

THE INSTITUTION :

Dr. G.R. Damodaran College of Science, was established in 1988, with the objective of providing career-oriented higher education and to create advanced study facilities in modern and emerging areas of relevance. The College is managed by The GRD Trust, established by the late Dr. G.R. Damodaran, former Vice-Chancellor, Madras University and former Chairman of the Southern Regional Committee, AICTE who held positions of distinction in various national and state level education bodies and left an indelible mark in the field of education with his innovative ideas and achievements.

Dr. G.R. Damodaran College of Science has outstanding infrastructure and facilities. Its group of highly motivated students and eminently competent faculty give their best to set ever rising standards. Consequently, the institution has been able to move rapidly towards becoming a centre of excellence in higher education within a short span of time. The College has been reaccredited at the highest level ('A' Grade) by the National Assessment and Accreditation Council (NAAC). It was the first self financing College and the youngest institution to get the highest ranking awarded by the NAAC. The College has been conferred the autonomous status by the Bharathiar University and the UGC and is also ISO 9001:2000 certified. It has been attracting a large number of students from other States. The College is co-educational.

GRD INSTITUTE OF MANAGEMENT

GRD Institute of Management is a part of the College. It shares the GRD legacy of innovativeness and effectiveness. The GRD Institute of Management is keenly aware of the demand for the formative synthesis of a diversity of knowledge and skill inputs in developing management professionals and keeps evolving appropriate instructional strategies and related activities to meet the objective. Important among these strategies is the development of industry and business linkages and collaborative activities to bring industrial perspectives into the institute's work culture. Research and consultancy for industry and business is a vital aspect of such linkages. The institute has been offering research programmes (M.Phil. and Ph.D.) from the academic year 2001-2002.

THE PROGRAMME :

The Institute's MBA Programme (Two year - Full - time) is approved by both the Bharathiar University, Coimbatore and the All India Council for Technical Education, New Delhi. Being autonomous, the Institute frames its own curricula, evaluation systems, and regulations for the degree. The degrees are awarded by the Bharathiar University on the recommendation of the College. The MBA programme is designed to meet the current needs of management in the changing and globalised business environment. While the first year provides a solid footing to the students arming them with the core of business management principles and basics, the second year focuses on the theory and

practice in the specialisation areas of Marketing / Finance / HR / Systems. G R D Institute of Management prides itself on being able to offer students a wide range of electives, the most upto date curriculum and sound professional orientation.

THE FACULTY

The faculty of the G R D Institute of Management consists of talents drawn from academia, the profession and the industry who spare no effort in providing effective holistic training. Their commitment and the attention they give to student guidance has paid rich dividends in terms of results, ranks and good placements.

LIFE AT GRDIM

Meticulous efforts are taken to supplement the class room learning and routine course work with a variety of learning and doing activities relevant to the management context like seminars, paper presentations, simulations, case studies, role playing, assignments, etc. Exposure to the demanding real life business situations and problems through projects and other industrial interactions plays a vital role in the programme. Lectures by top managers and consultants are frequently arranged. The thriving entrepreneurial and industrial culture of Coimbatore enables the organisation of periodic industrial visits, internships and other contacts. Students are trained in a fully computerised, IT enabled environment at the campus.

An atmosphere of trust, warmth and informality pervades the Institute making the MBA studies at GRDIM a fine example of productive teacher-student interaction. The members of faculty involve the students in all areas of the productive work of the Institute.

'CORP-EX', the MBA association gives students full scope to express their talents and broaden their learning. The monthly Newsletter of the MBA students, 'Milestone' provides them an opportunity to study the business context and share their perceptions.

GRDIM teams secured the Winners and I Runners-up positions in the AIMA-Infosys Student Management Games (SMG 2002) southern region competition and were placed I Runners-up and II Runners-up in the Grand Finale at the SMG 2002.

PLACEMENT

GRDIM has a very active Placement Cell under the charge of a full-time Placement Officer. Diverse strategies are employed to bring the top corporate companies for Campus Placement. Regular corporate visitors for campus recruitment include Hindustan Coca-Cola Beverages Private Limited, Standard Chartered Bank, e-serve, Citi Financials, ICICI Prudential, ICICI Bank, My TVS, Naukri.com, Chennai Silks, HDFC, KGISL, Berger Paints, Kotak Securities, Kotak Banking, SBI Life Insurance and Reliance Mutual

Fund. Many of the students have been placed in Dubai, Abudhabi, Europe, the UK and the US.

LOCATION & FACILITIES

The campus is situated on the Coimbatore - Avanashi Road (National Highway 47) near the city outskirts, far from the din and bustle of the City but with convenient access. A separate block with a constructed area of 40,000 sq.ft. houses the GRDIM. It has fully equipped spacious Class Rooms, Lecture Halls, Seminar Halls, and Audio Visual Room, a spacious Library and a modern state-of-the-art Computer Lab with the latest Software and Hardware facilities and high end servers. Students work in a networked computerised and wifi enabled environment and get attuned to the modern business world characterised by IT enabling. Comfortable Hostels for Men and Women, Canteen, Guest House, good games facilities and a vast central library constitute the infrastructure at the campus.

