



**SDM COLLEGE OF BUSINESS MANAGEMENT
POST GRADUATE CENTRE FOR
MANAGEMENT STUDIES AND RESEARCH
MANGALURU - 575 003, D. K.**

PHONE : 0824 - 2496009

Website : <http://www.sdmcmb.ac.in>

Email : sdmcmb@gmail.com



CALENDAR 2020-21



: Sponsored By :

SRI DHARMASTHALA MANJUNATHESHWARA EDUCATIONAL SOCIETY (R.), UJIRE (D.K.)

**Fountain of
Inspiration & Guidance**



Dr. D. Veerendra Heggade, Padmavibhushana Awardee
President
S.D.M.E Society (R.), Ujire



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**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 :

Parent's 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, Mangaluru 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 tuition fees, examination fees and any other fees specified by the management and university on time.
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 2020-21

Sl.No.	Name	Designation
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.

MBA Administrative Staff 2020-21

Sl.No.	Name	Designation
1.	Ashalatha M.	Library Asst.
2.	Jayalaxmi	Office Asst.
3.	Pushpavathi	Office Asst.
4.	Sujyothi Kumari	Office Asst.
5.	Padmini Hebbar	Clerk/Lib. Asst.
6.	Roopesh Kumar	Accounts Asst.
7.	Haneesh Moily	Attender
8.	Rohith	Attender
9.	Shravan Kumar	Attender
10.	Ananda	Attender
11.	Prashanth	Watchman
12.	Radha N.	Sweeper
13.	Mahesh Shetty	Lift.Op

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

Shri Dharmasthala Manjunatheshwara Educational (R.), Ujire

Shri Dharmasthala Manjunatheshwara Educational Society, (R.), 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 Dharmasthala 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 (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 judiciously.

- Parking facility**
- No four-wheeler parking facility is available

- Parking rules lay down by the college authorities to be strictly followed.

- No arguement 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 - 2020

JULY - 2020

Date	Days	Particulars	Date	Days	Particulars
1	MON	World Environment Day	1	WED	
2	TUE				
3	WED				
4	THURS				
5	FRI				
6	SAT				
7	SUN		H		
8	MON				
9	TUE				
10	WED				
11	THURS				
12	FRI				
13	SAT				
14	SUN		H		
15	MON	International Yoga day	15	WED	
16	TUE				
17	WED				
18	THURS				
19	FRI				
20	SAT				
21	SUN		H		
22	MON				
23	TUE				
24	WED				
25	THURS				
26	FRI				
27	SAT				
28	SUN		H		
29	MON		29	WED	
30	TUE				
			30	THURS	
			31	FRI	



AUGUST - 2020

SEPTEMBER - 2020

Date	Days	Particulars	Date	Days	Particulars
1	SAT	H	1	TUE	III Sem Commencement
2	SUN		2	WED	
3	MON		3	THURS	
4	TUE		4	FRI	
5	WED		5	SAT	Teachers Day
6	THURS		6	SUN	
7	FRI		7	MON	
8	SAT		8	TUE	
9	SUN	H	9	WED	
10	MON		10	THURS	
11	TUE		11	FRI	
12	WED		12	SAT	H
13	THURS	Entrepreneurship Seminar Series	13	SUN	
14	FRI		14	MON	
15	SAT	Independence Day	15	TUE	
16	SUN		H	16	WED
17	MON		17	THURS	
18	TUE		18	FRI	
19	WED		19	SAT	H
20	THURS		20	SUN	
21	FRI		21	MON	
22	SAT		22	TUE	
23	SUN	H	23	WED	
24	MON		24	THURS	
25	TUE		25	FRI	
26	WED		26	SAT	H
27	THURS	International e- conference	27	SUN	
28	FRI		28	MON	
29	SAT		29	TUE	
30	SUN	H	30	WED	
31	MON				



