



**SDM College of Business Management  
Post Graduate Centre for  
Management Studies and Research  
(MBA Programme)**

Kodialbail, Mangaluru -575 003. D.K., Karnataka  
Tel : 0824 - 2496009 Telefax : 0824 - 2496980  
Email : [sdmcbm@gmail.com](mailto:sdmcbm@gmail.com) website : [www.sdmcbm.ac.in](http://www.sdmcbm.ac.in)



Marching Towards  
Global Excellence



## Shri Kshetra Dharmasthala

Nesting at the foot of the Kudremukh range of the Western Ghats on the banks of river Nethravathi, Dharmasthala Kshetra, located on the coastal district of Dakshina Kannada, is a place where caste, creed, race, language and religion hold no bar.

Shri Kshetra Dharmasthala has an illustrious legacy of charity, social service and philanthropy spanning over 800 years.

## Visionary in Action

The Dharmadhikari of Shri Kshetra Dharmasthala, Padma Vibhushan Dr. D. Veerendra Heggade is a great visionary and a man of action. He has intensely devoted his life for the spiritual and social transformation of the society.

Padma Vibhushan Dr. D. Veerendra Heggade is the multi faceted personality who combines in him myriad roles of a friend, philosopher and guide. Above all He is a man of selfless dedication and working assiduously to uplift mankind by divinity, charity and guidance. Credit goes to Him for transforming Dharmasthala Kshetra into a giant organisation of social service and charity, the like of which is unprecedented in the annals of mankind.



**Padma Vibhushan DR. D. Veerendra Heggade**

President - SDM Educational Society (R), Ujire



## From the Director's Desk

Dear Students,

SDM College of Business Management Post Graduate Centre for Management Studies and Research is a premium Management Institution located in the coastal educational hub of Mangaluru famous for its four decades of expertise in offering quality management education. The MBA Institute was conceptualized in 2007, as the brain child of Padma Vibhushan Dr. D. Veerendra Hegde and has ever since carved an applaudable history for itself. With a flock of faculty having research orientation and rich subject knowledge, the institute has crafted a curriculum that enables students to mobilize their abilities and bring out the best in themselves. Our efforts have always been focused on chiseling students with care and caution not just for the global competitive world but for life.

Like a flower is known by its fragrance the students at our institute have always created their identity through outstanding achievements and accolades. From bagging consecutive Ranks and Gold Medal at the University examinations to standing tall in terms of their corporate stints and entrepreneurial trials; our students have proved time and again that there is no replacement for creativity and innovation.

We invite you to join the league and promise to carve a pathway for you to succeed Globally.

May Lord Manjunatha Swamy bless us all.

Regards,

**Dr. Seema S. Shenoy**  
Director





**Teaching Faculty**



**Gandhi Jayanthi**



**Cultural**

## The Genesis

The Country, which is in transition stage, requires large number of dynamic administrators and business leaders. SDM Education Society (Regd.) Ujire intends to contribute its share in the form of business leaders driven by Indian ethos and spirituality at a reasonable cost.

A number of graduates aspiring to become business leaders or entrepreneurs are deprived of getting good education in the field of Management due to higher fee structure or less encouragement from the parents to move to other places to get their education.

SDM Education Society has its own resources, intellectual as well as infrastructure, which is to be utilized for the developmental activities of the region. The management has sufficient administrative expertise as it is running chain of other educational institutions from Kindergarten to Post Graduation level, professional to non-professional institutions.

Hence some of the Key objectives of starting the institute are:

1. To impart quality Management Education.
2. To encourage all deserving students to get management education at affordable cost.
3. To imbibe entrepreneurial qualities with right social values.
4. To develop right work culture in the minds of young people.
5. To foster professional management in and around the region.





Nite



Sports Day



Non Teaching Faculty

## Vision

To Develop competencies of people to meet the challenges of business, industry and service sector. Empower them with requisite skills to be globally acceptable business leaders. Provide world-class professional management education to the people at a reasonable cost, spread Indian ethos spirituality to sustain, survive and succeed in business and industry.

