

Dr. G R Damodaran Institute of Management (GRDIM) is management faculty of Dr. G R Damodaran College of Science (GRDCS), an autonomous institute affiliated to Bharathiar University, Coimbatore. Established in 1988, GRDCS offers undergraduation, post graduation, and doctoral programmes in management, computer science, social work, biotechnology, biochemistry, microbiology, visual and mass communication, commerce and international business.

**Best Practices Followed**

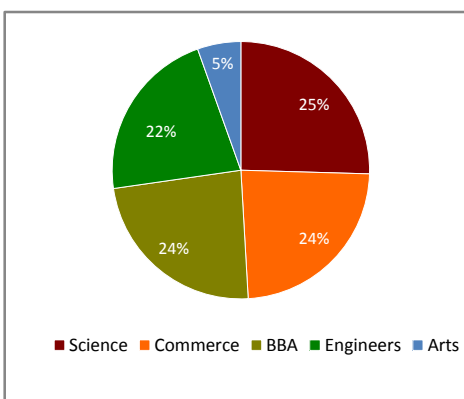
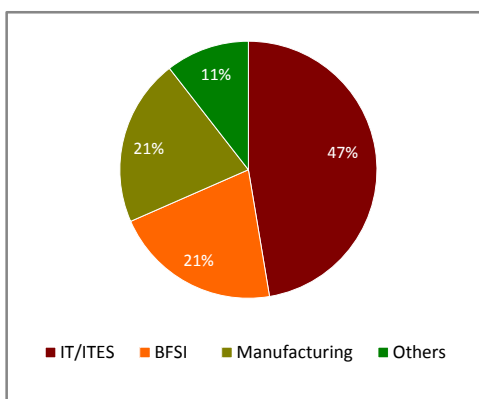
Comprehensive Curriculum review process with inputs from independent Board of Studies comprising of academicians and industry experts

Graded Program Details		Students - Key Statistics		Permanent Faculty	
Program	MBA (2 years)	Student strength	60	Faculty strength	9
Offered since	1992	Average age	21 years	Median teaching experience	10 years
Status	University affiliated	Average work experience	Less than 6 months	Median Industry experience	1 year
Recognition	AICTE	Percentage of female students	32%	Retention rate	67%
Program Fee	Rs. 4.9 lakh	Entrance test	TANCET, MAT, CET	Student-Faculty ratio	13:1
Total Seats	60			Visiting faculty	10

**Placement Diversity (08-10)**

**Student Diversity (10-12)**

**Student Outcome (08-10)**



Placements	36%
55% students opted out of campus placements	
Median salary	Rs. 2.1 lakh
Maximum salary	Rs. 2.7 lakh
Pre-placement offer	- NIL
No. of student clubs	NIL
Predominant placement region	South India
Key recruiters	TCS, J P Morgan, TVS Motors, Origin learning, ARC Group of Companies, Ernst & Young and Career Net

**Curriculum**

The programme follows a semester pattern and offers specialisations in marketing, finance, systems, human resource management and production management. The students are required to opt for any two specialisations.

The pedagogy involves classroom lectures, case studies, group assignments, industry visits and guest lectures. Each semester includes 7-8 core theory subjects, a self study paper, and a practical paper.

The curriculum is reviewed every year by the Board of Studies (comprising university nominees from industry and academia, industry experts, and two senior faculty members) with inputs and final ratification from the Academic Committee.

**Industry Interaction**

25 guest lecturers (75 hours) were held in 2008-09 while 30 guest lecturers (90 hours) were held in 2007-08.

GRD has conducted 3 MDPs in 2009-10. The MDPs were related to creativity in management, brand assets as force multipliers and change management. A total of 64 participants attended these programmes.

**Infrastructure**

The self-sufficient campus is spread over an area of 14 acres with facilities, such as students' hostel, canteen, sports and recreation facility, six classrooms dedicated for MBA programme, a seminar hall and video conferencing facility.

The library is stocked with 13,100 books and 7,250 titles for undergraduate and postgraduate students. The institute also subscribes to more than 60 journals (National and International) and online databases, such as EBSCO.

The learning infrastructure at GRD is limited and the information is shared through Yahoo / Google groups. The institute is yet to implement a learning management system at the campus.

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