INFORMATION BROCHURE
2018

SCHOOL FOR
THOUGHT LEADERS AND CHANGE MASTERS
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 Prof. S G Dhande, Chairman, Board of Governor, MDI. Five topper students were conferred Gold medals by the Chief Guest Hon’ble Shri Chandra Shekhar Ghosh, MD & CEO Bandhan Bank, for best scholastic performance in the various specialized areas of PGPM course.
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Message from the Director

It gives me immense pleasure to welcome all prospective students of my 5th batch to MDI Murshidabad. 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, 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 Quizes, 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, etc. to name a few.

In the approaching years, MDI Murshidabad aspires to further leverage all these advancements, along with the legacy of the MDI brand, towards higher achievements in multiple spheres. This will mainly include introduction of new and market specific courses and programs in Management, knowledge and skill consolidation, besides intellectual dissemination over the hinterland.

Having a sound infrastructure has always remained one of the top priorities for MDI Murshidabad. Besides a top of the line Library and Computer Centre, our campus is totally Wi-Fi enabled along with independent high speed internet facilities, which cover the entire residential area for students as well. A covered swimming pool is a recent addition along with an open air Cafeteria within the campus premises which serves delectable pan India cuisine.

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 Medals by the MD & CEO 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!

Wish you the very Best.

Prof. Gurudas Gupta, PhD
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

**Prof. Sanjay Govind Dhande**
Chairman, Board of Governors, MDI
58, Buna Monte Panchavati Pashan,
Pune – 411 008

**Shri Pradeep Kumar Deb**
Flat No. T-2, Tirath Raj Apartments
Jacob Road, Civil Lines, Jaipur
Rajasthan – 302006

**Smt. Renu Sud Karnad**
Managing Director
HDFC Ltd., Ramon House, 169, Backbay Reclamation,
HT Parekh Marg, Churchgate, Mumbai – 440 020

**Prof. C. P. Shrimali**
Acting Director
Management Development Institute
Gurgaon – 122 001

**Prof. Shekhar Chaudhuri**
Former Director, IIM Calcutta
IDEAL REGENCY, Block ‘A’, Flat No. 5 B, 46 Diamond Harbour Road, (Near Thakurpukur Bazaar), Kolkata 700063

**Prof. (Dr.) S. P. Narang**
Former Secretary & CEO, ICSI
6/403, D Type Flats, East End Apartments
Mayur Vihar, Phase – I Ext., Delhi – 110 096

**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

**Dr. Gurudas Gupta**
Director
Management Development Institute Murshidabad
Murshidabad-742235, West Bengal

**Representative of Regulatory Body**
1. Representative of AICTE

**Shri Deepak Kapoor**
K-42, South Extension Part 2
New Delhi – 110049

**Secretary to the Board of Governors**
Shri Harpal Singh
MDI Society was initiated with an objective of imparting training programs, set up Training, Consulting & Research activities with the active support of IFCI.

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

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

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.

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.,

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 representing different parts of India.

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.

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. The library has reference section/books section/journals section/magazines section/photocopy/printing/documentation facilities/designed reading area/CCTV cameras. The Library is well quipped with Softwares and RFID technology

E-resources

Video Conferencing
High-definition multi-point video conferencing facility been after has successfully installed at MDI Murshidabad to facilitate virtual classes and administrative meetings not only linking Gurgaon but the corporate and other institutions.
Campus Infrastructure

**Computer Centre**
Provision of E-Learning Studio, State of art Computer Lab with 70 terminals, Language lab with all licensed Software and SPSS.

**Campus Wi-Fi**
To provide flexible and convenient access to internet, Wi-Fi routers have been installed at the various places in the campus viz. Library, Boys’ Hostel, Girls’ Hostel, Board Room & Director’s Office, Executive Hostel, Cafeteria etc.