## Mission

To Bring professionalism in all spheres of life. Enrich the quality of life by creating and sustaining the urge to continuous learning for life. Encourage competitive spirit for organizational excellence by leveraging intellectual human capital. Instill entrepreneurial quality of life of individual by encouraging to believe in personal integrity, hard work and honesty in public life. Develop leadership, entrepreneurship quality among the people with patriotism, modern outlook and positive attitude towards life. Develop self confidence to lead, motivate people through case study, practical training and exposure to global business and industry.

## Location

Nested in the coastal city of Mangaluru SDM College of Business Management Post Graduate Centre for Management Studies and Research boasts of a centrally convenient location in the heart of Mangaluru City. Located strategically our institute is an home for several professional bodies like MMA, NIPM & PRSI, among others.

## State-of-the-art Infrastructure

Trifles make perfection and perfection is no trifle. Auditorium, Airconditioned Classrooms, Computer Labs, Conference Room, Counselling Centre, Library and top notch student amenities form the state of the art facilities housed in a beautiful structure of SDM Post Graduate Centre for Management Studies and Research.

## Faculty

Faculty with rich research orientation coupled with Industry experience form the core team. Regular interaction with professionals from best institutions, corporate houses & consulting firms from across the Nation add more meaning to the curriculum & help to give students an learning edge.



## FIRST SEMESTER - MBA\*

Sl. No.	Title of the Course	Hard Core/ Soft Core
MBAH 401	Principles and Practice of Management	HC
MBAH 402	Accounting for Managers	HC
MBAH 403	Organizational Behaviour	HC
MBAH 404	Business Research Methods	HC
MBAS 405	Economics for Managers	SC
MBAS 406	Communication and Soft Skills	SC
MBAS 407	E-Commerce	SC
MBAS 408	Computer Applications in Business	SC
MBAS 409	Project Management	SC

## SECOND SEMESTER - MBA\*

Sl. No.	Title of the Course	Hard Core/ Soft Core
MBAH 451	Human Resource Management	HC
MBAH 452	Marketing Management	HC
MBAH 453	Indian Business Management	HC
MBAH 454	Operations Research	HC
MBAS 455	Production and Operations Management	SC
MBAS 456	Business Ethics and Social Responsibility	SC
MBAS 457	Supply Chain Management	SC
MBAS 458		SC
MBAS 459	Disaster Management	SC

## THIRD SEMESTER - MBA\*\*

Sl. No.	Title of the Course	Hard Core/ Soft Core
MBAH 501	Entrepreneurship and Small Business	HC
MBAH 502	Management Accounting	HC
MBAH 503	International Business Environment	HC

FINANCE		HR		MARKETING	
MBAS 504	Strategic Financial Management	MBAS 510	Training and Development	MBAS 507	Marketing Research and Consumer Behaviour
MBAS 505	Security Analysis and Portfolio Management	MBAS 511	Employees Relations Management	MBAS 508	Promotion and Distributions Management
MBAS 506	Tax Planning	MBAS 512	Stress Management	MBAS 509	Retail Management

## FOURTH SEMESTER - MBA\*\*

Sl. No.	Title of the Course	Hard Core/ Soft Core
MBAH 551	Strategic Management	HC
MBAP 552	Project Report	HC

FINANCE		HR		MARKETING	
MBAS 553	Financial Services	MBAS 559	Global Human Resources Management	MBAS 556	International Marketing Management
MBAS 554	International Financial Management	MBAS 560	Compensation Management	MBAS 557	Services Marketing
MBAS 555	Corporate Financial Restructuring	MBAS 561	Performance Management	MBAS 558	Rural Marketing

### \* Soft Core Courses in I and II Semesters:

Any two soft core courses from the available Soft Cores shall be selected by a student at the commencement of I and II Semesters. The Department Council/Affiliated College will announce at the beginning of the first and second semesters, any two or more soft core papers which will be offered during I and II semester depending upon the availability of faculty and the demand for soft core courses. The minimum number of students opting for a soft core course should be ten.