OCTOBER - 2020

NOVEMBER - 2020

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



DECEMBER - 2020

JANUARY - 2021

Date	Days	Particulars	Date	Days	Particulars
1	TUE		1	FRI	
2	WED		2	SAT	
3	THURS		3	SUN	H
4	FRI		4	MON	
5	SAT		5	TUE	
6	SUN	H	6	WED	
7	MON		7	THURS	
8	TUE		8	FRI	
9	WED		9	SAT	
10	THURS		10	SUN	H
11	FRI		11	MON	I sem commencement
12	SAT		12	TUE	National youth day
13	SUN	H	13	WED	
14	MON		14	THURS	
15	TUE		15	FRI	
16	WED		16	SAT	
17	THURS		17	SUN	H
18	FRI		18	MON	
19	SAT		19	TUE	
20	SUN	H	20	WED	
21	MON		21	THURS	
22	TUE		22	FRI	
23	WED		23	SAT	
24	THURS		24	SUN	H
25	FRI		25	MON	
26	SAT		26	TUE	Republic Day
27	SUN	H	27	WED	
28	MON		28	THURS	
29	TUE		29	FRI	
30	WED		30	SAT	
31	THURS		31	SUN	H



FEBRUARY - 2021

MARCH - 2021

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

Alumini faculty
and student
faculty week

H
shreshta



APRIL - 2021

MAY- 2021

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



JUNE - 2021

JULY- 2021

Date	Days	Particulars	Date	Days	Particulars
1	TUE	H	1	THURS	H
2	WED		2	FRI	
3	THURS		3	SAT	
4	FRI		4	SUN	
5	SAT		5	MON	
6	SUN		6	TUE	
7	MON		7	WED	
8	TUE		8	THURS	
9	WED		9	FRI	
10	THURS		10	SAT	
11	FRI	H	11	SUN	H
12	SAT		12	MON	
13	SUN		13	TUE	
14	MON		14	WED	
15	TUE		15	THURS	
16	WED		16	FRI	
17	THURS		17	SAT	
18	FRI		18	SUN	
19	SAT		19	MON	
20	SUN		20	TUE	
21	MON	International Yoga Day	21	WED	I internals II & IV Sem
22	TUE		22	THURS	
23	WED		23	FRI	
24	THURS		24	SAT	
25	FRI		25	SUN	
26	SAT		26	MON	
27	SUN		27	TUE	
28	MON		28	WED	
29	TUE		29	THURS	
30	WED		30	FRI	
		H	31	SAT	H



AUGUST - 2021

SEPTEMBER-2021

Date	Days	Particulars	Date	Days	Particulars
1	SUN	H	1	WED	
2	MON		2	THURS	
3	TUE		3	FRI	
4	WED		4	SAT	
5	THURS		5	SUN	H
6	FRI		6	MON	
7	SAT		7	TUE	
8	SUN	H	8	WED	
9	MON		9	THURS	
10	TUE		10	FRI	
11	WED		11	SAT	
12	THURS		12	SUN	H
13	FRI		13	MON	
14	SAT		14	TUE	
15	SUN	H	15	WED	Mentoring
16	MON		16	THURS	
17	TUE		17	FRI	
18	WED		18	SAT	
19	THURS		19	SUN	H
20	FRI		20	MON	
21	SAT		21	TUE	
22	SUN	H	22	WED	
23	MON		23	THURS	
24	TUE		24	FRI	Onam Celebration
25	WED		25	SAT	Traditional Day
26	THURS	H	26	SUN	
27	FRI		27	MON	
28	SAT		28	TUE	H
29	SUN		29	WED	
30	MON		30	THURS	
31	TUE				



Note





INSTITUTIONS MANAGED BY

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

SDM College, Ujire.
SDM Residential PU College, Ujire
SDM College, Ujire-PG. Courses
SDM LAW College, Mangaluru.
SDM BBM College, Mangaluru.
SDM College of PGDBM Course, Kodialbail, Mangaluru
SDM College of Business Mgt.PG 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 College & Hospital, Dharwad.
SDM College of Dental Science & Hospital, Sattur, Dharwad.
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
SDM 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 Management Development, Mysore.
SDM Ayurveda Hospital, Kuthpady, Udupi.
SDM Ayurveda Hospital, OPD Unit, Mangaluru
Rural Development & Self Employment Training
Institute, 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