**Students Hostels**
- Single occupancy rooms
- Rooms with attached balconies
- TV & LAN Facility
- Washing and press facility
- Housekeeping services

**Executive Hostels**
- Single room with attached toilets
- Provision of wardrobes and mirrors
- Facilities include Swimming Pool, Dining area and common Room
- TV & LAN Facility
- Washing and press facility
- All time housekeeping services

**Campus Amenities**
- ATM, Gymnasium, General Stores Facility
- Amphitheater style air-conditioned classrooms
- Ample avenues for Sports facilities, Medical facilities, doctor is available regularly
- Student parking etc.
- Swimming pool
- Wi-Fi
Core Faculty

CHANDA Debasis
Professor (Operations Management)
Dean (Academic)
PhD (Engineering) – Department of Computer Science & Engineering Jadavpur University,
PGDBM (IIM Calcutta), BE (Electrical) Jadavpur University

GIRI Sunil
Associate Professor, Operations
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 MDP
MBA, Ph.D.
Area of Interest: Services Marketing, Sales & Distribution, Brand Management and Consumer Behaviour

GAAN Niharika
Assistant Professor, HR/OB
Chairperson Student Affair
PhD (Nirma University of Science and Technology), PM&IR (Utkal University)

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

JAWED Mohammad Shameem
Assistant Professor, Finance & Accounting
FPM (IIM Indore)

SENGUPTA Amrita
Assistant Professor, Quantitative Technique
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
MSc, MBA, PhD (IIT-ISM Dhanbad)
Visiting Faculty

Prof. Sushil Khanna
Professor, IIM Calcutta
FPM (IIM Calcutta), PGDM (IIM Calcutta)

Prof. Jaydeep Mukherjee
Ph.D (IIT Kharagpur), PGDM (IIM Calcutta)
Professor, Marketing, MDI Gurgaon

Prof. Neelu S. Bhullar
Ph.D (IIT Kanpur), MSc (London School of Economics), MBA (Guru Nanak Dev University)
Associate Professor, Marketing, MDI Gurgaon

Prof. Sudas Roy
Former Prof. & Head Marketing Dept., IIM Calcutta

Prof. Jayanta Kumar Seal
Associate Professor, IIFT Kolkata
Ph.D., MCom, M.Phil. I.C.W.A.

Prof. Asok Kumar Banerjee
PGDM
Former Chairman, IIMC Alumni Association,
Faculty IIM Calcutta

Prof. Aloke Kumar Sen
LLB, MBA, PhD
Former Professor & Director, School of Management
Science, Bengal Engineering and Science University,
Shibpur (Currently IIEST), Former Assistant Professor MDI Gurgaon

Dr. Debasis Bagchi
Former Secretary & Executive Head of the Institute of Cost Accountants of India and Ex-Dean & Professor, IIEST, Shibpur

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

Mr. Subrata Kumar Roy
BA, LLB, Dip in Mgmt,
ACS, Company Secretary,
MSTC Ltd.

Prof. Devasis Gupta
B.Tech (IIT Kharagpur)
PGDM (IIM Calcutta)

Dr. Madhupa Bakshi
MSc, PGDM, PhD
Dean, Media Science, Heritage 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 each having duration of three months for its completion. The core (compulsory) courses are covered in four 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 six to eight 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 letter a grade 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 2018-19**