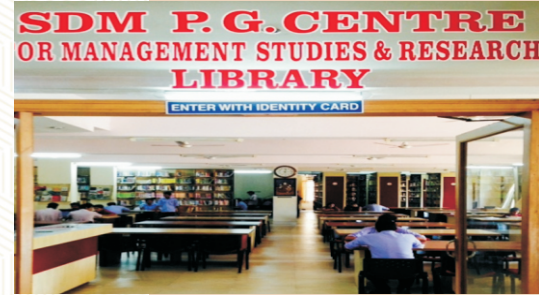
### \*\* Elective Groups:

Any one group from the available soft Core Groups shall be selected by a student at the commencement of III Semester. Once a group has been selected, no change in the selected group will be allowed later in the fourth semester. The Department/ Affiliated College will announce at the end of the second semester, any one or more Soft Core Groups which will be offered during III and IV semesters depending upon the availability of faculty members and the demand for soft core group. A Soft Core Group can be offered if there are minimum ten students opting for that group.

## Library

Information Resource Centre providing books, magazines, periodicals, journals, newspaper and fully computerised library using in house developed automation software EERPMS is in place. Library is well stocked with numerous management related books and allied subject material including Marketing, Finance, HR, Law, Operations systems and other functional areas of Management. It also subscribes to several National & International journals, periodicals and business publications. The library subscribes to Pro-Quest database which provides a single source for scholarly journals, reports, working papers, Data - sets along with millions of pages of digitized historical primary sources and more than 4,50,000 e-books. It also subscribes to J-Gate & Sage Journals.

The library has an airy and a spacious reading room, which provides a quiet ambience for serious study. It is well equipped with computers and internet connectivity to facilitate data collection and research. The library working hours will be 8:30 a.m. to 7:30 p.m. everyday.



Library



Computer Lab

## J- Gate Social Management Sciences (JSMS)

Library offers J-Gate facility. It is an electronic gateway to global e-journal literature developed by informatics (India) Limited. JSMS is an internet gateway and a subset of J-Gate. It offers bibliographic information services to scholarly and technical electronic journal literature, covering e-journals in the fields of Business, Economy & Management. Social Sciences, Law and Library Information & Sciences.

## Computer Lab

SDM Post Graduate Centre for Management Studies and Research is equipped with a Computer Lab which is one of the best among B-Schools in Mangaluru. It has state-of-the-art hardware, software and Wi Fi based Internet facilities.



Annual National Conference



Annual Management Fest - Shreshta

## Annual Programmes at The Institute

Our Institute has been buzzing with events round the year. The academic year kick starts with compassion for all cultures and settles students at the Institute with feelings of love and oneness by celebrating Gandhi Jayanthi followed by other cultural activities like Dandiya Night in Navaratri, Iftar during Ramzan and Christmas on New Years Eve. The second half of the year is dedicated to hosting Annual National Conference and Annual National Level Intercollegiate Management Fest. Adding more sheen to the MBA program are other activities like MBA club, Gavels Club, Patriotism forum, Entrepreneurship Development Cell, Industrial consultancy cell etc., which host innovative and relevant programs.



## Industry Academia Interface

The Institute has crafted a unique industry institute interface that stands at the core of the academic learning process. The sound vibes created by our institute has attracted industry to have programmes of diverse nature crafted for our students. The students at our institute have been beneficiaries of several such programmes like Cognitive capability & skill development programme (i.e online training for all types of competitive exams) and Diploma in Banking and Finance in collaboration with BReT Solutions Private Ltd. , Industry Academia seminar series in collaboration with BASF-The German Chemical Company, and Diploma in International Financial Reporting Standards .

## Industrial And factory Visits

Study tours, as a form of experiential learning has become an integral part of the curriculum. Experiential education programs such as live projects, industry visits, and factory visits bridge the limitations of formal class room teaching by allowing students to experience reality in a new dimension.

