

## About IMDR

IMDR has pioneered management education in Pune IMDR was established in 1974 as a constituent unit of the 125 year old Deccan Education Society which was established by the stalwarts of the Indian freedom struggle.

IMDR is committed to provide quality management education to students and is guided by the values and principles of the DES. IMDR is a sister institute of the Fergusson College, Pune and BMCC i.e. Brihan Maharashtra College of Commerce, Pune.

IMDR took over the MBA programme of the MBA Centre of the University of Pune and the DBM programme, run in the BMCC (a sister institution) since 1968. Affiliated to the University of Pune, the IMDR was also a recognised centre for research leading to Ph D. In 1977, the IMDR became an autonomous institution by voluntarily delinking from the University of Pune. Since then it has carried on its activities, independent of the University or other statutory bodies. The rationale of this step was stated in these words: "...to make our teaching programmes, methods of teaching and examination more comprehensive, more flexible and more result-oriented....".

IMDR also provides opportunities to students to get international exposure through its tie-up with ESSCA one of the top management institutes of France - to attend either a semester or summer programme in ESSCA's campuses in France and Budapest ( Hungary ).

## About DES

The Deccan Education Society (DES) was established in 1884 by the stalwarts of India's freedom struggle, like AGARKAR and TILAK and later built by great personalities of the era, like GOPAL KRISHNA GOKHALE and DHONDO KESHAV KARVE (honoured with Bharat Ratna). In Gokhale's famous words, "...it represents an idea and an ideal. The idea is that Indians of the present day can bind themselves together and putting aside all thoughts of worldly interest, work for a secular purpose with the zeal and enthusiasm which we generally find in the sphere of religion alone. The ideal is the ideal of self-help, that we may learn slowly but steadily to rely less and less upon others,... and more and more upon ourselves."

The DES Society adopted a democratic structure at a time when modern democratic practice was new in India. Teachers' participation in academic and administrative matters is a unique feature of the DES institutions, which number 30 today. It became a model of the teacher-managed institutions in Maharashtra and symbolised PEOPLE'S OWN INITIATIVE in evolving Education as a means of national regeneration.

The Fergusson College was the first institution to win nationwide acclaim for its academic standards. Its students were imbued with a national spirit and liberal-democratic values. It has played a major role in shaping the social and developmental processes in Maharashtra. TILAK, AGARKAR, GOKHALE, KARVE and many others made a sterling contribution to different aspects of national endeavour. The traditions and values established by them continue to guide the affairs of the Society.

One of the main goals of the DE Society was to provide education to WIDER SECTIONS OF SOCIETY by making it cheap and affordable. The selfless work of the founding fathers always impressed and attracted philanthropists and through their generous contributions, several institutions with ample facilities came up.

Even today, the Society receives unsolicited donations from well-wishers in India and abroad. Fees in the institutions of the Society have always been moderate and people from other parts of the country invariably wonder, how huge institutions have been created without charging exorbitant fees. The Society always strove to integrate the Western scientific and rationalist traditions with the pluralistic culture of India and thus evolved its unique liberal-democratic values. "...by admitted and established traditions are meant such traditions as are implied in and

connoted by the AGARKAR-GOKHALE-PARANJAPYE creed which mainly consists in steadily resisting all extremist and non-cooperation activities and in supporting all progressive social movements..."

### **History of DES**

The Society was the first to recognise portents of times. It started a Commerce College before Independence. Similarly, it pioneered MANAGEMENT EDUCATION in 1968 at a time when the Engineering and Automobile industry in Pune was just beginning to take shape. At the start of the liberalisation process in 1991, the Deccan Education Society pioneered a full-time Education programme in INTERNATIONAL TRADE. The society has several firsts to its credit in the conventional disciplines which form part of the Arts and Science streams

### **Courses Offered By IMDR**

There are three full time courses offered in IMDR  
PGDM- Post Graduate Diploma In Management  
PGDIT Post Graduate Diploma In International Trade  
PGDHR- Post Graduate Diploma in Human Resources.

