



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

PHONE : 0824 - 2496009
Website : <http://www.sdmcbm.ac.in>
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CALENDAR 2021-22

: Sponsored By :

SDM EDUCATIONAL SOCIETY (R.), UJIRE (D.K.)

**Fountain of
Inspiration & Guidance**



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

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 2021-22

Sl.No.	Name	Designation
1.	Dr. Seema S. Shenoy	Director
2.	Sumathi	Asst. Prof.
3.	Dr. Prameela S. Shetty	Asst. Prof.
4.	Dr. Savitha Pereira	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 2021-22

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.

SDM 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 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**

Code of Conduct

- 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.

Parking facility

- Use the classroom infrastructure judiciously.
- 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

Time Management

- Mind your behaviour as you are under surveillance.
- 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 a part 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



OCTOBER - 2021

NOVEMBER - 2021

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



DECEMBER - 2021

JANUARY - 2022

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



FEBRUARY - 2022

MARCH - 2022

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



APRIL - 2022

MAY- 2022

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



JUNE - 2022

JULY- 2022

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



AUGUST - 2022

SEPTEMBER-2022

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

**INSTITUTIONS MANAGED BY
SDM 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.

Manjunatheshwara Pustaka Prakashana
Male, Ujire
Manjushree Printers & DTP Centre, Ujire
Manjувani Monthly Magazine