



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

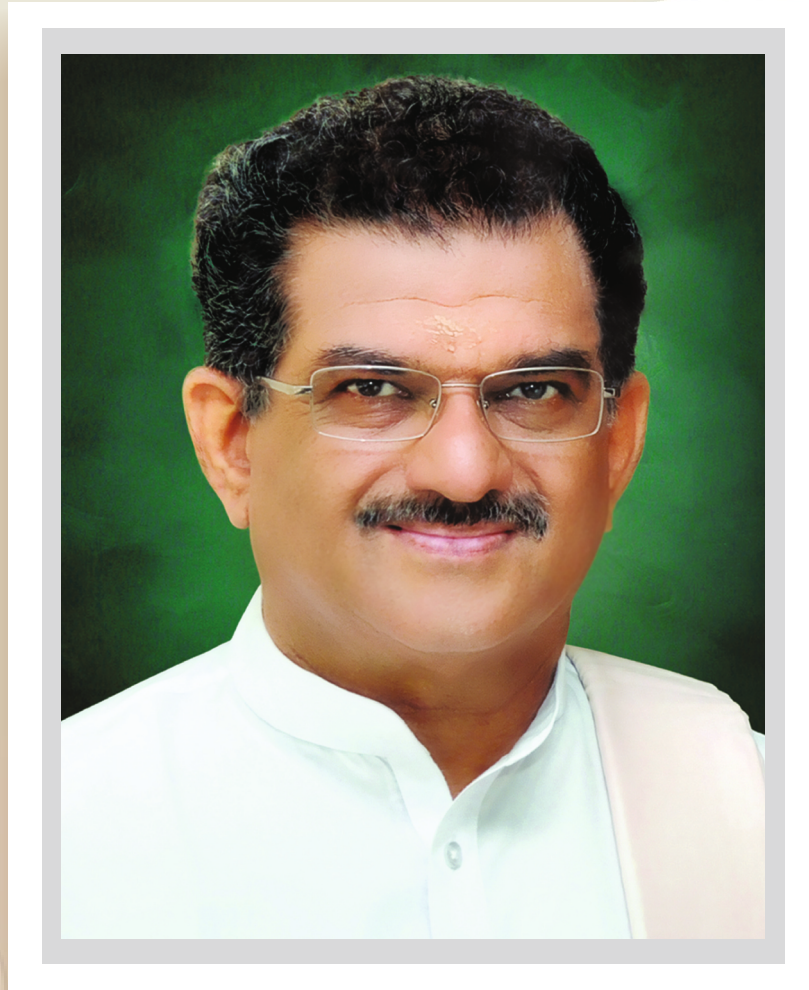


Calender 2015-16

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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CALENDAR 2015 -'16

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) :

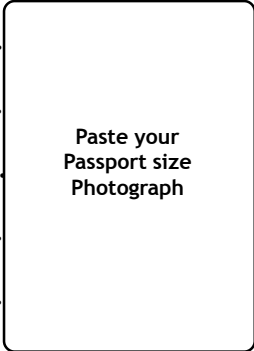
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Any other information :

.....

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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 2015-16

<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 2015-16

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

AUGUST - 2015			SEPTEMBER - 2015		
Date	Days	Particulars	Date	Days	Particulars
1	SAT		1	TUE	
2	SUN	<i>H</i>	2	WED	
3	MON	<i>Guest Lecture</i>	3	THU	
4	TUE		4	FRI	
5	WED		5	SAT	<i>H- Shri Krishna Janmastami</i>
6	THU		6	SUN	<i>H</i>
7	FRI		7	MON	<i>Teachers Day celebration/ Training for non teaching staff</i>
8	SAT		8	TUE	
9	SUN	<i>H</i>	9	WED	
10	MON	<i>Guest Lecture</i>	10	THU	
11	TUE		11	FRI	
12	WED		12	SAT	
13	THU		13	SUN	<i>H</i>
14	FRI		14	MON	<i>Guest Lecture</i>
15	SAT	<i>H - Independence Day</i>	15	TUE	
16	SUN	<i>H</i>	16	WED	
17	MON	<i>Guest Lecture</i>	17	THU	<i>H - Ganesh Chaturthi</i>
18	TUE		18	FRI	
19	WED	<i>H - Nagara Panchami</i>	19	SAT	<i>Cafeteria class commences</i>
20	THU		20	SUN	<i>H</i>
21	FRI		21	MON	<i>Guest Lecture/ College reopen</i>
22	SAT		22	TUE	
23	SUN	<i>H</i>	23	WED	
24	MON	<i>Guest Lecture</i>	24	THU	<i>H - Bakrid</i>
25	TUE		25	FRI	
26	WED		26	SAT	
27	THU		27	SUN	<i>H</i>
28	FRI	<i>H - Ragu Upakarma</i>	28	MON	<i>Guest Lecture</i>
29	SAT		29	TUE	
30	SUN	<i>H</i>	30	WED	<i>Interclass Singing Competition</i>
31	MON	<i>Guest Lecture</i>			

