



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

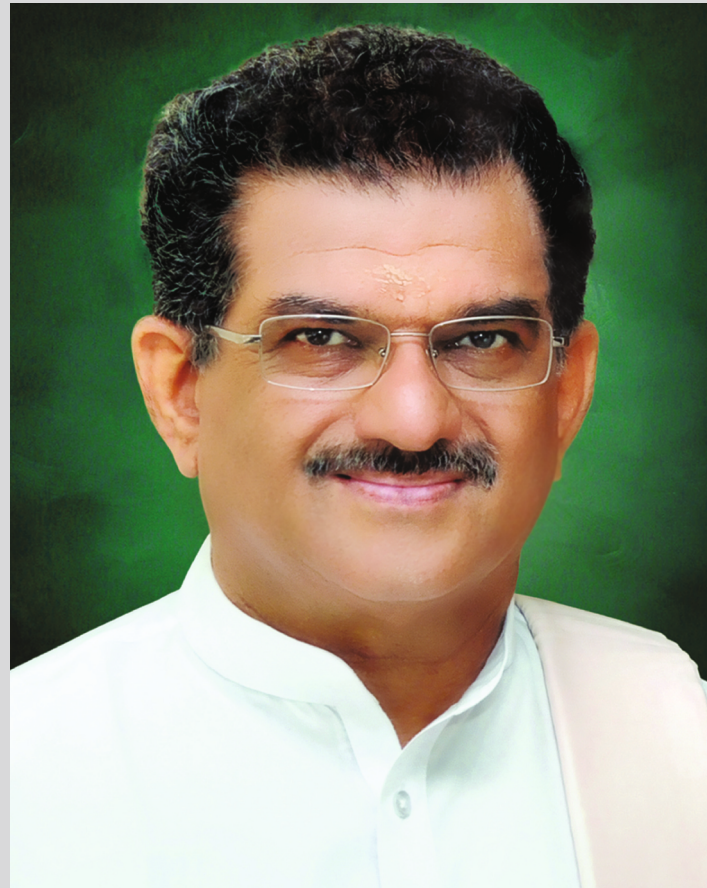


Calender 2019-20

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 2019 -'20

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 :

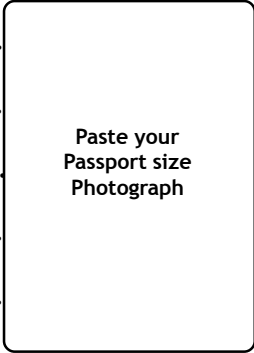
**Address,
Parents Phone No.
(During the Vacation)** :

.....

Any other information :

.....

.....





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 2019-20

<i>Sl.No.</i>	<i>Name</i>	<i>Designation</i>
1	Dr. Seema S Shenoy	Director
2	Sumathi	Asst. Prof.
3	Dr. Prameela S Shetty	Asst. Prof.
4	Dr. Savitha Perira	Asst. Prof.
5	Dr. Jomon Lonappan	Asst. Prof.
6	Dr. Harshitha K	Asst. Prof.
7	Deepa Nayak P	Asst. Prof.
8	Dawn Prakash	Asst. Prof.
9	Ramya Shetty	Asst. Prof.
10	Prashanth Kumar A	Asst. Prof.
11	Prathibha Patel M	Asst. Prof.

MBA Administrative Staff 2019-20

<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	Padmini Hebbar	Clerk/Lib. Asst.
7	Roopesh Kumar	Accounts Asst.
8	Haneesh Moily	Attender
9	Rohith	Attender
10	Shravan Kumar	Attender
11	Ananda	Attender
12	Prashanth	Watchman
13	Manohar	Driver
14	Radha N	Sweeper
15	Mahesh Shetty	Lift.Op

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 Centre 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 College of Business Management Post Graduate Centre for
Management Studies and Research, Mangaluru**

Students Discipline Management Plan

Criteria Description

Compulsory Attendance

- 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

- 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

- Tuesday to Friday; Formals (Trousers and Shirts)
- Saturday; Smart casuals

Hair style

- Well groomed hair style
- Neatly trimmed beard\

Shoes

- Formal shoes (Black or Brown) from Monday to Friday

Girls

- Tuesday to Friday; Formals (Salwars/Kurtis with sleeves)
- Saturday; Smart casuals

