

THE FOUNDER

G R Damodaran Academy of Management which commenced functioning in September, 2005 is one of the more recent institutions to be set up under **The GRD Trust, Coimbatore**.

The institution has emerged as yet another fine memorial to **Prof. G.R. Damodaran (1914-1986)**, one of the great educational visionaries and institution builders of our country of the immediate post-independent period. Over a period of four decades, totally dedicated to the cause of education, especially in the fields of Science, Engineering, Technology and Management, **Prof. G.R. Damodaran** made unparalleled contributions to educational development, both quantitative and qualitative. He made pioneering efforts for reorganizing and developing Technical and Management Education at the all India level, as the Chairman of several Committees and Boards constituted by the Government of India and, at the regional level, as **Chairman of the Southern Regional Committee** of the **All India Council for Technical Education**. His tenure of membership of the **Lok Sabha** and the **Tamilnadu Legislative Council** spanning over two decades, and his **Vice-Chancellorship of the University of Madras**, provided him the platform to impact educational policy and development at the highest levels.

GR DAMODARAN ACADEMY OF MANAGEMENT

The **Academy** is conceived as a **speciality institution** of professional management education, training, research and consultancy. Its portfolio would eventually include a wide range of activities covering Executive Development Programmes, Faculty Development Programmes, continuing education and short-term speciality courses, besides the formal PG programmes (affiliated to the University) encompassing the functional and sectoral spectrum of management. The academic programmes will aim at the integration of necessary theoretical inputs with practical professional experience and exposure facilitated by the business and industrial contacts and consultancy activities of the faculty.

The **Academy**, avails of the traditions, strength and expertise of its illustrious sister institution, the **Dr G R Damodaran College of Science** and intends to strike out into newer dimensions and facets of professional management development and training, setting benchmarks of quality comparable to the best in the country and abroad.

The **GRD Academy of Management (GRDAM)** shares the **GRD** legacy of innovativeness and effectiveness. Dr D Padmanaban, Chairman, Board of Management and Correspondent of **GRDAM** firmly believes that today's new generation **B-schools** need to be responsive to the changing context of international business and to the growing and unique needs and opportunities of our own society and should adopt a holistic, value based and practice oriented approach stressing entrepreneurship and the study of the emerging domains of relevance. Thus, the delivery of the **MBA (FT)** programme at **GRDAM** will be contemporary and relevant, producing excellent executives and professionals to man responsible management positions and take up new initiatives in a period that promises to be the golden era in the post independent Indian economy. In its quest for quality of management education the **Academy** has established effective Quality Management Systems, resulting in the **ISO 9001:2008** certification being awarded.

THE PROGRAMME

The **MBA Programme (two year - full time)** approved by the **All India Council for Technical Education**, New Delhi and affiliated to the **Bharathiar University**, Coimbatore is being nurtured as a very prestigious programme with excellent facilities and features. While the first year provides a solid footing to the students in the basics of business and its related disciplines, the second year offers the opportunity to specialize in a field of choice from among **Marketing, Finance, Human Resource Management, Operations Management and Systems**.

While the **MBA (FT)** programme is based on the framework of the University syllabus and examination requirements, the coursework at the **Academy** seeks to go beyond text book based rote learning and set exercises and offer an exciting and rewarding learning adventure which would help internalise the principles and skills learnt and develops the behaviour, attitudes and intellectual abilities vital for professional effectiveness in Management. To this end, class room work is supplemented by self-study assignments and learning opportunities like seminars and workshops (on-campus and outstation), guest lectures, paper presentations, simulations, case studies, role plays etc. These are topped off by the intensive exposure to the demands of real life business situations and problems through projects, simulation exercises and other interactions. Lectures by top managers and consultants are frequently arranged. The thriving entrepreneurial and industrial culture of Coimbatore provides the enriching ambience for student development. Periodic visits to the industrial establishments at Coimbatore and in major cities like Chennai, Bangalore and Kochi enable students to get a feel of more complex real life business situations.

