



Estd. 1983

**CENTRE FOR MANAGEMENT
DEVELOPMENT**

'A PURE B. SCHOOL'

AKTU COLLEGE CODE - 1189



"YOUR SUCCESS IS OUR PRIORITY"

MBA

Marketing • Finance • HRM • IT

(APPROVED BY AICTE & AFFILIATED TO
Dr. A.P.J. ABDUL KALAM TECHNICAL UNIVERSITY)

WWW.CMD.EDU



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**DR. KEDAR NATH MODI
FOUNDATION**
Value • Knowledge • Character



PROF. (DR.) D.K. MODI, CHAIRMAN-DR. K.N. MODI FOUNDATION BLESSED BY EMINENT PERSONALITIES



Smt. Droupadi Murmu, Hon'ble President of India receiving the book on life and times of Late Shri K.N. Modi.



Chairman-Dr. K.N. Modi Foundation seeking the blessings of Shri. Ram Nath Kovind, XIVth Hon'ble President of India.



Shri Jagdeep Dhankhar, Hon'ble Vice President of India receiving the book on life and times of Late Shri K.N. Modi.



Shri. Venkaiah Naidu, Former Hon'ble Vice President of India receiving the book on life and times of Late Dr. K.N. Modi. During the celebration of 75th year of Dr. K.N. Modi Foundation.



Shri Ram Nath Kovind XVth Hon'ble President of India being greeted by Shri Manav Modi during Dr. K.N. Modi University Convocation 2023.



Late. Dr. A.P.J. Abdul Kalam XIth Hon'ble President of India sharing the Dais during his Excellency visit to the Foundation.

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MISSION

We strive to bestow our students with scholastic attitude, spirit of scientific enquiry, personal & professional integrity, Knowledge of cutting edge technologies, passion for the service of mankind through competent faculty, adequate infrastructure, conducive academic environment for achieving & sustaining excellence in management and allied areas, meaningful interaction with industry and all around progress of our nation.



VISION

To be the Centre of Excellence for developing corporate leaders at national and global level.

QUALITY POLICY :-

We are committed to: Excellence in management education and training. Provide requisites to develop our students as value based managers.

MBA

"Master of Business
Administration"

Marketing / HR / Finance / IT

ELIGIBILITY CRITERIA :-

Passed Bachelor's Degree of minimum 3 years duration.

Obtained at least 50% marks (45% in case of candidates belonging to reserved category) in the qualifying examination.



Near Opp. Pillar No. 1199
RRTS METRO - MODINAGAR NORTH

MBA



AICTE

Our Two-year full-time Master of Business Administration (MBA) program has been approved by All India Council for Technical Education (AICTE) Ministry of Human Resource Development Government of Uttar Pradesh India and Affiliated to Dr. A.P.J. Abdul Kalam Technical University, Lucknow (AKTU).



AKTU, LKO



LOCATION

The institute is located at Modinagar (in UP within NCR) on the National Highway-58 (connecting Delhi-Meerut Dehradun).

Well connected to Delhi with Rapid Rail.



CENTRE FOR MANAGEMENT DEVELOPMENT

THE INSTITUTE

Centre for Management Development was set up in the year 1983 as per the vision of noted philanthropist & industrialist Dr. K. N. Modi. For him, responsible corporate citizenship meant much more than becoming established business leaders in the chosen area of endeavor. To him it involved nurturing of excellence, the creation of a talent base and a resource pool that would broaden the horizon of Indian enterprise and its eminence in world's arena by exploring avenues that will enable individuals to fully realize their potential. These budding managers would enrich the national fabric and propagate these ideals for posterity. With this as a guiding force behind CMD, the modest genesis made in 1983, has over course of 42 years blossomed into one of Northern India's premier Management Institutes.

The mantle of guidance has now moved over to Dr. D. K. Modi and under his visionary leadership, CMD has further developed as an institution of excellence for providing Management Education, Training and Development, Research and Consultancy. The primary focus is on preparing the next generation of global managers who would accept the challenges of today and tomorrow in Indian and global scenarios. A unique feature of CMD philosophy is to orient the interaction with industry executives into an exchange of academia and practicing managers on a real time basis. The 3600+ strong body of CMD Alumni is making the difference in business and industry, both in India and abroad.

42

YEARS IN
MANAGEMENT
EDUCATION





SELECTION PROCEDURE

Candidates aspiring to join the institute's MBA programme are required to appear in Management, MAT/UPSEE Exam Conducted by AKTU. The candidates have to apply to the Institute simultaneously. Candidates who have appeared in CAT/XAT/MAT/CUET-PG /GMAT/CMAT etc can also apply for admission to CMD. The candidates short listed on the basis of their score in MAT/CUET-PG or other such tests undergo group discussion and personal interview at CMD. The evaluation criteria include communication skills, leadership qualities, conceptual clarity and decision making capabilities. The candidates successful in these tests are offered admission to institute's MBA programme to be further developed as excellent management professionals.