## Value Addition Activities

The Institute has always focussed on life training activities to enhance the leadership capabilities of students and prepare them to face the challenges of the corporate world. Activities like 3C report, Article review, Book review, Softskill training, Group discussion, Creativity club all are a few efforts made by the institute to churn the student and bring the best out of them.

## Foreign University Collaboration

The Institute in its quest to develop entrepreneurial excellence in students has collaborated with foreign university. It has a tie up with GRIMSBY University, United Kingdom for inter-student exchange program to enable them in having global exposure and enhancing their knowledge frontiers. The students at our institute had the rare feat of undergoing a taster programme on “Innovation & Productivity” at GRIMSBY University, United Kingdom. The institute looks forward to have more such programmes in the coming years.



**GAVEL Club Inauguration**



**IFRS Certification programme**



**GRIMSBY University, UK programme**



**BASF Collaborative Programme**



# Teaching Pedagogy

The learning process is intensive and reinforces individual learning and comprises of relaxation activities like yoga, meditation, sports, counselling and games intending to rejuvenate the students energy levels. The institute follows a comprehensive continuous evaluation system, which includes class participation, presentation, individual and team assignments, viva voce examination, projects, research and seminar papers, summer internship opportunity in reputed firms and internal and external exams.

# Placement

Management education has unexceptionally churned excellence in all its domain of education ever since its inception and certainly, Placements are in line with rich traditions of yester - years.

SDM College of Business Management Post Graduate Centre for Management Studies and Research has a separate placement cell with an appointed officer who will assist the graduating students get lot of exposure through industrial visits, summer internship, workshops, project etc.

Our students are successfully placed in leading National and International Corporations by leveraging on its vast contacts built during the course of existence and will strive further in increasing the base of corporate alliance for betterment of the institute and the student fraternity. We are indeed proud and have a greater satisfaction in saying that good number of companies have approached the campus for recruitment and students are successfully placed in reputed organisations.

# Eligibility for Admission

- ❖ Graduates in any discipline with min. 50% marks / 45% incase of SC/ST / Category 1
- ❖ CMAT/MAT/CAT/PGCET/KMAT Scores considered.
- ❖ Students awaiting final year degree results can also apply

**Selection Procedure for M.B.A. Programme**  
(Tentative Selection Procedure for MBA Programme)

## Application Form & Prospectus

The prospectus can be collected from college office and application can be downloaded from our website:www.sdmcbm.ac.in. The completed application should be submitted to the college office along with D.D for Rs.1000/- favouring Director SDM Post Graduate Centre for Management Studies and Research, Mangaluru-575003

**Stage I :** The institute will use CAT/MAT/KMAT/CMAT/PGCET scores as the first stage of admission process. However it reserves the right to use relevant experience as additional parameter for short-listing candidates for the second stage of admission process.

**Stage II-Selection Process** Application numbers and names of the short listed candidates along with the venue date and timing will be displayed at the institute premises/website. The above will also be available on the college website www.sdmcbm.ac.in

## Accolades to some of our recruiters



Marching Towards  
Global Excellence



I MBA - A Section

## Fee Structure

The total fee for 2 year programme is Rs. 3,10,000 (Rupees three lakh ten thousand) only. This is payable in 2 instalments. Each instalment is to be paid prior to the commencement of the term.

