



SDM College of Business Management
Post Graduate Centre for Management Studies and Research

MANGALURU - 575 003, D.K.

Phone: 0824-2396009 Website : <http://www.sdmcbm.ac.in> Email : sdmcbm@gmail.com

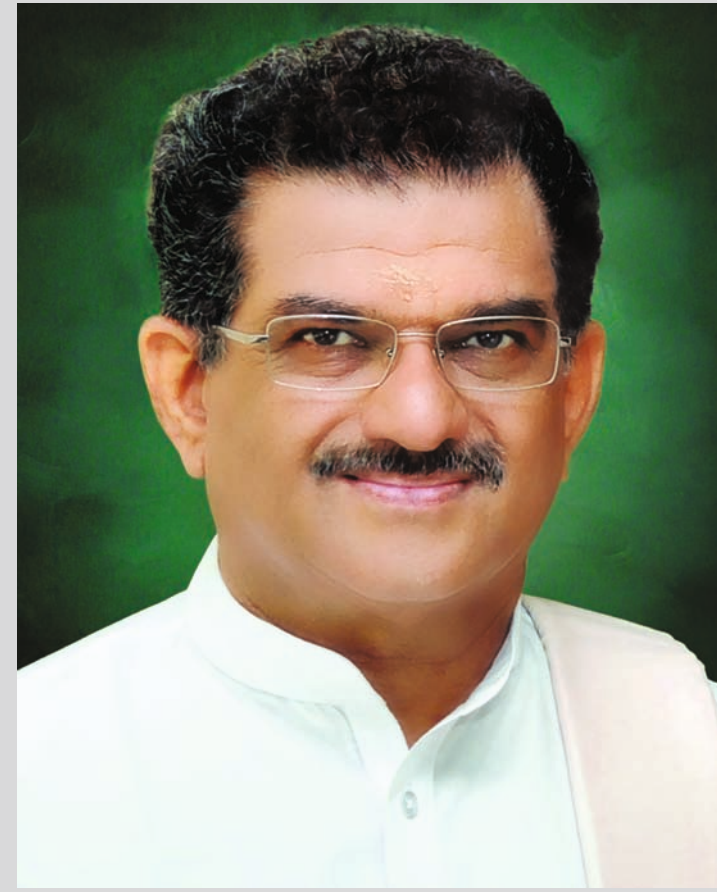


Calender 2014-15

Sponsored By

SRI DHARMASTHALA MANJUNATHESWARA EDUCATION SOCIETY ®, UJIRE(D.K)

Fountain of Inspiration & Guidance



Padmavibhushana Dr. D. Veerendra Heggade

President
S.D.M.E. Society (R), Ujire



**SDM COLLEGE OF BUSINESS MANAGEMENT
POST GRADUATE CENTRE FOR MANAGEMENT STUDIES
AND RESEARCH**

MANGALURU - 575 003, D. K.

PHONE : 0824 - 2496009

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Email : sdmcbm@gmail.com

CALENDAR 2014 -'15

Sponsored by :

Shri Dharmasthala Manjunatheshwara Educational Society (R)

Ujire.(D.K.)



PERSONAL MEMORANDA

Name of the Student :

Class and Section :

Age and Date of Birth :

Hobbies & Interest :

Blood Group :

Any Award, Prize won
in the Collegiate level :

.....

Father's Name
and Occupation :

.....

Mother's Name
and Occupation :

.....

.....

Address, Phone No.
(During the term) :

.....

.....

E-mail ID :

Address,
Parents Phone No.
(During the Vacation) :

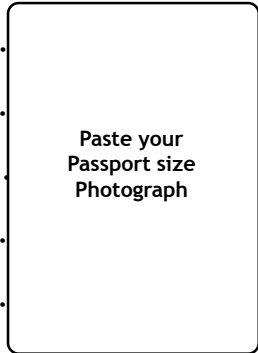
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Any other information :

.....

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UNDERTAKING BY STUDENTS AND PARENTS

I, Mr. /Miss.(I / II Year)
student of SDM COLLEGE OF BUSINESS MANAGEMENT POST GRADUATE
CENTRE FOR MANAGEMENT STUDIES AND RESEARCH, Mangalore bearing
the Register No. for the academic year
....., hereby promise that I will abide by the following rules.