OCTOBER - 2015			NOVEMBER - 2015		
Date	Days	Particulars	Date	Days	Particulars
1	THU		1	SUN	<i>H - Kannada Rajyothsava</i>
2	FRI	<i>H- Gandhi Jayanthi / Variety competetitions</i>	2	MON	<i>Guest Lecture</i>
3	SAT		3	TUE	
4	SUN	<i>H</i>	4	WED	
5	MON	<i>Guest Lecture</i>	5	THU	
6	TUE	<i>Placement Training</i>	6	FRI	
7	WED		7	SAT	<i>II Internal exam II MBA</i>
8	THU		8	SUN	<i>H</i>
9	FRI		9	MON	<i>Guest Lecture</i>
10	SAT		10	TUE	<i>H- Naraka Chaturdashi</i>
11	SUN	<i>H</i>	11	WED	
12	MON	<i>H- Mahalaya Amavasya</i>	12	THU	<i>H- Bali Padyami</i>
13	TUE		13	FRI	
14	WED		14	SAT	<i>Viva voce</i>
15	THU		15	SUN	<i>H</i>
16	FRI		16	MON	<i>Guest Lecture</i>
17	SAT		17	TUE	
18	SUN	<i>H</i>	18	WED	
19	MON	<i>Guest Lecture</i>	19	THU	
20	TUE	<i>Sharadha Pooja/Dhandiya Night</i>	20	FRI	
21	WED		21	SAT	
22	THU	<i>H- Mahanavami</i>	22	SUN	<i>H</i>
23	FRI	<i>H- Vijayadashami</i>	23	MON	<i>Guest Lecture</i>
24	SAT	<i>H- Moharam</i>	24	TUE	
25	SUN	<i>H</i>	25	WED	
26	MON	<i>Guest Lecture</i>	26	THU	
27	TUE	<i>H- Valmiki Jayanti</i>	27	FRI	
28	WED		28	SAT	<i>H- Kanakadasa Jayanti</i>
29	THU		29	SUN	<i>H</i>
30	FRI	<i>Placement Training</i>	30	MON	<i>Guest Lecture</i>
31	SAT				

DECEMBER - 2015			JANUARY - 2016		
Date	Days	Particulars	Date	Days	Particulars
1	TUE		1	FRI	
2	WED		2	SAT	
3	THU		3	SUN	<i>H</i>
4	FRI		4	MON	<i>Guest Lecture</i>
5	SAT		5	TUE	
6	SUN	<i>H</i>	6	WED	
7	MON	<i>Guest Lecture</i>	7	THU	
8	TUE		8	FRI	
9	WED		9	SAT	
10	THU		10	SUN	<i>H</i>
11	FRI		11	MON	<i>Guest Lecture</i>
12	SAT		12	TUE	
13	SUN	<i>H</i>	13	WED	
14	MON	<i>Rotaract Club Installation</i>	14	THU	
15	TUE		15	FRI	<i>Sankranti</i>
16	WED		16	SAT	
17	THU		17	SUN	<i>H</i>
18	FRI		18	MON	<i>Guest Lecture</i>
19	SAT	<i>II Internal exam / MBA</i>	19	TUE	
20	SUN	<i>H</i>	20	WED	
21	MON	<i>Guest Lecture</i>	21	THU	
22	TUE		22	FRI	
23	WED	<i>Viva Voce Diploma exam</i>	23	SAT	
24	THU	<i>H- Id-Milad</i>	24	SUN	<i>H</i>
25	FRI	<i>H - Christmas</i>	25	MON	<i>Guest Lecture/ College reopen</i>
26	SAT		26	TUE	<i>H - Republic Day</i>
27	SUN	<i>H</i>	27	WED	
28	MON	<i>Guest Lecture</i>	28	THU	
29	TUE		29	FRI	
30	WED		30	SAT	
31	THU		31	SUN	<i>H</i>