CURRICULUM

For systematic learning, the programme is broken into Four Semesters, each comprising of a set of detailed courses. The curriculum is imparted through the interdisciplinary thrust and participatory learning experience. Since knowledge and skills are subject to an accelerated rate of obsolescence in a rapidly changing environment, curriculum design at CMD is dynamic.

Accordingly, students also receive focused inputs about emerging fields of management domain. Some of these are: Digital Marketing Customer Relationship Management (eCRM), Retail Management and eRetailing, Supply Chain Management, Rural Marketing, Insurance and Actuarial Science/HRM, Computerized Financial Packages, ISO 9000 and QS 14000 Specifications, etc.

LIVE PROJECTS

The purpose of live projects is to give students professional management experience that will help them at the beginning of their careers and long-term. In this way, students get a mix of hands-on work experience and get to see how the corporate world works before they actually get into it. When working on a live project, there is an opportunity for students to specify a specific domain and select a project that fits their area of interest. Additionally, they are able to meet professionals and discuss the project with them.



WHY CMD?

"42 Years of rich
Academic
Legacy In
Management
Education."

"MBA degree
Program (with
exposure of
Industry and
Corporate)"

"International
exposure
through
foreign tour"

"Be A part of
Alumni NEXUS
of High Repute"

"Excellent
Faculty pool with
an eclectic mix of
Industry Talent"

"Laser Sharp
Focus on
Nurturing
students and
focusing on
Personality
Building"

"Smart Classrooms
and Fully Wi-fi
Campus"

"Empowered by
*Certification
Courses &
Personality
Development
programs"

"Live Projects &
Summer Internship
Program in
Prestigious
Companies for
every student"

"100% placement
assistance: various
recruiters offering
highly lucrative national
& international
placement
packages"

"Business
awareness
Sessions/ Guest
Talks/ Seminar/
Webinars"

"Pre-placement
capsule module
/ core-
placement
capsule"



PLACEMENT SUCCESS

Institute has an active placement cell comprising of a group of dynamic students working under the guidance and chairmanship of the Director and Placement head along with faculty members as coordinators.

The placement cell coordinates the Placement and Summer Training by interfacing directly and through CMD Alumni with the corporate bodies and organizes campus Interviews for the convenience of both the visiting companies and the students. We focus on getting the best brands and high-demand job profiles, giving our students a world of interesting opportunities in a wide range of industries. CMD is known for its excellent corporate connections through live projects, placements and internships. Prominent recruiters such as Berger Paints, Reliance Securities, HUL, Hero, Radio Mirchi, Priyagold, Nexa, Decathlon, ICICI Bank, Airtel to name a few, have graced our campus for recruiting students in the past academic years. The strong relationship with corporates vouches for the robust curriculum that builds great managers.



MR. SHIVENDRA PRATAP SINGH
IRS, PGDM - CMD



MR. SATENDRA KAUSHAL
General Manager,
ZEE entertainment



MS. UPASANA
Director ANS
(Flipkart Group)



MR. VIKRAM SINGH
General Manager, Honda
Motorcycles and Scooter India Ltd.



MR R DAHIYA
National Head - Marketing
Apollo Tyres Ltd.



MR. SAURABH KHANNA
Vice President,
Kotak Bank



MR. AVEEK BOSE
DGM Hindustan Times



MR. NITIN BEHL
Head Business Development,
Adani Airports Ahamdabad



MR SHAILEN SHUKLA
Logistics Head
Jumbo Electronics, Dubai



DEEPESH ANEJA
Zonal Sales Head
Hero Cycles Ltd.



CHIRAG MANGLA
National Sales Manager
Revlon

OUR PROUD RECRUITERS



LIFE @ CMD



NATIONAL & INTERNATIONAL INDUSTRY EXPOSURE



Estd. 1983

**JUMBO ELECTRONICS
UAE**

**GEMS GALLERY
THAILAND**

**NATIONAL FOOD INDUSTRY
THAILAND**

**YAKULT
INDIA**

**MOTHER DAIRY
INDIA**

**NSIC
INDIA**

**BISLERI
INDIA**

**BARCLAYS
INDIA**

**BOMBAY STOCK EXCHANGE
(BSE) INDIA**



ALUMNI ASSOCIATION



CMD Alumni Association (CMD A) upholds the important function of being the bridge between the Institute and its Alumni. It is managed by a body comprising of both the faculties and the students and organizes the annual convention and alumni meet. The CMDians epitomize the CMD spirit "The Big Family Achieving and Growing Together".



Estd. 1983

CENTRE FOR MANAGEMENT DEVELOPMENT

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DR. K. N. MODI UNIVERSITY

NAAC Accredited

Newai (Near Jaipur), Tonk, Rajasthan, India.

www.dknmu.org



Value • Knowledge • Character



DR. K.N. MODI FOUNDATION

www.knmodifoundation.com

38,000
STUDENTS

11,000
GIRL STUDENTS

800+
GIRLS IN HOSTEL

800+
FACULTIES

67
COURSES

250
ACRES OF LAND

1.50 LAC+
ALUMNI BASE