1. I will be regular and punctual to all the classes.
2. I will wear uniform and formal dress as per the dress code prescribed by the college.
3. As per the rules of the college I will not bring four wheelers inside the college campus.
4. I will pay on time tuition fees, examination fees and any other fees specified by the management and university.
5. I will not indulge in any activities inside and outside the college premises which would cause harm to the college, individuals and other parties.
6. I will be disciplined and will show respectful behaviour in the classroom, college campus and outside.

ACKNOWLEDGEMENT

I hereby undertake that I will strictly follow the above terms & conditions. I also undertake that if I fail to comply with these terms; I will be liable to suitable action as per Institutes Rules and Law. SMS regarding attendance, holiday, etc., can be sent to my following mobile no.

Signature of the Student

Signature of Parent/Guardian
Name & Address with Phone Number

MBA Teaching Faculty 2014-15

<i>Sl.No.</i>	<i>Name</i>	<i>Designation</i>
1	Dr. Devaraj. K	Director
2	Dr. Seema S Shenoy	Sr.Lecturer
3	Sumathi	Sr.Lecturer
4	Dr. Prameela S Shetty	Sr.Lecturer
5	Dr. Savitha Perira	Sr.Lecturer
6	Dr. Jomon Lonappan	Lecturer
7	Dr. Harshitha K	Lecturer
8	Deepa Nayak P	Lecturer
9	Prakash H.S	Lecturer
10	Dawn Prakash	Lecturer
11	Ramya Shetty	Lecturer
12	Shaini Naveen	Lecturer

MBA Administrative Staff 2014-15

<i>Sl.No.</i>	<i>Name</i>	<i>Designation</i>
1	Prakash K	Asst. Lib.
2	Ashalatha M	Library Asst.
3	Vimala	Tech. Asst.
4	Jayalaxmi	Office Asst.
5	Pushpavathi	Office Asst.
6	Hariprasad	Office Asst.
7	Sujyothi Kumari	Off. Asst.
8	Haneesh Moily	Attender
9	Rohith	Attender
10	Shravan Kumar	Attender
11	Ananda	Attender
12	Padmanabha	Lift.Op
13	Prashanth	Watchman
14	Manohar	Driver
15	Radha N	Sweeper



SDM COLLEGE OF BUSINESS MANAGEMENT POST GRADUATE CENTRE FOR MANAGEMENT STUDIES AND RESEARCH, MANGALORE.

Shri Dharmasthala Manjunatheshwara Educational Society®, Ujire

Shri Dharmasthala Manjunatheshwara Educational Society, ® Ujire is providing education in health and social service for the last 40 years in the state of Karnataka, located in Ujire, Dakshina Kannada district of the Karnataka State, SDM Educational Society is a centre known for its educational excellence that has an outstanding track record of nearly four decades of dedicated service in the sector of education, health and social service.

Shri D. Veerendra Heggade, as the President of the Society, has been the guiding spirit and driving force behind the institutions. The personal interest that he displays, despite his varied duties, sees him not only provide the broad guidelines but also look into the smallest matter that could affect the quality of education.


The institutions of Shri Dhramasthala Manjunatheshwara Educational Society have been built with a faith that is passionate and has a mission that transcends all barriers of race and religion, caste and creed. SDM believes in the dissemination of knowledge with a macroscopic dimension to harness the best of talents and translate it to the academic scenario. The society is instrumental in elevating the standards of subjects. The perfect blend of education and spirituality will attune a student with the qualities of ethics, discipline, integrity and humanitarian spirit. The educational system followed by SDM is glaring example for the amalgamation of modernism and ancient tradition. The principles of life are imbibed by the student and they become responsible human beings armed with knowledge and attributes of human element. The SDM group of institutions is trying to harness the infinite talent of wisdom and knowledge in their students.

Mangalore University Affiliation

The course is affiliated to Mangalore University. Mangalore University which is one of the upcoming universities in South India, is well known for innovative programmes all over the country.

