



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

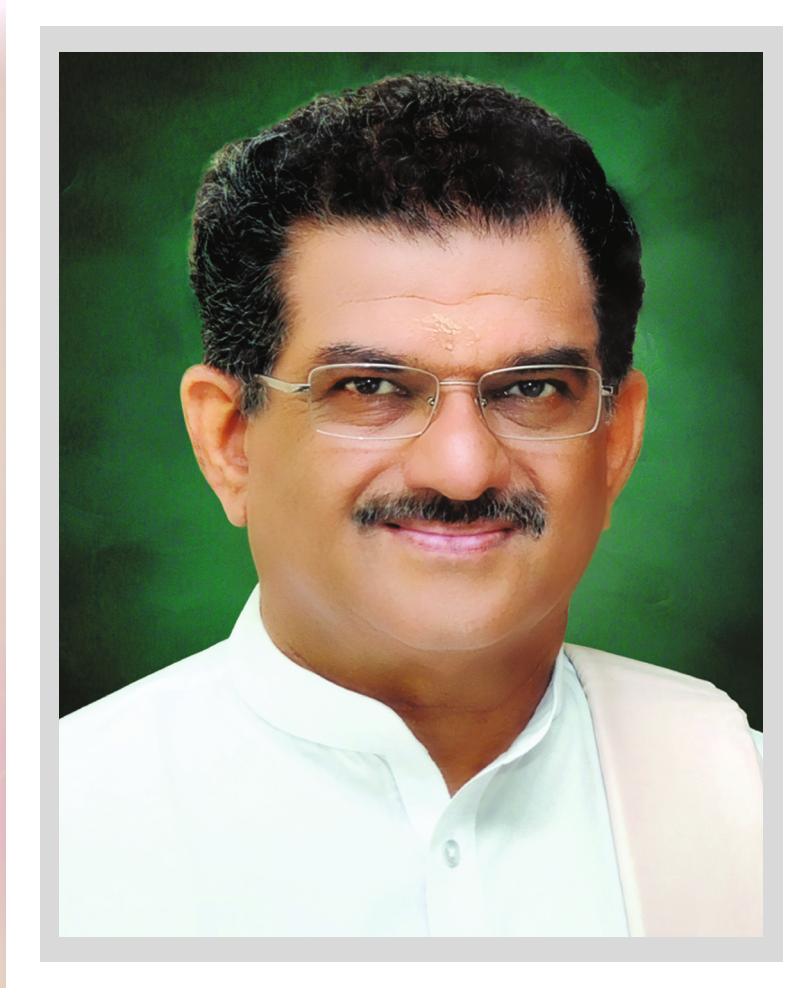


Calender 2016-17

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.

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CALENDAR 2016 -'17

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) :

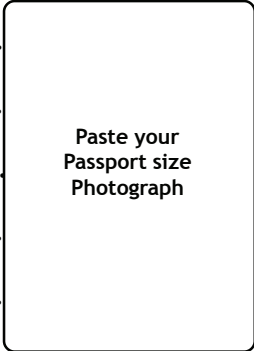
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Any other information :

.....

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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 2016-17

<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 2016-17

<i>Sl.No.</i>	<i>Name</i>	<i>Designation</i>
1	Ashalatha M	Library Asst.
2	Vimala	Tech. Asst.
3	Jayalaxmi	Office Asst.
4	Pushpavathi	Office Asst.
5	Sujyothi Kumari	Office Asst.
6	Jockim Saldanha	Office Asst.
7	Haneesh Moily	Attender
8	Rohith	Attender
9	Shravan Kumar	Attender
10	Ananda	Attender
11	Padmanabha	Lift.Op
12	Prashanth	Watchman
13	Manohar	Driver
14	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 - 2016			JULY - 2016		
Date	Days	Particulars	Date	Days	Particulars
1	WED		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	<i>H - Ramzan</i>
7	TUE		7	THU	<i>Rotary club office bearers installation ceremony</i>
8	WED		8	FRI	
9	THU		9	SAT	
10	FRI		10	SUN	<i>H</i>
11	SAT		11	MON	
12	SUN	<i>H</i>	12	TUE	
13	MON		13	WED	
14	TUE		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	<i>MBA Entrance Exam</i>
24	FRI		24	SUN	<i>H</i>
25	SAT		25	MON	<i>II MBA Reopen</i>
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>

