuja, State Bank of India, Hindustan Copper Limited, NTPC, WBPDC, Reliance Petrol pump, Wow Momo, The Telegraph & many more associated with & it was a standalone success at its inception.

### **Vicarana**

Convergence of minds of industrial experts and panel discussion on the current business practices and corporate challenges.

### **Omilia**

Interactive session with the industry veterans conducted by MDI-M that witnessed active participation from both corporates and students.

### **Samanvay**

Discussion and debate on Human Resource Management practices and the recent evolvement of agile HR Management.

### **Fingyan**

Discussion and deliberation on contemporary financial market issues and challenges by the experts from Industry

### **ElectEcon**

Discussion and debate on contemporary issues of economics and its applications by the industry experts, and academicians.

### **Entrepreneurship Day**

Entrepreneurship day's objective is to create awareness for entrepreneurship, innovation and leadership and encourage students to push philanthropic, social and ethical business practices via conferences, awards and initiatives.

### **Budget Xpress**

Discussion by the financial experts from the industry and a budget analysis and presentation competition among the students

### **Industrial Visit**

The institute arranges visit to different industries for the students with the purpose of having exposure to industry practices and to have a link with them



# Campus Placements

## Final Placements of 2016-2018

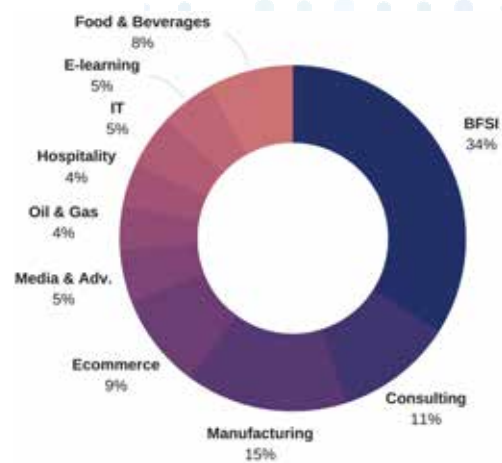
### Best Recruiters:

For the 3rd batch of pass outs, the average CTC offered stood at INR 9.01 Lakhs p.a. with the highest offer being INR 12 Lakhs p.a.

- Number of Recruiters: 24
- 41.6% Increase in the Number of new Recruiters

### Sector wise division

Placement season 2016-18 witnessed esteemed recruiters across all the sectors and maximum numbers of recruiters were from BFSI sector followed by Manufacturing and Consulting. For the first time, this year's process saw the students being offered roles in Consulting domain and Young Leadership Program.



### Domain wise Division



## Sales & Marketing

Profiles were offered in:  
B2B, Sales, Brand Management,  
Business Development,  
Retail Management and Product  
Management.

## Finance

Profiles were offered in: Analyst,  
Business Development, Credit  
Risk Management, Derivative  
Trading, Derivative Valuation  
and M&E.

## Operations

Profiles were offered in:  
Key Account Manager and Strategic  
Sourcing.

## HR

Profiles were offered  
in: Compensation &  
Benefits, Talent  
Acquisition.

## Our Placement Partners



## Summer Internship

MDI Murshidabad has witnessed yet another successful Summer Internship placement season for batch 2017-19 with 100% of the batch getting paid internship in record time and with average stipend taking a healthy leap of 51% over previous year. Summer Internships are an integral aspect of the pedagogy at MDI Murshidabad, offering students an opportunity to collaborate with the corporate world and put their newly acquired skills and knowledge to practice. Companies perceive Summer Internships as critical assignments and assess the skill sets of students. Our students have showcased exemplary skills and successfully converted good offers. A total of 24 companies visited the campus with 41% of them being new recruiters. We express our regards to all our recruiters for their constant support in being our partners in progress and reinstating their faith in brand MDI Murshidabad. We would express our gratitude to the first time recruiters with whom we look forward to establish a long and symbiotic relationship.

## Summer Internship Key Highlights

- For the 4th batch of students, the average Stipend offered is INR 33,400 with the highest Stipend offer being INR 80,000.
- 51% Increases in Average Stipend

## Domain wise Division



## Our Summer Internship Partners

KANTAR IMRB





**MDI** | Management  
Development  
MURSHIDABAD Institute

**Management Development Institute, Murshidabad**

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