<table>
<thead>
<tr>
<th>Term – I</th>
<th>Credit</th>
<th>Term – II</th>
<th>Credit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Human Behaviour in Organizations</td>
<td>3</td>
<td>Human Resource Management</td>
<td>3</td>
</tr>
<tr>
<td>Legal Aspects of Business</td>
<td>3</td>
<td>Management Accounting-II</td>
<td>3</td>
</tr>
<tr>
<td>Management Accounting-I</td>
<td>3</td>
<td>Management Science Models</td>
<td>3</td>
</tr>
<tr>
<td>Marketing Planning</td>
<td>3</td>
<td>Marketing Practices and Implementation</td>
<td>3</td>
</tr>
<tr>
<td>Microeconomics</td>
<td>3</td>
<td>Operations Management</td>
<td>3</td>
</tr>
<tr>
<td>Managerial Communication-I</td>
<td>3</td>
<td>Managerial Communication-II</td>
<td>1.5</td>
</tr>
<tr>
<td>Statistics for Management</td>
<td>3</td>
<td>Economic Environment &amp; Policy –I</td>
<td>3</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Term – III</th>
<th>Credit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Ethics &amp; Corporate Social Responsibility</td>
<td>1.5</td>
</tr>
<tr>
<td>Corporate Finance</td>
<td>3</td>
</tr>
<tr>
<td>Management Information Systems</td>
<td>3</td>
</tr>
<tr>
<td>Research Methods in Business</td>
<td>3</td>
</tr>
<tr>
<td>Strategic Management</td>
<td>3</td>
</tr>
<tr>
<td>Economic Environment &amp; Policy –II</td>
<td>3</td>
</tr>
<tr>
<td>Entrepreneurship and New Venture Creation</td>
<td>1.5</td>
</tr>
</tbody>
</table>

**Second Year 2019-20**

**Term IV**:
- Summer Internship (4 Credits)
- Core Course: Strategic Management-II (3 Credits)

**Term V**:
- Electives (Multiple courses offered. Students choose to study 4 to 5 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)

<table>
<thead>
<tr>
<th>Human Resource Management</th>
<th>Credit</th>
<th>Finance</th>
<th>Credit</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Learning and Development</td>
<td>3</td>
<td>1. Investment Analysis and Portfolio Management</td>
<td>3</td>
</tr>
<tr>
<td>2. Performance Management</td>
<td>3</td>
<td>2. Derivatives and Risk Management</td>
<td>3</td>
</tr>
<tr>
<td>3. Industrial Relations &amp; Labour Laws</td>
<td>3</td>
<td>3. Advance Financial Statement Analysis</td>
<td>3</td>
</tr>
<tr>
<td>4. Strategic and Sustainable HRM</td>
<td>3</td>
<td>4. International Corporate Finance</td>
<td>3</td>
</tr>
<tr>
<td>5. Cross Culture &amp; International HRM</td>
<td>3</td>
<td>5. Corporate Restructuring and Business Valuation</td>
<td>3</td>
</tr>
<tr>
<td>7. Talent Management &amp; Competency Mapping</td>
<td>3</td>
<td>7. Project Appraisal</td>
<td>3</td>
</tr>
<tr>
<td>8. Creativity and Innovation</td>
<td>3</td>
<td></td>
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<tr>
<td>9. HR Analytics</td>
<td>1.5</td>
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<table>
<thead>
<tr>
<th>Marketing Management</th>
<th>Credit</th>
<th>Supply Chain Management</th>
<th>Credit</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Brand Management</td>
<td>3</td>
<td>1. Project Management</td>
<td>3</td>
</tr>
<tr>
<td>2. Consumer Behaviour</td>
<td>3</td>
<td>2. Service Operations Management</td>
<td>3</td>
</tr>
<tr>
<td>5. Advertising Management</td>
<td>3</td>
<td>5. Management of Quality</td>
<td>3</td>
</tr>
<tr>
<td>7. Rural Marketing</td>
<td>3</td>
<td>7. Suppliers Management</td>
<td>3</td>
</tr>
<tr>
<td>10. Customer Relationship Management</td>
<td>3</td>
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</table>

<table>
<thead>
<tr>
<th>Economics</th>
<th>Credit</th>
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</thead>
<tbody>
<tr>
<td>1. Basic Econometrics</td>
<td>3</td>
</tr>
<tr>
<td>2. International Economics</td>
<td>3</td>
</tr>
<tr>
<td>3. Environmental Management and Green Accounting</td>
<td>3</td>
</tr>
</tbody>
</table>

*The above list of electives is tentative and not binding on the Institute. Actual offering will depend on 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.*
There is a common Application Form for Admission at MDI Gurgaon and MDI Murshidabad