SDM College of Business Management Post Graduate for Management Studies and Research

SDM College of Business Management Post Graduate for Management Studies and Research is established in the year 2007. It is housed in a magnificent building situated in Kodialbail, Mangaluru, with state of the art infrastructure. The institute is well known for management education with innovative teaching pedagogy; group discussion, student's seminar, presentation, role plays, case analysis and assignment as a part to the curriculum in the institute.



The institute is not just imparting academic inputs but is also providing important life skill/ soft skill training. "Shresta" National level management fest at post graduate level is conducted by the institute every year in order to train students in compunction, presentation and organizing skills. The distinctive mark of the contemporary world is its innovative technology and ever-growing expectations of customers. This has made it imperative for executives and managers to take up the assignment only after they have equipped themselves with latest know-how that would enable them to withstand the demands on their intellect. Versatile managerial training is indispensable to one who is determined to undertake and execute various projects with efficiency. SDM Post Graduate Centre for Management Studies and Research is committed to give quality and standard management education. It is recognized by AICTE (New Delhi), approved by Govt. of Karnataka and affiliated to Mangalore University.

Vision

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 spiritually to sustain, survive and succeed in business and industry.

Mission

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 qualities with right moral, social values and prosper. Enhance the 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.

Core Values

1. Crafting socially and morally responsible business leaders.
2. Nurturing patriotic and spiritual belief
3. Instilling positive thinking and ethical behaviour
4. Fostering an eco system to stimulate innovation, creativity and entrepreneurial instincts.
5. Chistling students to be globally empowered and technically competent.

SDM PG Centre for Management Studies and Research, Mangaluru

Students Discipline Management Plan

Criteria Description

Compulsory Attendance	<ul style="list-style-type: none">● 90% of attendance in each subject is compulsory to have eligibility to appear for semester examination● Attendance is taken within the first 5 minutes of the commencement of every class.● Immediate Intimation is sent to the parent on any student being absent.
Uniform	<ul style="list-style-type: none">● Uniform (provided by the college only) to be worn on every Monday.● If Monday happens to be a holiday, uniform to be worn on the subsequent working day.● Those who fail to wear the uniform will be penalized.
Dress Code	
Boys	<ul style="list-style-type: none">● Tuesday to Friday; Formals (Trousers and Shirts)● Saturday; Smart casuals
Girls	<ul style="list-style-type: none">● Tuesday to Friday; Formals (Salwars/Kurtis with sleeves)● Saturday; Smart casuals
Shoes	<ul style="list-style-type: none">● Formal shoes (Black or Brown) from Monday to Friday
Hair style	<ul style="list-style-type: none">● Well groomed hair style● Neatly trimmed beard
Lift usage	<ul style="list-style-type: none">● Strictly follow the lift operator instructions● No loading more than the allowed capacity● Make it a habit to give way in the lift to the Members of the Management, Guests and Faculty members of all sister concerns.
Classroom conduct	<ul style="list-style-type: none">● Cleanliness in the classrooms should be strictly maintained.● Celebration of birthdays inside the classrooms is prohibited.● No usage of LCD or sound systems during non class hours.● Use the classroom infrastructure in judiciously.
Parking facility	<ul style="list-style-type: none">● No four-wheeler parking facility is available● Parking rules lay down by the college authorities to be strictly followed.● Don't argue with security personnel
Harassment/Ragging	<ul style="list-style-type: none">● Harassment in any form will not be tolerated● Students indulging in any such activities shall face severe consequences


Library conduct

- The Library is open on all working days from 8/30 a.m. to 7.00 p.m.
 - Students are allowed to borrow 5 Books at a time.
 - Maintain the discipline and decorum of the library
 - Enter with ID card only
-

Discipline

- Enter the classroom at least 5 minutes prior to the commencement of the class
 - Do not cause any nuisance within or outside the college premises.
 - No forming a group on the pretext of any caste, religion, background or language
 - Mind your behaviour as you are be under surveillance.
-

Time Management

- Be seated at least 5 minutes in advance on commencement of any activity of the college.
 - Ensure your presence in the examination hall 10 minutes prior to the commencement of the examination.
-

Cleanliness

- As apart of clean India, keep your surroundings clean
 - Use washroom in the cleanliest manner
 - Use water judiciously
 - Use waste bin to drop all kind of waste
-

