




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


(Affiliated to Mangalore University, Recognised by AICTE)


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PROSPECTUS





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**

SDM College of Business Management Post Graduate Centre for Management Studies & 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 Heggade and has ever since carved an applaudable history for itself.

Our institute boasts of technologically competent teachers whose rich industry experience coupled with teaching expertise have enhanced the learning levels of students. Riding on the sound vibes generated by our students through their consecutive ranks & gold medals in university exams & fleet of laurels, our institute boasts of robust growth.

The institute has broadend its horizons to international level through foreign university tie up with city of Glasgow College, Scottand U.K. which has fecilitated students to gain international study experience & certification. The unparalleled iniative of students has resulted in convening of several programmes like student conclave with ICAI Chapter, Student conference with ICSI Chapter, SDM Premier League for post graduate students of Karnataka, SDM Roto Quiz for undergraduates, Several Swaach Bharath & Red Cross initiatives among others.

During the recent pandemic, the heartwarming response of students to online classes, assignments, online presentation & tests stand testimony to their ability to adapt to any situation in the most positive manner. We invite you join the league to competent Turks & promise to show you the way to global success.

May Lord Manjunatha Swamy bless us.

Regards,
Dr. Seema S. Shenoy
Director



Visit to Shree Kshethra Dharmasthala



Faculty and student complete Taster's programme from City of Glasgow College, Scotland, U.K.



Graduation Day with Dr. Mohandas Pai as guest



Onam Celebration



Inauguration of National Integration Forum during Gandhi Jayanthi Celebration

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.





Cultrals



Team SDM

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, spirituality 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 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 home for several professional bodies like MMA, ICAI, ICFI among others.

STATE OF THE ART INFRASTRUCTURE

Trifles make perfection and perfection is no trifle. Auditorium, air conditioned classroom, computer labs, conference room, counselling centre, library and top notch student amenities from the state of the art facilities housed in a beautiful structure of SDM PG Centre for Management Studies and Research. Besides this digital infrastructure for recording classes, online classes rich e-content, online courses have added more sheen to the MBA programme offered by our institute.

FACULTY

Faculty with rich research orientation coupled with industry experience form the highly competent core team. Regular interaction with professionals from best institutions, corporate houses and counselling firms from across the nation add more meaning to the curriculum and help to give students a learning edge on the digital platform.



AC Conference Hall



Vice Chancellor, Mangalore University inaugurates Shreshta - 2020

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 computerized 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 and international journals, periodicals and business publications. The library subscribes to proquest data base 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 and sage journals which are electronic gateway to global e-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 is between 8.30am to 7.30pm



Library

Computer Lab

SDM PG Centre for Management Studies and Research, Mangaluru is equipped with a computer lab which is one of the best among B-schools in Mangalore . It has state- of-art hardware, software and wifi based internet facility that adds the needed rigour to classroom learning and pre-placement training.



Computer Lab

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 during Navarathri, Iftar during Ramzan and Christmas on new year eve. The second half of the year is dedicated to hosting annual National conference and annual national level intercollegiate management fest - Shreshta. Adding more sheen to the MBA program are other activities like gavel club which gives a platform to improve the English speaking skill, national integration forum which organized various activities throughout the year to keep up the spirit of patriotism, entrepreneurship development cell to guide and motivate students to become job creators rather than job seekers. Student consortium activities organizes various events throughout the year. First graduation day was organized on 24th August 2019 with Dr.Mohandas Pai as the guest. Apart from this SDM also has an inhouse Rotaract club, which is very active in organizing programme. SDM Rotoquiz is one of the flagship event of the SDM Rotaract club. Besides this Sarvashreshta – intercollege UG quiz competition, beach cleaning, blood donation are other sports activities at SDM has keep students on its toes with indoor and outdoor sport activities. Besides this, SDM PL intercollegiate cricket tournament is a stealer event.



National Conference – Techno 2020



Intercollegiate Management Fest – Shreshta



National Integration Forum – Christmas Celebration



Student Consortium Inauguration



Gavel Club Inauguration

Industry Institute interaction

The institute has crafted a unique industry institute interface that stands at the core of the academic learning process. It has understanding with various industries like NMPT, ISIRI technologies, Campco, DKMU etc which enables students to undergo internships, factory visits and project work among others.

Industrial Tour and Factory Visit

Study tours as a forum of experiential learning has become an integral part of the curriculum. Experiential education programs bridge the limitations of classroom teaching. Students are taken to North India as well as South India for study cum pleasure tours & several factory visits made annually give them the practical exposure to understand concepts.

Student Social Responsibility.

The institute fosters student social responsibility through facilitating students engagement in several social activities like Swachh Bharath campaign, pot compost awareness campaign, beach cleaning, blood donation on social initiative among others. Various extension activities are conducted by staff members along with students which will benefit the community as a whole

Foreign University Tie-up

The institute has a MOU with City of Glasgow college, Scotland, U.K. Under this MOU Director, faculty and students visited UK and completed a tasters programme in Productivity and Innovation in the month of November 2019. Tour to London was the highlight of the programme.

Pre-Placement Training and Placement Activities

Through a dedicated placement cell, 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 organization. Preplacement training is provided by experts to prepare students to face interview and crack aptitude test. Placement also takes place through online interview for companies who are unable to visit the campus physically.



Student Conclave with ICAI – Saksham



Blood Donation Camp – with Red Cross Society of India



London Tour



Campco Factory



South India Tour



Training for Aptitude Test



Campus Placement – Vantage Agora

Diploma / Certificate courses

The institute provides Microsoft certified programmes like MS Excel, MS Word and MS Powerpoint in association with Microsoft authorized partners. The institute also provides inhouse diploma courses in various subjects of industry relevance like event management, teaching pedagogy, labour laws, etc. Apart from this online certification programmes are also offered to the students

Teaching pedagogy & Digital learning

The learning process is intensive and reinforces individual learning and comprises of relaxation activities like yoga, meditation, sports, counseling 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, and research and seminar papers, summer internship opportunity in reputed firms and internal and external exams. There is provision for digital learning through online classes and recorded lectures. G-suite facilities are extensively used by faculty to make teaching learning more convenient.



Mangalooore University Rank holders felicitated with institute gold medals by Dr. T. V. Mohandas Pai, Chairperson, Manipal Global Education during Graduation Day

Accolades to some of our recruiters





I MBA - A Section

Fee Structure

The total fee for 2 year programme is ₹280,000 (Rupees two lakhs eighty thousand) for management quota. This is payable in 4 installments. Each instalment is to be paid prior to the commencement of each semester.

Loan Support

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

Eligibility for Admission

Graduates in any discipline with min. 50% marks or min. 45% in case of SC/ST.CMAT/MAT/CAT/PGCET/KMAT Scores considered.

Students awaiting final year degree results can also apply



II MBA - A Section



I MBA - B Section

Application Form & Prospectus

The Application and Prospectus can be collected from college office or can be downloaded from our website: www.sdmcbm.ac.in. The completed application should be submitted to the college office with cash in case of physical submission or D.D for Rs.1000/- favouring Director SDM Post Graduate Centre for Management Studies and Research, Mangaluru-575003 in case of postage.

For more details contact

The Director

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

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II MBA - B Section

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 students

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. SDM Ayurveda 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