### **PGDM**

Our programme prepares students to be down-to-earth Performers, who continuously learn from experience and develop into thoughtful and sensitive professionals. Their role is to participate and influence organisational processes in an enlightened manner. This alone can lead to sustained growth of organisations. Its unique design is based on Instructional System Design Methodology, which aims at integrating the different disciplines to make Management an enriching field of thought. It is not modelled on any other Indian or Foreign programme.

The programme, not residential at present, is divided into 6 trimesters, each of approximately 10-12 weeks. Classes are usually held from 9.00am to 4.30 pm. The academic year begins in JUNE and ends in APRIL. The Internship (6-8 weeks) in an industrial organisation following the first year, takes place in summer vacation

We emphasise Self-study throughout the programme. Hence, besides classroom learning, there are assignments, case study sessions and field studies, in which students' ACTIVE participation is expected. We insist on strict adherence to Minimum Attendance Norm, which is 80%, the remaining 20% being allowed for personal exigencies, sickness etc.

### **PGDIT**

International trade is a challenging field for industry in India and offers exciting career opportunities to young men and women for personal growth through jobs with Manufacturers, Importers/Exporters, Shipping and Insurance companies, Services agencies and Banks.

*IMDR*, The Institute of Management Development and Research, known for its unique courses and learning environment, pioneered the first Educational Programme in Pune, in 1991.

The mission entered a new phase with the starting of Diploma in Export Operations, a one year part time course in 1991, which **coincided with the great flux in Indian Economy**. It flowered

with the setting up of "**Centre for International Trade IMDR**" - in 1993 which intends to fulfill the long standing need of the industry for a new generation of professionals who think globally and act intelligently in performing the operations of International Trade

The **Post Graduate Diploma in International Trade** is a two-year full-time course, which builds a ground-level expertise in International Trade as well as a broad vision of International environment. This course has a unique blend of 20 months of classroom learning and 4 months of practical training. The underlying philosophy is that the students have to become **performers first and with experience, masterminds.**

The PGDIT course prepares students for careers with Manufacturer exporters, Merchant exporters, Shipping Companies, Airlines, Logistics players and Service Providers. The emphasis is on combining operational capabilities with International Marketing.

### **PGDHR**

The PGDHR course prepares students for careers with Manufacturing and Service Organizations of all types, Training and Development Organizations and Consultancy firms in HR.

The focus of this course is to develop interpersonal skills, Organizational sensitivity alongside conceptual abilities to deal with people, tasks, systems and environment.

This course includes process labs that cover advanced psychodynamic concepts. The emphasis is on learning from personal experiences of the students and faculty.

### **Eligibility**

Graduates from any discipline with or without work experience are eligible to apply for admission to this programme, provided they have obtained not less than 50% marks at graduation, and 45% for SC,ST. Final year graduate students are also eligible, provided they have scored not less than 50% marks at the immediately preceding examination.

### **Selection Procedure**

**Stage 1** is the written test. All candidates to the PGDM of IMDR are required to take the CAT-Common Admission Test of the Indian Institutes of Management (IIM). They apply to IMDR quoting their CAT Registration Number. There is a sectional cut off of 50% for every section. The last year cut off score was 85.09.

**In Stage 2**, there are two parallel processes of Group Work and Personal Interview. Both are intended to assess the candidates' competencies. Preparation is neither necessary nor desirable for this stage. The final selection is made on the basis of overall assessment of the candidate.

### **Dates**

Sale of IMDR application form starts on 1<sup>st</sup> September 2009

Last Date of submitting completed application form 12<sup>th</sup> December 2009

Dates of CAT examination 28<sup>th</sup> November 2009 to 7<sup>th</sup> December 2009

### **How to apply:**

Candidates must register with IMDR by submitting application form along with a Demand Draft for Rs 1000/- in favour of 'Director, IMDR'

Forms can be collected from the IMDR office or can be downloaded from our website. Forms can also be submitted online.