**College will have all rights to change or modify or alter the above said points*

JUNE - 2014

JULY - 2014

Date	Days	Particulars	Date	Days	Particulars
1	SUN	<i>H</i>	1	TUE	
2	MON		2	WED	
3	TUE		3	THU	
4	WED		4	FRI	
5	THU		5	SAT	
6	FRI		6	SUN	<i>H</i>
7	SAT		7	MON	
8	SUN	<i>H</i>	8	TUE	
9	MON		9	WED	
10	TUE		10	THU	
11	WED		11	FRI	
12	THU		12	SAT	
13	FRI		13	SUN	<i>H</i>
14	SAT		14	MON	
15	SUN	<i>H</i>	15	TUE	
16	MON		16	WED	
17	TUE		17	THU	
18	WED		18	FRI	
19	THU		19	SAT	
20	FRI		20	SUN	<i>H</i>
21	SAT		21	MON	
22	SUN	<i>H</i>	22	TUE	
23	MON		23	WED	
24	TUE		24	THU	
25	WED		25	FRI	
26	THU		26	SAT	
27	FRI		27	SUN	<i>H</i>
28	SAT		28	MON	
29	SUN	<i>H</i>	29	TUE	<i>H - Pernal</i>
30	MON		30	WED	
			31	THU	

AUGUST - 2014			SEPTEMBER - 2014		
Date	Days	Particulars	Date	Days	Particulars
1	FRI	<i>H - Nagara Panchami</i>	1	MON	
2	SAT		2	TUE	
3	SUN	<i>H</i>	3	WED	
4	MON		4	THU	
5	TUE		5	FRI	<i>Teachers Day celebration/</i>
6	WED		6	SAT	<i>Training for non teaching staff</i>
7	THU		7	SUN	<i>H - Onam</i>
8	FRI	<i>H - Ragu Upakarma</i>	8	MON	
9	SAT		9	TUE	
10	SUN	<i>H</i>	10	WED	
11	MON		11	THU	
12	TUE		12	FRI	
13	WED		13	SAT	
14	THU		14	SUN	<i>H</i>
15	FRI	<i>H - Independence Day</i>	15	MON	
16	SAT		16	TUE	
17	SUN	<i>H</i>	17	WED	
18	MON	<i>H- Shri Krishna Janmastami</i>	18	THU	
19	TUE		19	FRI	
20	WED		20	SAT	
21	THU		21	SUN	<i>H</i>
22	FRI		22	MON	
23	SAT		23	TUE	
24	SUN	<i>H</i>	24	WED	<i>H - Mahalaya Amavasya</i>
25	MON	<i>Guest Lecture</i>	25	THU	
26	TUE		26	FRI	
27	WED	<i>Guest Lecture</i>	27	SAT	
28	THU		28	SUN	<i>H</i>
29	FRI	<i>H - Ganesh Chaturthi</i>	29	MON	
30	SAT		30	TUE	
31	SUN	<i>H</i>			

OCTOBER - 2014			NOVEMBER - 2014		
Date	Days	Particulars	Date	Days	Particulars
1	WED	<i>Singing Competition</i>	1	SAT	<i>H - Kannada Rajyothsava</i>
2	THU	<i>H- Gandhi Jayanthi</i>	2	SUN	<i>H</i>
3	FRI	<i>H - Mahalaya Amavasya</i>	3	MON	
4	SAT	<i>H - Vijayadashami</i>	4	TUE	<i>H - Moharam</i>
5	SUN	<i>H - Bakrid</i>	5	WED	
6	MON		6	THU	
7	TUE		7	FRI	
8	WED	<i>H - Maharsi Valmiki Jayanthi</i>	8	SAT	<i>H - Kanakadasa Jayanthi</i>
9	THU	<i>Placement Presentation</i>	9	SUN	<i>H</i>
10	FRI		10	MON	
11	SAT		11	TUE	
12	SUN	<i>H</i>	12	WED	
13	MON		13	THU	
14	TUE		14	FRI	
15	WED	<i>Pre placement training</i>	15	SAT	
16	THU	<i>Pre placement training</i>	16	SUN	<i>H</i>
17	FRI		17	MON	
18	SAT		18	TUE	
19	SUN	<i>H</i>	19	WED	
20	MON		20	THU	
21	TUE		21	FRI	
22	WED	<i>H - Naraka Chathurdashi</i>	22	SAT	
23	THU		23	SUN	<i>H</i>
24	FRI	<i>H - Deepavali</i>	24	MON	
25	SAT	<i>Gavel club inauguration</i>	25	TUE	
26	SUN	<i>H - Toast Masters demo</i>	26	WED	
27	MON		27	THU	<i>Talk by Eshwaranandaji</i>
28	TUE		28	FRI	
29	WED		29	SAT	
30	THU	<i>Patriotism Forum Inauguration</i>	30	SUN	<i>H</i>
31	FRI				