AUGUST - 2016			SEPTEMBER - 2016		
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	<i>H - Ganesh Chaturthi</i>
6	SAT		6	TUE	<i>Teachers Day/ Training for non teaching staff</i>
7	SUN	<i>H - Nagara Panchami</i>	7	WED	
8	MON		8	THU	
9	TUE	<i>I MBA reopen</i>	9	FRI	
10	WED		10	SAT	
11	THU		11	SUN	
12	FRI		12	MON	
13	SAT		13	TUE	<i>H</i>
14	SUN	<i>H</i>	14	WED	<i>H - Bakrid</i>
15	MON	<i>H - Independence Day</i>	15	THU	
16	TUE		16	FRI	
17	WED		17	SAT	
18	THU	<i>H - Ragu Upakarma</i>	18	SUN	
19	FRI		19	MON	
20	SAT		20	TUE	<i>H</i>
21	SUN	<i>H</i>	21	WED	
22	MON		22	THU	
23	TUE		23	FRI	
24	WED		24	SAT	
25	THU	<i>H- Shri Krishna Janmastami</i>	25	SUN	
26	FRI		26	MON	
27	SAT		27	TUE	<i>H</i>
28	SUN	<i>H</i>	28	WED	
29	MON		29	THU	
30	TUE		30	FRI	<i>H - Mahalaya Amavasya</i>
31	WED				

OCTOBER - 2016			NOVEMBER - 2016		
Date	Days	Particulars	Date	Days	Particulars
1	SAT		1	TUE	<i>H - Kannada Rajyothsava</i>
2	SUN	<i>H- Gandhi Jayanthi</i>	2	WED	
3	MON		3	THU	
4	TUE	<i>Talk on D-Mat A/C</i>	4	FRI	
5	WED		5	SAT	
6	THU		6	SUN	<i>H</i>
7	FRI		7	MON	
8	SAT		8	TUE	
9	SUN	<i>H</i>	9	WED	
10	MON	<i>H - Mahanavami</i>	10	THU	
11	TUE	<i>H - Vijayadashami</i>	11	FRI	
12	WED	<i>H - Moharam</i>	12	SAT	
13	THU		13	SUN	<i>H-Swacch Bharath program</i>
14	FRI		14	MON	<i>Guest Lecture</i>
15	SAT	<i>H - Maharsi Valmiki Jayanthi</i>	15	TUE	
16	SUN	<i>H</i>	16	WED	
17	MON	<i>Guest Lecture</i>	17	THU	<i>H - Kanakadasa Jayanthi</i>
18	TUE		18	FRI	
19	WED		19	SAT	
20	THU		20	SUN	<i>H</i>
21	FRI		21	MON	
22	SAT		22	TUE	
23	SUN	<i>H</i>	23	WED	
24	MON	<i>Guest Lecture</i>	24	THU	
25	TUE		25	FRI	
26	WED		26	SAT	
27	THU		27	SUN	<i>H</i>
28	FRI		28	MON	
29	SAT	<i>H - Naraka Chathaurdashi</i>	29	TUE	
30	SUN	<i>H</i>	30	WED	
31	MON	<i>H - Deepavali</i>			