## Loan Support

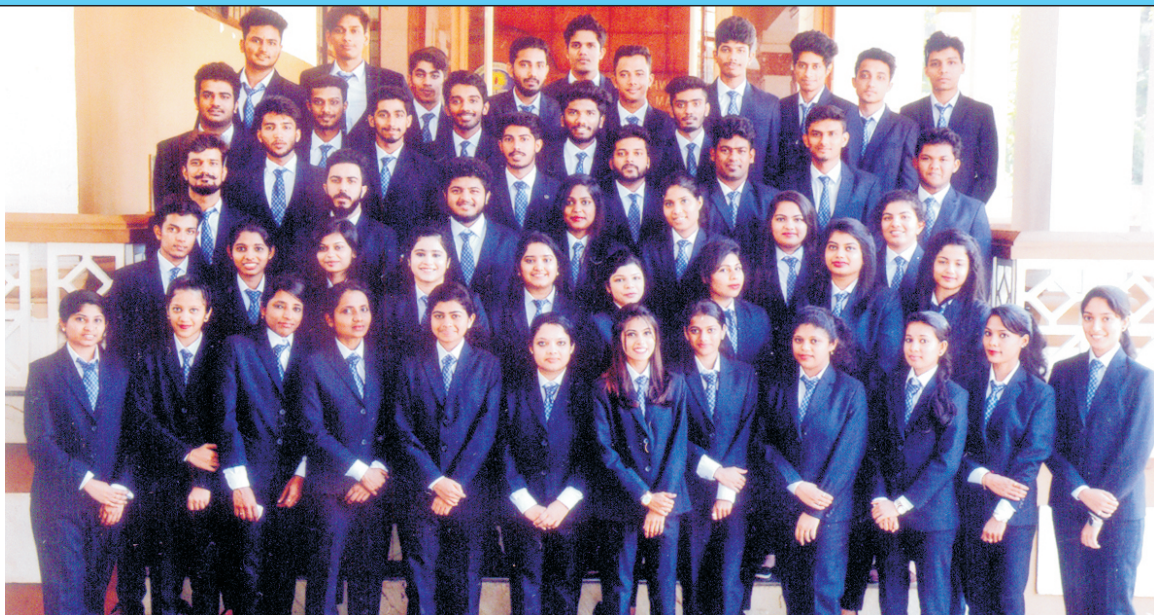
The institute has good rapport with financial institutions to make available educational loans to students who join SDM in a hassle free and speedy manner. The educational loan will cover tuition fee and hostel fees. Only guidance will be given by the institute to obtain the loan from Banks.

## Attendance

The institute insists on 100% attendance from the students since the courses are run on a semester basis and students may loose a link in the course if they are absent for a few sessions. Leave or absence will be considered and sanctioned only in case of medical or other emergencies.



II MBA - A Section



I MBA - B Section

*For more details contact*

**The Director**

SDM College of Business Management

Post Graduate Centre for Management Studies and Research

M.G.Road, Kodialbail, Mangaluru - 575 003, Karnataka, India

Tel : 0834-2496009 Telefax : 0824 - 2496980

Email :sdmcbm@gmail.com Website : www.sdmcbm.ac.in



II MBA - B Section



Marching Towards  
Global Excellence

## SDME Trust / Society

Knowledge is power. Knowledge can be obtained through meaningful Education. Realising that the root cause of most of the evils affecting mankind was literacy, poverty and belief in superstitions, the then Dharmadhikari Late Rathnavarma Heggade, Father of Dr. D. Veerendra Heggade, was bent upon nipping the evil in the bud. He therefore established the Shri Dharmasthala Manjunatheshwara Education Trust to give impetus to education, Dr. D. Veerendra Heggade has carried forward the torch still further to give fillip to primary, secondary, collegiate professional and vocational education, by setting up SDM Education Society. This Society now runs numerous educational institutions to cater to the needs of a wide section of