DECEMBER - 2014

JANUARY - 2015

Date	Days	Particulars	Date	Days	Particulars
1	MON		1	THU	
2	TUE		2	FRI	
3	WED		3	SAT	
4	THU		4	SUN	<i>H</i>
5	FRI		5	MON	
6	SAT		6	TUE	
7	SUN	<i>H</i>	7	WED	
8	MON		8	THU	
9	TUE		9	FRI	
10	WED		10	SAT	
11	THU		11	SUN	<i>H</i>
12	FRI		12	MON	
13	SAT		13	TUE	
14	SUN	<i>H</i>	14	WED	
15	MON		15	THU	
16	TUE		16	FRI	
17	WED		17	SAT	
18	THU		18	SUN	<i>H</i>
19	FRI		19	MON	
20	SAT		20	TUE	
21	SUN	<i>H</i>	21	WED	
22	MON		22	THU	
23	TUE		23	FRI	
24	WED		24	SAT	
25	THU	<i>H - Christmas</i>	25	SUN	<i>H</i>
26	FRI		26	MON	<i>H - Republic Day</i>
27	SAT		27	TUE	
28	SUN	<i>H</i>	28	WED	
29	MON		29	THU	
30	TUE		30	FRI	<i>Pool campus placement</i>
31	WED		31	SAT	

FEBRUARY - 2015			MARCH - 2015		
Date	Days	Particulars	Date	Days	Particulars
1	SUN	<i>H</i>	1	SUN	<i>H</i>
2	MON		2	MON	
3	TUE		3	TUE	
4	WED		4	WED	
5	THU		5	THU	
6	FRI		6	FRI	
7	SAT		7	SAT	
8	SUN	<i>H</i>	8	SUN	<i>H</i>
9	MON		9	MON	
10	TUE		10	TUE	
11	WED		11	WED	
12	THU		12	THU	
13	FRI	<i>National Conference</i>	13	FRI	
14	SAT		14	SAT	
15	SUN	<i>H</i>	15	SUN	<i>H</i>
16	MON		16	MON	
17	TUE		17	TUE	
18	WED		18	WED	<i>Visit Mangalajyothi</i>
19	THU		19	THU	
20	FRI	<i>Shreshta 2015</i>	20	FRI	<i>Sports Day</i>
21	SAT	<i>Shreshta 2015</i>	21	SAT	<i>Sports Day</i>
22	SUN	<i>H</i>	22	SUN	<i>H</i>
23	MON	<i>Final Submission of Project</i>	23	MON	
24	TUE		24	TUE	
25	WED		25	WED	<i>Swacch Mangaluru</i>
26	THU		26	THU	<i>Industrial Tour</i>
27	FRI		27	FRI	<i>Industrial Tour</i>
28	SAT		28	SAT	<i>Industrial Tour</i>
			29	SUN	<i>Industrial Tour</i>
			30	MON	<i>Industrial Tour</i>
			31	TUE	<i>Industrial Tour</i>

