

## ADMISSION PROCEDURE

Admission is open to students from all over India. Candidates aspiring to be a part of the elite group of GRDIM MBAs have to appear in 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 & 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](http://www.aima-ind.org)).

Those shortlisted will be called for a Group Discussion and Personal Interview at the campus by July 10th, 2007. 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, 2007. Last year's MAT cut off was around 300.

## HOW TO APPLY

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

Prospectus and prescribed application forms are available at the College Office on remittance of Rs. 400/- by cash or DD favouring Dr. G.R. Damodaran College of Science, payable at Coimbatore. 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 if a consolidated statement of marks is attached (to include SSLC, +2, degree).
2. Two passport size photographs.
3. Photostat copy of the degree or provisional degree certificate.
4. A certificate from the Principal of the College last attended for having undergone the degree course.
5. Copies of other relevant certificates (Age proof, TC, Conduct Certificate, etc.).

## ADMISSION

A Selection list will be prepared after the interview and selected candidates will receive communication from the College. Candidates selected will be provisionally admitted on payment of the prescribed fees.

All original certificates should be filed at the time of admission including the provisional degree certificate.

## Fees once paid will not be refunded on any account.

Admissions are normally made in the first week of July and classes start in the middle of July.

## CONDITIONS

1. Admissions are subject to University approval. The College has to follow the rules and regulations of the Bharathiar University governing admissions. The applicants are advised to ascertain the salient features of the latest regulations from the Bharathiar University in their own interest.
2. The decision of the management regarding admissions shall be final and binding.
3. Selected candidates should strictly abide by the rules and regulations of the College and the University and they are expected to follow the instructions given by the authorities from time to time.
4. Selected candidates withdrawing during the course of study or before the commencement of the course shall not be entitled to claim refund of the fees and any other remittances including the caution deposits made by them.

## HOSTEL

Hostel facilities will be provided for the outstation candidates (both men & 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 □ Avانشi Road  
Coimbatore - 641 014 □ India

Last date for accepting the completed  
application forms : February 16, 2007

Visit our website for more information and updates.

G R D Institute of Management  
**WHERE EXCELLENCE IS A WAY OF LIFE**



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

COIMBATORE - 641 014 □ TAMILNADU

APPROVED BY THE ALL INDIA COUNCIL FOR TECHNICAL  
EDUCATION FOR THE MBA & MCA PROGRAMMES  
AFFILIATED TO THE BHARATHIAR UNIVERSITY  
AUTONOMOUS, ACCREDITED AT THE FIVE STAR  
LEVEL BY THE NAAC AND ISO 9001 : 2000 CERTIFIED.

# MBA (FULL-TIME)

## PROGRAMME (2007 - 2009)

# 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](http://www.grd.org) □ [www.grd.edu.in](http://www.grd.edu.in)  
E-mail : [grdcs@grd.org](mailto:grdcs@grd.org)

## 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 educational bodies and left an indelible mark in the field of education with his innovative ideas and achievements. The College enjoys the legacy of the great founder in terms of his vision and concepts as well as the unparalleled goodwill of the academic circles in Coimbatore.

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 accredited at the FIVE STAR level by the **National Assessment and Accreditation Council (NAAC)**. It is the first self financing College and the youngest institution to get the highest ranking awarded by the NAAC. The College has recently 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 a spectrum of 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 lend industrial flavour and import industrial perspectives into the institute's work. Research and consultancy for industry and business is a vital aspect of such linkages. The institute has been approved for offering research programmes (M.Phil. and Ph.D.) from the academic year 2001-2002.

## THE PROGRAMME :

The MBA Programme (Two year - Full - time) approved by both the Bharathiar University, Coimbatore and the All India Council for Technical Education, New Delhi has been designed to meet the

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 successive years offer them an analysis of their applications to business practice together with an opportunity to specialize in Marketing/Finance/Personnel/Production/Systems. G R D Institute of Management prides itself on being able to offer students a wide range of electives.

## THE FACULTY

The faculty of the G R D Institute of Management, consists of some of the best talents drawn from academics, the profession and the industry who spare no effort in providing effective holistic training. Their commitment and the long hours they spend in 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 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 interactions plays a vital role in the programme. Frequent lectures by top managers and consultants are 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.

An atmosphere of trust, warmth and informality pervades the institute making the MBA studies at GRDIM a fine example of teacher-student interaction. The faculty, who believe in the philosophy of 'practice-what you preach', actively involve the students in all areas of the functioning of the Institute.

'CORP-EX', the association of MBA students gives full scope to express their talents. 'CORP-EX' organises every year an Inter MBA Meet 'MELANGE', which brings together MBA students from all over the country. The monthly Newsletter of the MBA students, 'Milestone' provides them an opportunity to study the business contexts and share their perceptions and get updated on the latest developments and trends.

GRDIM MBAs excel in Inter-MBA meets and in student management games. 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. The Institute plans the strategy to bring the top corporate companies for Campus Placement. The Companies and organisations which regularly visit the GRDIM 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, Reliance Mutual Funds and many others. Many of the students have been placed in lucrative jobs 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 conveniently accessible. The serenity that pervades the campus is an ideal stimulant for serious academic and intellectual pursuits. The campus is well equipped with all the necessary infrastructure needed for a Hi-Tech Business School. A separate block with a constructed area of 40,000 sq.ft. Houses the GRDIM and the School of Computer Science. It is complete in every respect with fully equipped spacious Class Rooms, Lecture Halls, Seminar Halls, Departmental Library, Conference Hall, Audio Visual Room 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.

## ELIGIBILITY

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

(a) A Bachelor's Degree of the Bharathiar University.  
(OR)

(b) A qualification recognised as equivalent thereto subject to the conditions of the Syndicate of the Bharathiar University.

Students appearing for the final year degree examinations may also apply subject to the condition that they must produce evidence of their having passed the final examination for their Degree by July 16, 2007.

Other State candidates 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.