FEBRUARY - 2016			MARCH - 2016		
Date	Days	Particulars	Date	Days	Particulars
1	MON	<i>Guest Lecture</i>	1	TUE	
2	TUE		2	WED	
3	WED		3	THU	
4	THU		4	FRI	<i>'Shreshtha'-2016</i>
5	FRI		5	SAT	<i>'Shreshtha'-2016</i>
6	SAT		6	SUN	<i>H</i>
7	SUN	<i>H</i>	7	MON	<i>H - Mahashivaratri</i>
8	MON	<i>Guest Lecture</i>	8	TUE	<i>Women's Day Celebration</i>
9	TUE		9	WED	
10	WED		10	THU	
11	THU		11	FRI	
12	FRI		12	SAT	
13	SAT		13	SUN	<i>H</i>
14	SUN	<i>H</i>	14	MON	<i>Guest Lecture</i>
15	MON	<i>Guest Lecture</i>	15	TUE	
16	TUE		16	WED	<i>Cultural competitions</i>
17	WED		17	THU	
18	THU		18	FRI	<i>Visit to Mangala Jyothi</i>
19	FRI	<i>National Conference</i>	19	SAT	
20	SAT		20	SUN	<i>H</i>
21	SUN	<i>H</i>	21	MON	<i>Guest Lecture</i>
22	MON	<i>Guest Lecture</i>	22	TUE	
23	TUE		23	WED	
24	WED		24	THU	
25	THU		25	FRI	<i>H - Good Friday</i>
26	FRI		26	SAT	
27	SAT		27	SUN	<i>H</i>
28	SUN	<i>H</i>	28	MON	<i>Industrial tour</i>
29	MON	<i>Guest Lecture</i>	29	TUE	
			30	WED	
			31	THU	

APRIL - 2016			MAY - 2016		
Date	Days	Particulars	Date	Days	Particulars
1	FRI		1	SUN	<i>H</i>
2	SAT		2	MON	<i>Guest Lecture</i>
3	SUN	<i>H</i>	3	TUE	
4	MON	<i>H-Ugadi</i>	4	WED	
5	TUE		5	THU	
6	WED		6	FRI	
7	THU		7	SAT	
8	FRI		8	SUN	<i>H</i>
9	SAT		9	MON	<i>Guest Lecture</i>
10	SUN	<i>H</i>	10	TUE	
11	MON	<i>Guest Lecture</i>	11	WED	<i>Viva Voce</i>
12	TUE		12	THU	
13	WED		13	FRI	
14	THU		14	SAT	
15	FRI		15	SUN	<i>H</i>
16	SAT	<i>Sports Day</i>	16	MON	<i>Guest Lecture</i>
17	SUN	<i>H</i>	17	TUE	
18	MON	<i>Guest Lecture</i>	18	WED	
19	TUE		19	THU	
20	WED		20	FRI	
21	THU		21	SAT	
22	FRI		22	SUN	<i>H</i>
23	SAT		23	MON	<i>Guest Lecture</i>
24	SUN	<i>H</i>	24	TUE	
25	MON	<i>Guest Lecture</i>	25	WED	
26	TUE		26	THU	
27	WED		27	FRI	
28	THU		28	SAT	
29	FRI		29	SUN	<i>H</i>
30	SAT		30	MON	
			31	TUE	



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, Pudevettu.
- 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.