**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, 2018 can also apply, subject to furnishing evidence to that effect latest by 1st October, 2018; 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/- (inclusive of 18% GST) for MDIM
- Rs.2596 /- (inclusive of 18% GST) for MDIG
- Rs.3156/- (inclusive of 18% GST) for both

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, 24 November 2017, 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 (centres other than Kolkata and Gurgaon are tentative).
Successful candidates will be intimated of their final selection by 30th April 2018. The fees and schedule of payment details are given below:

<table>
<thead>
<tr>
<th>Particulars</th>
<th>1st Year (in Rs.)</th>
<th>2nd Year (in Rs.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tuition Fee</td>
<td>3,45,500</td>
<td>4,10,000</td>
</tr>
<tr>
<td>Study Materials</td>
<td>25,000</td>
<td>28,000</td>
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<tr>
<td>Students Welfare Activities</td>
<td>10,000</td>
<td>10,000</td>
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<tr>
<td>Library Fees</td>
<td>10,000</td>
<td>10,000</td>
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<tr>
<td>Alumni Fees</td>
<td>5,000</td>
<td>–</td>
</tr>
<tr>
<td>Boarding Charges</td>
<td>60,000</td>
<td>60,000</td>
</tr>
<tr>
<td>Lodging Charges</td>
<td>53,000</td>
<td>52,000</td>
</tr>
<tr>
<td>Mediclaim Insurance Premium (2 yrs.)</td>
<td>1,500</td>
<td>–</td>
</tr>
<tr>
<td>Security Deposit</td>
<td>20,000</td>
<td>–</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>5,30,000</strong></td>
<td><strong>5,70,000</strong></td>
</tr>
</tbody>
</table>

**Schedule of Payments**

<table>
<thead>
<tr>
<th>Installment</th>
<th>Amount (Rs.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>April – 2018</td>
<td>1,80,000</td>
</tr>
<tr>
<td>October – 2018</td>
<td>1,75,000</td>
</tr>
<tr>
<td>January – 2019</td>
<td>1,75,000</td>
</tr>
<tr>
<td>June – 2019</td>
<td>1,90,000</td>
</tr>
<tr>
<td>October – 2019</td>
<td>1,90,000</td>
</tr>
<tr>
<td>January – 2020</td>
<td>1,90,000</td>
</tr>
</tbody>
</table>
Students Committees @ MDIM

Welfare activates 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 four 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.

Life @ MDI Murshidabad

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.

FINARTH- The Finance Club

Finartha, the finance club of Management Development Institute Murshidabad formed with the ambitions of bridging the gap between
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
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 2015-2017

Best Recruiters:
Euromonitor International, ICICI Bank, ICICI Securities, Ipsos, Jaro Education, Ken Research, Reliance Retail, SBI Life, Uflex, Tata Teleservices

- Percentage rise in New Recruiters over 2014-'16: 11%
- PPOs/PPIs: 18%
- Highest Package: INR 11.60 LPA
- Average Package*: INR 8.56 LPA
- Median Package: INR 8.52 LPA
- Minimum package: INR 7.00 LPA

http://www.mdim.ac.in/pdf/Final%20Placement%20Report%202017.pdf

SIP:
Adani ports and SEZ, Blue Star, Britannia, Costa Coffee, Devyani International, Future Group, Paharpur Cooling Towers, Infrastructure Development Corporation Karnataka, Kotak Mahindra LIC, RBI, Reliance Communications, Reliance Trends, Uber, IDBI, IFCI, Usha Martin, Exide, Standard Chartered, PepsiCo India, KPMG, Tata Steel,

- Total Number of students in the batch (PGPM 2016-18): 33
- Students who opted for SIP through placement committee: 32
- Students who got SIP though the placement committee: 32
- Students who got SIP without stipend (0 INR): 9

- Lowest stipend: INR 12,500/-
- Highest stipend offered: INR 62,500/-
- Average Stipend: INR 26,883/-