### SHREE DHARMASTHALA MANJUNATHESHWARA EDUCATIONAL SOCIETY (R), UJIRE (D.K.)

#### INSTITUTIONS MANAGED

1. SDM Arts, Commerce & Science College, Ujire
2. SDM P.G. Course (M.A. & M.S.W.), Ujire
3. SDM Law College, Kodialbail, Mangaluru
4. SDM College of Business Management, Kodialbail, Mangaluru
5. SDM PG Centre for Management Studies & Research, Mangaluru
6. SDM College of Ayurveda, Kuthpady, Udupi
7. SDMAyurveda Pharmacy, Kuthpady, Udupi
8. SDM College of Ayurveda, Thanniruhalla, Hassan
9. SDMAyurveda Hospital, Hassan
10. SDMAyurveda Hospital (OPP Unit), Chikmagalur
11. SDM College of Naturopathy & Yogic Sciences, Ujire
12. MMK & SDM Mahila Maha Vidhyalaya, Mysore
13. SDM Medical College Hospital, Dharwad
14. SDM College of Medical Sciences, Dharwad
15. SDM College of Dental Sciences, Sattur, Dharwad
16. SDM College of Engineering & Tech., Dhavalanagar, Dharwad
17. SDM College of Physiotherapy, Sattur, Dharwad
18. SDM Industrial Training Institute, Venoor
19. SDM Industrial Training Institute, Samse
20. SDM High School, Dharmasthala
21. SDM High School, Ujire
22. SDM High School, Belal
23. SDM High School, Perinje
24. SDM Hr. Pry. School, Dharmasthala
25. SDM Hr. Pry. School, Ujire
26. SDM Hr. Pry. School, Puduveltu
27. SDM Hr. Pry. School, Mayyadi, Byndoor
28. SDM English Medium Hr. Pry. School, Ujire
29. SDM English Medium High School, Ujire
30. SDM Mangalajyothi Integrated School, Vamanjur, Mangaluru

#### HOSTELS

1. Patanjali Naturopathy College Boys Hostel, Ujire
2. Prakruthi Naturopathy College Ladies Hostel, Ujire
3. ITI Boys Hostel, Venur
4. ITI Boys Hostel, Smse
5. SDM Dental College Boys Hostel, Dharwad
6. SDM Dental College Ladies Hostel, Dharwad
7. SDMAyurveda College Boys Hostel, Hassan
8. SDMAyurveda College Ladies Hostel, Hassan
9. SDM Management College Boys Hostel, Mangaluru

### SHREE DHARMASTHALA MANJUNATHESHWARA EDUCATIONAL TRUST (R), UJIRE (D.K.)

#### INSTITUTIONS MANAGED

1. SDM Institute for Management Development, 2254, Vinobha Road, Mysore
2. SDMAyurveda Hospital, Kuthpady, Udupi
3. SDMAyurveda Hospital, OPD Unit, Mangaluru
4. Rural Development & Self Employment Training Institute, Ujire
5. Nethravathi Craft Centre, Ujire
6. SDM School of Commerce, Ujire
7. SDM Sports Club, Ujire
8. Middle Level Training Centre, Ujire

#### HOSTELS

1. Rathnamanasa Boys Hostel, Ujire
2. Maithree Ladies Hostel, Ujire
3. Boys Hostel, Ujire
4. Ayurveda Ladies Hostel, Udupi
5. Ayurveda Boys Hostel, Ujire
6. SDM Engineering Boys Hostel, Dharwad
7. SDM Engineering Ladies Hostel, Dharwad
8. SDM IMD Boys Hostel, Mysore
9. SDM IMD Ladies Hostel, Mysore

### SHREE DHARMASTHALA MANJUNATHESHWARA PUBLICATION TRUST (R), UJIRE (D.K.)

#### INSTITUTIONS MANAGED

1. Manjunatheshwara Pustaka Prakashana Male, Ujire
2. Manjushree Printers & DTP Centre, Ujire
3. Manjuvani Monthly Magazine, Ujire



SDM & MMK Mahila Maha Vidyalaya, Mysore



SDM College of Ayurveda and Hospital, Hassan



Rural Development & Self Employment Training Institute, Ujire



SDM College of Medical Sciences & Hospital, Dharwad



SDM Law College, Mangaluru



SDM College of Ayurveda and Hospital, Udupi



SDM College of Physiotherapy, Dharwad



SDM College of Naturopathy & Yogic Science, Ujire



SDM Arts, Commerce & Science College, Ujire



SDM Institute of Technology, Ujire