LIFE AT GRDAM

Meticulous efforts are made to achieve high productivity in comprehensive student development. Class room sessions are supplemented by exciting participatory activities for acquiring effective business skills and wider perceptions. An atmosphere of trust, warmth and informality pervades the Academy making the **MBA (FT)** study at **GRDAM** a model of productive teacher-student interaction. The faculty actively involve the students in the planning and management of a wide range of co-curricular and extra curricular activities. These include special programmes that help in personality development and team building, communication and leadership skills. Yoga lessons are also conducted during out bound training programmes.

'**GLOBEX**', the **MBA** Students Association gives students full scope to express their talents and organize a variety of enriching events on campus and off campus.

THE FACULTY

The faculty of the **G R Damodaran Academy of Management**, consist of some of the best talents drawn from the academia, the management profession and the industry who are committed, up-to-date and student friendly. Apart from the full-time teaching faculty, the **Academy** avails of the services of experienced visiting faculty.

PLACEMENT

GRDAM has an active placement cell which functions under a senior faculty member's control. Necessary facilities for the conduct of campus placement are available. Excellent networking with companies already exists. The Companies which regularly visit our sister institution, **Dr. G.R. Damodaran College of Science**, conduct campus interviews at the Academy as well. Some of the Companies that visited the campus during the past academic year are **Kotak Securities, Tata Teleservices, Citi Bank, ICICI Securities, Reliance Insurance, Career Net, Sundaram Group of Companies, etc.**

LOCATION

The Academy is situated in its beautiful 4 acre campus in **Neelambur** on the outskirts of Coimbatore city, about 4.5 kms outside the Corporation limits, on the six lane National Highway (NH47) connecting Coimbatore to Chennai / Bangalore. The location is within the region of contiguous urban development of the city close to the airport well served by both local and mofussil transport facilities and services. The airy and uncongested location free of adverse influences and pollution invests the campus with the serenity ideal for academic study and intellectual pursuit.

INFRASTRUCTURE:

Modern and sophisticated infrastructure and facilities have been created including buildings for academic and administrative purposes comprising modern and spacious class rooms, library, seminar halls, syndicate rooms, student common rooms and a conference hall. The modern state-of-the art computer center is provided with advanced software and hardware facilities, high end servers and broad band internet connectivity. The Centre has 60 HCL P IV Infiniti systems and 60 HCL Pentium Core 2 Duo systems which are on LAN and have **WoF** campus connectivity. In addition, all the **MBA (FT)** students are provided table computers with high end configuration. With 7,500 volumes and 80 journals/magazines and EBSCO Online Database, the library provides access to a complete range of modern texts, references and current reading in business. There are also 268 CDs available.

HOSTEL

Hostel facilities are available for the candidates (both Men & Women) requiring accommodation on the campus for which fees as applicable are to be paid separately. The messes run on the dividing system. Good discipline and a sense of purpose prevail in the campus. Students have a profusion of cultural, talent promoting and development-oriented activities to participate in.

ELIGIBILITY

Applicants for the two year full time (4 Semester) **MBA Programme** should hold :

- A Bachelor's Degree of the Bharathiar University with a minimum of 50% in the aggregate
- (or)
- A qualification recognized as equivalent thereto.

Students appearing for the final year degree examinations may also apply subject to the condition that they must provide evidence of their having qualified in the final examination for the Degree by the end of July.

Candidates who have passed any examination under the open university system are not eligible for admission to the courses of the Bharathiar University.

SELECTION PROCEDURE

Admission is open to students from all over India. Candidates aspiring to be a part of the elite group of GRDAM full time MBAs have to appear in the MANAGEMENT APTITUDE TEST (MAT). MAT bulletin with the application form may be obtained by sending a DD for ₹ 590/- drawn in favour of AIMA-CMS payable at New Delhi to the All India Management Association, 14, Institutional Area, Lodhi Road, New Delhi - 110 003.

MAT tests are held in December, February and May/July.