## **FREQUENTLY ASKED QUESTIONS**

### **Is the course well accepted by the industry?**

**Ans.** The two-year full-time PGDM programme is considered equivalent to the full-time MBA programme conducted by Universities, by the industry for the purpose of recruitment. A large number of blue chip companies regularly visit our campus for recruitments. The Government of Maharashtra has granted recognition to the Institute as a research institution on no grant basis in 1987.

### **Why do we have Group Work and not Group Discussion?**

**Ans.** Any group oriented activity is supposed to test the candidate's ability to work in a group. This includes understanding and handling the dynamics in a group, working in a team and communication. We believe that a Group Discussion format does not test any of these. In Group work, candidates are asked to perform a task in a group. The actual behaviour demonstrated by the candidates is assessed on the parameters mentioned above. This method is also relatively free from bias of assessors regarding region, educational background etc.

### **Why do we have a BEI as opposed to a traditional Personal Interview?**

**Ans.** An interview is supposed to test a candidate's suitability for a position. The interviewer already has predefined parameters and assesses the candidate's response along these. In such a scenario the interviewer's personal biases often creep in while assessing the candidate. Also, in a traditional interview the candidate can espouse to have certain qualities. (E.g. I am very hardworking) However the interviewer has no way of verifying this.

A BEI (Behavioural Event Interview) is relatively free from interviewer bias related to geographical region, educational background, etc. It is conducted using the critical incident method which is a more robust and reliable method of assessing a candidate

### **Why do we charge modest fees?**

**Ans.** The Institute which comes under the aegis of the Deccan Education Society is fortunate to receive generous grants and donations from munificent donors who believe in our philosophy that education is an instrument of social and economic upliftment and hence should be accessible and affordable to a large section of our society. It is important to note that despite our modest fees we are able to ensure the best infrastructure as well as quality of teaching and learning and are able to also make a surplus.

### **Is there any international exposure for students?**

**Ans.** IMDR provides opportunities to students to get international exposure through its tie-up with ESSCA one of the top management Institutes of France - to attend either a semester or summer programme in ESSCA's campuses in France and Budapest (Hungary).

### **Which are the types of companies that visit the campus?**

**Ans.** There are companies from the IT and Software, Banking Sector, Financial Institutions, Manufacturing Sector, Logistics, Shipping companies, Retail companies etc that visit the Institute every year.

### **How were the Placements last year?**

**Ans.** As the economy is struggling globally, this has clearly reflected on the job prospects of entry level job seekers last year. Job growth has slowed down and many companies are optimizing their surplus staff and have frozen hiring. Campus recruitments were also down as compared to the previous years. In spite of such a situation we have been able to place nearly 100% of our PGDM students. The average package for the PGDM course last year was 3.4 lacs per annum and the highest package was 6.4 lacs per annum.

### **Some of the Past Recruiters**

**Ans.** For the past 35 years the Institute has maintained good contacts with the industry. We have a diverse profile of recruiters visiting our campus regularly for recruitments.

The recruiters consist of various well reputed multinational companies, international banks, reputed Indian companies etc.

List of some the past recruiters is as follows:

Tata Consultancy Services Ltd, Wipro, Persistent Systems Ltd, BMC Software, HSBC Bank India, ICICI Bank, HDFC Bank, Kotak Mahindra Bank, Kotak Life Insurance Company Ltd, ICICI Prudential Life Insurance Company, Daimler Chrysler India Pvt.Ltd, Eicher motors Ltd., Force Motors Ltd, Godrej & Boyce Manufacturing. Co. Ltd., Tata Motors Ltd., Tata Auto Comp Systems Ltd. (TACO), Mitsui OSK Lines (I) Pvt. Ltd., Team Global Logistics Pvt. Ltd., Zim Integrated Shipping Services (India) Pvt. Ltd., Reliance Retail Limited, Pantaloon Retail (India) Ltd. etc.