APRIL - 2015			MAY - 2015		
Date	Days	Particulars	Date	Days	Particulars
1	WED	<i>Industrial Tour for I MBA</i>	1	FRI	
2	THU		2	SAT	
3	FRI		3	SUN	<i>H</i>
4	SAT		4	MON	
5	SUN	<i>H</i>	5	TUE	
6	MON		6	WED	
7	TUE		7	THU	
8	WED	<i>Industrial Tour for II MBA</i>	8	FRI	
9	THU	<i>Industrial Tour for II MBA</i>	9	SAT	
10	FRI	<i>Industrial Tour for II MBA</i>	10	SUN	<i>H</i>
11	SAT	<i>Industrial Tour for II MBA</i>	11	MON	
12	SUN	<i>Industrial Tour for II MBA</i>	12	TUE	
13	MON	<i>Industrial Tour for II MBA</i>	13	WED	
14	TUE	<i>Industrial Tour for II MBA</i>	14	THU	
15	WED		15	FRI	
16	THU		16	SAT	
17	FRI		17	SUN	<i>H</i>
18	SAT		18	MON	
19	SUN	<i>H</i>	19	TUE	
20	MON		20	WED	
21	TUE		21	THU	
22	WED		22	FRI	
23	THU		23	SAT	
24	FRI		24	SUN	<i>H</i>
25	SAT		25	MON	
26	SUN	<i>H</i>	26	TUE	
27	MON		27	WED	
28	TUE		28	THU	
29	WED		29	FRI	
30	THU		30	SAT	
			31	SUN	<i>H</i>



Note





Note





INSTITUTIONS MANAGED BY
Shri Dharmasthala Manjunatheshwara Educational Society, (R)
UJIRE, KARNATAKA.

- SDM College. Ujire.
- SDM Residential PU College Ujire.
- SDM College, Ujire-P.G Courses
- SDM LAW College, Mangaluru.
- SDM BBM College, Mangaluru.
- SDM College of PGDBM Course, Kodialbail, Mangaluru.
- SDM College of Business Mgt.P.G Centre for Management Studies & Research(MBA) Mangaluru.
- SDM College of Ayurveda, Kuthpady,Udupi.
- SDM Ayurveda College, P.G centre,Udupi.
- SDM Ayurveda Pharmacy, Kuthpady, Udupi.
- SDM College of Ayurveda, Thanniruhalla, Hassan.
- SDM Ayurveda Hospital, Thanniruhalla, Hassan.
- SDM Ayurveda Hospital(OPD Unit), Chikmangalur.
- SDM College of Naturopathy & Yogic Sciences,Ujire.
- SDM Mahila Maha Vidyalaya & MMK, Mysore.
- SDM Medical Hospital,Dharwad.
- SDM Medical College, Dharwad.
- SDM College of Dental Science & Hospital, Sattur,Dhawad.
- SDM College of Engineering & Tech, Dhavalagiri,Dharwad.
- SDM School of Nursing, Dharwad.
- SDM College of Nursing Dharwad.
- College of Physiotherapy,Sattur,Dharwad.
- SDM Craniofacial Research Centre, Dharwad.
- Industrial Training Institute,Venoor.
- Training Institute, Samse.
- SDM Mangalajyothi Integrated School, Vamanjoor, Mangaluru.
- SDM Institute of Technology,Ujire.
- SDM ITI for Women, Ujire.
- SDM High School, Dharmasthala.
- SDM High School, Ujire.
- SDM High School,Perinje.
- SDM Hr.Pry.School, Dharmasthala.
- SDM Hr.Pry School, Ujire.
- SDM Hr.pry School, Puduverttu.
- SDM Hr.pry.school,Mayyadi,Byndoor,Kundapur,Udupi.
- English Medium Hr.pry.School, Ujire.
- SDM English Medium High School, Ujire.
- Kanchana Venkatasubramanyam memorial high school, Kanchana.
- Sri Laxmi Narayana Hr.pry.school, Kanchana,Bajatthru.
- SDM College of Education,Ujire.
- SDM Institute of Education,ujire.

**INSTITUTIONS RUN BY THE
SDME Trust.**

- SDM Institute for Managemant Development, Mysore.
- SDM Ayurveda Hospital, Kuthpady, Udupi.
- SDM Ayurveda Hospital, OPD Unit, Mangaluru.
- Rural Development & Self Employment Training Institute, Ujire.
- Nethravathi Craft Centre, Ujire.
- SDM School of Commerce, Ujire.
- SDM Sports Club, Ujire.
- Middle Level Training Centre, Ujire.

**INSTITUTIONS RUN BY THE
SDME Publication Trust**

- Manjunatheshwara Pustaka Prakashana Male, Ujire.
- Manjushree Printers & DTP Centre, Ujire.
- Manjuvani Monthly Magazine.