The MAT bulletin can also be obtained from AIMA Nodal Centres and other outlets for sale of MAT Forms (for details on MAT please refer to the advertisement of AIMA for MAT in the leading dailies or visit www.aima-ind.org).

Those short listed on the basis of MAT scores will be called for a Group Discussion and a Personal Interview at the campus by the end of July. A call for interview does not confer any right of admission. A merit list for admission will be prepared with weightage of 50% for MAT score and 25% each for Group Discussion (GD) and Personal Interview.

Last year's MAT cut off was around 300.

APPLICATION FOR ADMISSION

Application for admission should be made in the prescribed form to reach GRDAM on or before the last date specified below. A self-addressed stamped postcard should be enclosed with the application form so that the receipt of the application can be acknowledged.

Prospectus and prescribed application forms are available at the GRDAM office on remittance of ₹ 450/- by cash or DD favouring G R Damodaran Academy of Management, payable at Coimbatore. For application and prospectus to be sent by post, please enclose a duly stamped (₹ 20.00) self-addressed envelope of size 23/15 cms. Please quote the reference number of the application in all the subsequent correspondence.

Candidates should attach copies of :

1. Xerox copies of mark sheets for each appearance in each and every examination, even if a consolidated statement of marks is attached (to include SSLC, +2 and Degree).
2. Passport size photographs (two).
3. The degree or provisional degree certificate (copy).
4. A certificate from the Principal of the College last attended for having undergone the degree course (copy).
5. Other relevant certificates (Age proof, TC, Conduct Certificate, etc.) (copies).

ADMISSION

A selection list will be prepared after the interview and selected candidates will receive intimation. Selected candidates will have to report for admission and pay the prescribed fees by July 15th, failing which their seats will be offered to candidates in the waiting list.

All the certificates in original should be filed at the time of admission.

FEE ONCE PAID WILL NOT BE REFUNDED ON ANY ACCOUNT

Classes will start during the second week of August.

CONDITIONS

1. Admissions have to be necessarily completed ordinarily by the 30th of July and the original certificates should be submitted before that date, at the latest. Applicants failing to do so cannot have their admissions confirmed and will have to leave, foregoing the amounts paid by them.
2. Fees and advances once paid will not be refunded on any account. This will cover those who discontinue on their own or by reason of Clauses 1, 3, or 5.
3. Admissions are subject to the approval of the University. The Academy has to follow the rules and regulations of the Bharathiar University governing admissions. Applicants are advised to independently ascertain the salient features of the latest regulations from the Bharathiar University in their own interest. The Academy will not be responsible for hardships caused by changes introduced in the regulations concerning admissions by the Bharathiar University, or the AICTE or due to any invalidity, ineligibility or discrepancy in admission discovered by the University.
4. The decision of the management regarding admissions shall be final and binding.
5. Students are admitted on the understanding that they will strictly abide by the rules and regulations of the Academy as contained in the Academy calendar and meticulously follow the instructions given by the authorities from time to time. Primarily, the Academy insists on a high level of attendance, diligence in course work, good behaviour and conduct in the campus and outside. Ragging is prohibited and statutory orders on referring raggers to the concerned authorities are being followed. Students who fall short of these expectations of discipline and conduct may be asked to leave and they will not be eligible for any refunds. **Some refund cases are pending in the Apex Court.**

Completed applications should be addressed to :

The Principal / Director
G.R. Damodaran Academy of Management
Avanashi Road
Neelambur □ Coimbatore-641 062 □ Tamilnadu □ India.

The last date for receipt of applications will be the first week of July.

G.R. DAMODARAN ACADEMY OF MANAGEMENT
SHAPING A NEW GENERATION OF MANAGERS

G.R. DAMODARAN ACADEMY OF MANAGEMENT

(The MBA (Full Time) Programme is approved by the All India Council for Technical Education, affiliated to the Bharathiar University and recognized by the UGC)

An ISO 9001:2008 Certified Institution



PROGRAMME
PROSPECTUS

AVANASHI ROAD (NH-47) □ NEELAMBUR
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