Lift usage

- 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

- 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

- 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

- 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 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 - 2019

JULY - 2019

Date	Days	Particulars	Date	Days	Particulars
1	SAT		1	MON	
2	SUN	<i>H</i>	2	TUE	
3	MON		3	WED	
4	TUE		4	THU	
5	WED	<i>H - Ramzan</i>	5	FRI	
6	THU		6	SAT	
7	FRI		7	SUN	<i>H</i>
8	SAT		8	MON	
9	SUN	<i>H</i>	9	TUE	
10	MON		10	WED	
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		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		26	FRI	
27	THU		27	SAT	
28	FRI		28	SUN	<i>H</i>
29	SAT		29	MON	
30	SUN	<i>H</i>	30	TUE	
			31	WED	

AUGUST - 2019			SEPTEMBER - 2019		
Date	Days	Particulars	Date	Days	Particulars
1	THU		1	SUN	<i>H</i>
2	FRI		2	MON	<i>H - Ganesh Chathurthi</i>
3	SAT		3	TUE	
4	SUN	<i>H</i>	4	WED	
5	MON	<i>H - Nagara Panchami</i>	5	THU	
6	TUE		6	FRI	
7	WED		7	SAT	
8	THU		8	SUN	<i>H</i>
9	FRI		9	MON	<i>Guest Lecture</i>
10	SAT		10	TUE	<i>H - Moharam</i>
11	SUN	<i>H</i>	11	WED	
12	MON	<i>H - Bakrid</i>	12	THU	
13	TUE		13	FRI	<i>Factory Visit</i>
14	WED	<i>H - Rugu Upakarma</i>	14	SAT	
15	THU	<i>H - Independence Day</i>	15	SUN	<i>H</i>
16	FRI	<i>II MBA Reopen</i>	16	MON	<i>I MBA Course Commences</i>
17	SAT	<i>Summer Intership Presentation</i>	17	TUE	<i>Bridge Course</i>
18	SUN	<i>H</i>	18	WED	<i>Freshers Day</i>
19	MON	<i>Guest Lecture</i>	19	THU	
20	TUE		20	FRI	
21	WED		21	SAT	<i>FDP</i>
22	THU		22	SUN	<i>H</i>
23	FRI	<i>H - Krishna Janmashtami</i>	23	MON	<i>Guest Lecture</i>
24	SAT		24	TUE	
25	SUN	<i>H</i>	25	WED	
26	MON	<i>Guest Lecture</i>	26	THU	
27	TUE		27	FRI	
28	WED		28	SAT	<i>H - Mahalaya Amavasya</i>
29	THU		29	SUN	<i>H - Swacch Bharath</i>
30	FRI	<i>Rotaract Club Inauguration</i>	30	MON	<i>Student Consortium Inauguration</i>
31	SAT				

OCTOBER - 2019			NOVEMBER - 2019		
Date	Days	Particulars	Date	Days	Particulars
1	TUE		1	FRI	<i>H - Kannada Rajyothsava</i>
2	WED	<i>H - Gandhi Jayanthi</i>	2	SAT	<i>Conference "Anuvarthi"</i>
3	THU		3	SUN	<i>H</i>
4	FRI		4	MON	<i>Guest Lecture</i>
5	SAT	<i>Sharadapooje</i>	5	TUE	
6	SUN	<i>H- Navaratri</i>	6	WED	<i>SSR Activities</i>
7	MON	<i>H - Mahanavami</i>	7	THU	
8	TUE	<i>H - Vijaya Dashami</i>	8	FRI	
9	WED	<i>Movie Analysis</i>	9	SAT	
10	THU		10	SUN	<i>H - Id - Milad</i>
11	FRI		11	MON	<i>Guest Lecture</i>
12	SAT	<i>Movie Analysis Presentation</i>	12	TUE	
13	SUN	<i>H - Valmiki Jayanthi</i>	13	WED	
14	MON		14	THU	
15	TUE		15	FRI	<i>H - Kanakadasa Jayanthi</i>
16	WED		16	SAT	
17	THU		17	SUN	<i>H</i>
18	FRI		18	MON	<i>Guest Lecture</i>
19	SAT	<i>Workshop On Research Methodolgy Research Cell Inauguration</i>	19	TUE	<i>Placement Cell Inauguration</i>
20	SUN	<i>H</i>	20	WED	<i>Placement Training</i>
21	MON		21	THU	<i>Ujjivan Placement Exam</i>
22	TUE		22	FRI	
23	WED		23	SAT	
24	THU		24	SUN	<i>H</i>
25	FRI		25	MON	<i>Guest Lecture</i>
26	SAT		26	TUE	
27	SUN	<i>H - Naraka Chathurdashi</i>	27	WED	
28	MON		28	THU	
29	TUE	<i>H - Deepavali</i>	29	FRI	
30	WED	<i>Dandiya Night/ Alumni Meet</i>	30	SAT	
31	THU				