DECEMBER - 2016			JANUARY - 2017		
Date	Days	Particulars	Date	Days	Particulars
1	THU		1	SUN	<i>H</i>
2	FRI		2	MON	<i>Governing council meeting</i>
3	SAT		3	TUE	
4	SUN	<i>H</i>	4	WED	
5	MON		5	THU	
6	TUE		6	FRI	
7	WED		7	SAT	
8	THU		8	SUN	<i>H</i>
9	FRI		9	MON	
10	SAT		10	TUE	
11	SUN	<i>H</i>	11	WED	
12	MON	<i>H - Ed-Milad</i>	12	THU	
13	TUE		13	FRI	
14	WED		14	SAT	
15	THU		15	SUN	<i>H</i>
16	FRI		16	MON	
17	SAT		17	TUE	
18	SUN	<i>H</i>	18	WED	
19	MON		19	THU	
20	TUE		20	FRI	
21	WED		21	SAT	
22	THU	<i>II Internal exam I Semester</i>	22	SUN	<i>H</i>
23	FRI		23	MON	
24	SAT		24	TUE	
25	SUN	<i>H - Christmas</i>	25	WED	
26	MON		26	THU	<i>H - Repulic Day</i>
27	TUE		27	FRI	
28	WED		28	SAT	
29	THU		29	SUN	<i>H</i>
30	FRI		30	MON	
31	SAT		31	TUE	<i>College Reopens</i>

FEBRUARY - 2017			MARCH - 2017		
Date	Days	Particulars	Date	Days	Particulars
1	WED		1	WED	
2	THU		2	THU	
3	FRI		3	FRI	<i>National Conference</i>
4	SAT		4	SAT	<i>Decennial celebrations/ Alumni Meet</i>
5	SUN	<i>H</i>	5	SUN	<i>H</i>
6	MON		6	MON	
7	TUE		7	TUE	
8	WED	<i>Training program on mobile banking</i>	8	WED	
9	THU		9	THU	
10	FRI		10	FRI	
11	SAT		11	SAT	
12	SUN	<i>H</i>	12	SUN	<i>H</i>
13	MON		13	MON	<i>Guest Lecture</i>
14	TUE		14	TUE	
15	WED		15	WED	<i>Shreshta 2017</i>
16	THU		16	THU	<i>Shreshta 2017</i>
17	FRI		17	FRI	
18	SAT		18	SAT	<i>Visit to Mangala Jyothi/ Traditional Day</i>
19	SUN	<i>H</i>	19	SUN	<i>H</i>
20	MON		20	MON	
21	TUE		21	TUE	
22	WED		22	WED	
23	THU		23	THU	<i>I Internal exam</i>
24	FRI		24	FRI	
25	SAT		25	SAT	
26	SUN	<i>H</i>	26	SUN	<i>H</i>
27	MON		27	MON	<i>Guest Lecture</i>
28	TUE		28	TUE	
			29	WED	
			30	THU	
			31	FRI	

APRIL - 2017			MAY - 2017		
Date	Days	Particulars	Date	Days	Particulars
1	SAT		1	MON	<i>Annual</i>
2	SUN	<i>H</i>	2	TUE	<i>Industrial</i>
3	MON	<i>Guest Lecture</i>	3	WED	<i>Tour</i>
4	TUE		4	THU	
5	WED		5	FRI	
6	THU		6	SAT	
7	FRI		7	SUN	<i>H</i>
8	SAT	<i>I Internal exam</i>	8	MON	<i>Viva Voce</i>
9	SUN	<i>H</i>	9	TUE	
10	MON	<i>Guest Lecture</i>	10	WED	<i>Diploma Exam</i>
11	TUE		11	THU	
12	WED		12	FRI	
13	THU		13	SAT	
14	FRI		14	SUN	<i>H</i>
15	SAT		15	MON	
16	SUN	<i>H</i>	16	TUE	
17	MON	<i>Guest Lecture</i>	17	WED	
18	TUE		18	THU	
19	WED		19	FRI	
20	THU		20	SAT	
21	FRI		21	SUN	<i>H</i>
22	SAT		22	MON	
23	SUN	<i>H</i>	23	TUE	
24	MON		24	WED	
25	TUE		25	THU	
26	WED	<i>Annual</i>	26	FRI	
27	THU	<i>Industrial</i>	27	SAT	
28	FRI	<i>Tour</i>	28	SUN	<i>H</i>
29	SAT		29	MON	
30	SUN	<i>H</i>	30	TUE	
			31	WED	



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.