The hostels at the campus provide accommodation* for 360 boys and 360 girls with all amenities. 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.

* (If applications for hostel accommodation exceed the capacity, the College will arrange to provide accommodation at its off campus hostels a few kilometres away).

ELIGIBILITY

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

- A Bachelor's Degree of the Bharathiar University (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 produce evidence of their having qualified for the Degree by July 16, 2010.

Candidates from other States will have to obtain and produce the recognition / eligibility certificate from the Bharathiar University, Coimbatore at the time of admission.

Candidates who have passed any examination under the Open University System are not eligible for admission to the courses of the University.

ADMISSION PROCEDURE

Admission is open to students from all over India. Candidates aspiring to be a part of the elite group of GRDIM MBAs should have taken the MANAGEMENT APTITUDE TEST (MAT). MAT bulletin with application form may be obtained by sending a DD for Rs. 590/- drawn in favour of AIMA - CMS payable at New Delhi to All India Management Association, 14, Institutional Area, Lodhi Road, New Delhi - 110 003. MAT tests are held in September, December and February.

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 advertisements of AIMA for MAT in the leading dailies or visit www.aima-ind.org).

Those shortlisted on the basis of MAT scores will be called for a Group Discussion and Personal Interview at the campus by July 10th, 2010. A call for the interview does not confer any right of admission. A merit list for admission will be prepared with 50% weightage for MAT score, and 25% each for GD and Personal Interview.

Candidates finally selected will be provisionally admitted on payment of the prescribed fees by July 15, 2010. Last year's MAT cut off was around 400.

HOW TO APPLY

Applications for admission should be made in the prescribed form to reach the Director, GRD Institute of Management, Dr. G.R. Damodaran College of Science on or before the last date specified below. A self-addressed stamped post card should be enclosed with the application if an acknowledgment is desired.

Prospectus and prescribed application forms are available at the College Office on remittance of Rs. 410/- by cash or DD favouring Dr. G.R. Damodaran College of Science, payable at Coimbatore. Application form may also be downloaded from the net, in which case the remittance of Rs. 410/- must be sent with the application. For application and prospectus to be sent by post, please enclose a duly stamped (Rs. 12.00) self-addressed envelope of size 23/15 cms. Please quote the reference number of the application in all the subsequent correspondence.

Candidates should attach :

1. Xerox copies of the marksheets for each appearance in each and every examination, even where a consolidated statement of marks is attached (to include SSLC, +2, 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

The 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 15, 2010 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. Fees once paid will not be refunded on any account.

Classes start in the middle of July.

CONDITIONS

1. Admissions have to be necessarily completed ordinarily by 31st 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 College 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 of eligibility from the Bharathiar University in their own interest. The College will not be responsible for hardships caused by changes introduced in the regulations concerning admissions by the Bharathiar University, or due to any invalidity, ineligibility or discrepancy in admissions 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 College as contained in the College calendar and meticulously follow the instructions given by the authorities from time to time. Particularly, the College insists on a high level of attendance, diligence in course work and good behaviour and conduct in the campus and outside. Ragging is prohibited and the 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.

HOSTEL

Hostel facilities will be provided for the outstation candidates (both men and women) depending upon the availability of rooms.

Completed applications should be addressed to :

The Director,
GRD Institute of Management
Dr. G.R. Damodaran College of Science
Civil Aerodrome Post □ Avanashi Road
Coimbatore - 641 014 □ India

Last date for receipt of applications : May 31, 2010

Visit our website for more information and updates.



GRD INSTITUTE OF MANAGEMENT Dr. G. R. DAMODARAN COLLEGE OF SCIENCE

COIMBATORE - 641014 □ TAMILNADU

AUTONOMOUS AND AFFILIATED TO THE
BHARATHIAR UNIVERSITY, REACCREDITED AT THE
'A' Grade LEVEL BY THE NAAC AND
ISO 9001 : 2000 CERTIFIED. THE MBA
PROGRAMMES ARE APPROVED BY THE ALL INDIA
COUNCIL FOR TECHNICAL EDUCATION.

MBA
(FULL-TIME)

PROGRAMME
(2010 - 2012)

PROSPECTUS

CIVIL AERODROME POST □ AVANASHI ROAD
COIMBATORE - 641 014 □ TAMILNADU □ INDIA
PHONES : (0422) 2572719 □ 2591863-64

Mobile : 98422 - 21162

FAX : (0422) 2591865

Website : www.grd.org □ www.grd.edu.in

E-mail : grdcs@grd.org