DECEMBER - 2019

JANUARY - 2020

Date	Days	Particulars	Date	Days	Particulars
1	SUN	<i>H</i>	1	WED	
2	MON	<i>Workshop On Drug Awareness</i>	2	THU	
3	TUE	<i>III Semester II Internals</i>	3	FRI	
4	WED	<i>III Semester II Internals</i>	4	SAT	
5	THU	<i>III Semester II Internals</i>	5	SUN	<i>H</i>
6	FRI		6	MON	<i>I Semester II Internals</i>
7	SAT	<i>FDP</i>	7	TUE	<i>I Semester II Internals</i>
8	SUN	<i>H</i>	8	WED	<i>I Semester II Internals</i>
9	MON	<i>Viva Coce- III Semester</i>	9	THU	<i>Viva Voce</i>
10	TUE	<i>Viva Coce- III Semester</i>	10	FRI	<i>Viva Voce</i>
11	WED		11	SAT	
12	THU		12	SUN	<i>H</i>
13	FRI		13	MON	
14	SAT		14	TUE	
15	SUN	<i>H</i>	15	WED	
16	MON	<i>Workshop</i>	16	THU	
17	TUE		17	FRI	
18	WED		18	SAT	
19	THU		19	SUN	<i>H</i>
20	FRI		20	MON	
21	SAT		21	TUE	
22	SUN	<i>H</i>	22	WED	
23	MON	<i>I Semester Internal</i>	23	THU	<i>I Semester Examination</i>
24	TUE		24	FRI	
25	WED	<i>H - Christmas</i>	25	SAT	
26	THU		26	SUN	<i>H - Republic Day</i>
27	FRI		27	MON	
28	SAT		28	TUE	
29	SUN	<i>H</i>	29	WED	
30	MON		30	THU	<i>Martyrs Day</i>
31	TUE		31	FRI	

FEBRUARY - 2020			MARCH - 2020		
Date	Days	Particulars	Date	Days	Particulars
1	SAT		1	SUN	<i>H</i>
2	SUN	<i>H</i>	2	MON	<i>I Internal Examination</i>
3	MON		3	TUE	<i>I Internal Examination</i>
4	TUE		4	WED	<i>I Internal Examination</i>
5	WED		5	THU	
6	THU		6	FRI	<i>Sports Day</i>
7	FRI		7	SAT	
8	SAT		8	SUN	<i>H - Womens Day</i>
9	SUN	<i>H</i>	9	MON	<i>Foot Ball Tournament</i>
10	MON		10	TUE	
11	TUE		11	WED	
12	WED		12	THU	
13	THU		13	FRI	<i>Shreshta- 2020</i>
14	FRI		14	SAT	
15	SAT		15	SUN	<i>H</i>
16	SUN	<i>H</i>	16	MON	
17	MON		17	TUE	
18	TUE		18	WED	
19	WED		19	THU	
20	THU		20	FRI	
21	FRI		21	SAT	<i>National Level Conference</i>
22	SAT		22	SUN	<i>H</i>
23	SUN	<i>H</i>	23	MON	
24	MON		24	TUE	
25	TUE		25	WED	
26	WED		26	THU	
27	THU		27	FRI	
28	FRI		28	SAT	
29	SAT		29	SUN	<i>H</i>
			30	MON	
			31	TUE	

APRIL - 2020			MAY - 2020		
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	
7	TUE		7	THU	
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	<i>Industrial Tour</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	<i>II Internal Examination</i>	29	FRI	
30	THU		30	SAT	
			31	SUN	<i>H</i>



Note

A series of horizontal lines forming a ruled area for writing, consisting of 20 evenly spaced lines.





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.