



SDM COLLEGE OF BUSINESS MANAGEMENT  
POST GRADUATE CENTRE FOR  
MANAGEMENT STUDIES AND RESEARCH  
(MBA Program)

Mangaluru - 575 003, D.K, Karnataka, India

(Affiliated to Mangalore University, Recognised by AICTE)

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PROSPECTUS



*Shri Manjunatha Swamy*

## *Shree Kshetra Dharmasthala*

**N**esting 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*



***Padma Vibhushan  
DR. D. Veerendra Heggade***  
*President - SDM Educational Society<sup>®</sup>, Ujire*  
*Honorable member of Rajya Sabha*

**T**he 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.

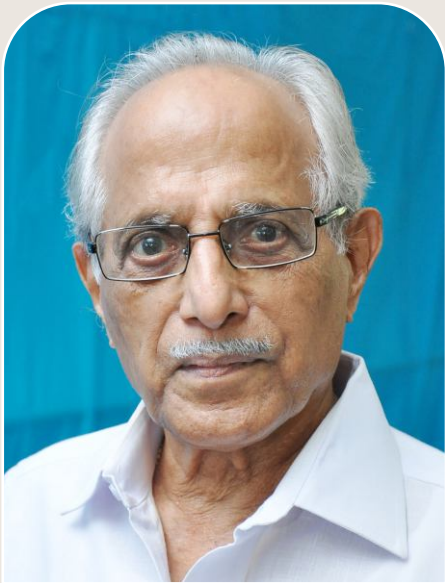
Padma Vibhushan Dr. D. Veerendra Heggade is the multi faceted personality who combines in him myriad roles of a friend, philosopher and guide. Above all, he is a man of selfless dedication and working assiduously to uplift mankind by divinity, charity and guidance. Credit goes to him for transforming Dharmasthala Kshetra into a giant organisation of social service and charity, the like of which is unprecedented in the annals of mankind.



# Pillars of Strength

SDM Educational Society<sup>®</sup>, Ujire

## Vice Presidents

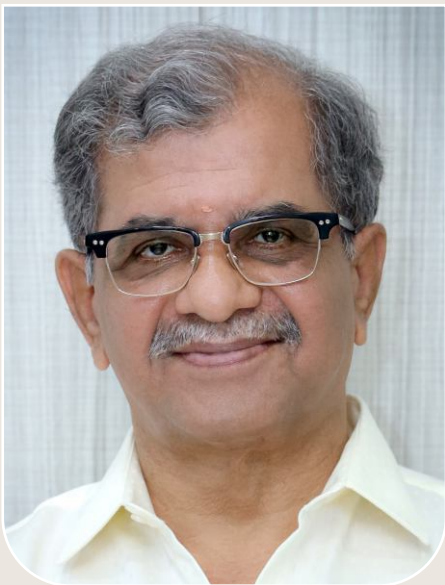


Prof. S. Prabhakar



Sri D. Surendra Kumar

## Secretaries



Sri D. Harshendra Kumar



Dr. Satheeshchandra S.

# Governing Council

■ Dr. D. Veerendra Heggade President SDM Educational Society, Dharmasthala	Chairman
■ Sri. D. Surendra Kumar Vice President SDM Educational Society, Ujire	Vice Chairman
■ Sri. D. Rajendra Kumar Managing Director, Auto Matrix, Mangalore	Member
■ Dr. Satheeshchandra S. Secretary SDM Educational Society, Ujire	Member
■ M. Ganesh Kamath President, Kanara Chamber of Commerce and Industry Mangalore	Industry Representative
■ Dr. N.R. Parasuraman Director, SDMIMD, Mysore	Member
■ Dr. Arun Isloor Professor –Department of Chemistry, NITK, Surathkal	Member
■ Dr. Puttanna Chairman, Department of Business Administration Mangalore University	University Representative
■ Mr. Rajkiran Rai G. Managing Director, National Bank for Financing Infrastructure and Development (NaBFID), Mumbai	Industry Representative
■ Mr Tauseef Ahmed Animal Rescuer and Realtor, Mangalore	Alumni Member
■ Mr. B. S. Baliga Director (Planning and Development) Lamina Suspension Products (P)Limited.	Industry Representative
■ Dr. Seema S Shenoy Director, SDM PG Centre for Management Studies and Research, Mangalore	Member-Secretary





SDM College of Business Management Post Graduate Centre for Management Studies and 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.

## From the Directors Desk

Our institute boasts of technically 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 the University examinations and fleet of laurels. Our institute boasts of robust growth.

The institute has broadened its horizons to international level through foreign university tie up with city of Glasgow College, Scotland U.K which has facilitated students to gain international study experience and certification.

Students are at the centre of all activities that are hosted at our institute. In order to facilitate their all-round development, a fleet of activities are organized every year. Annual National Conference, International e-conference, Intercollegiate UG and PG fest –Shreshta, Intercollegiate sports competitions, Roto quiz among others are the activities that have helped to build in the best management skills in students. Besides this, classroom learning with case studies, role plays, field visits, factory and industrial tours, seminars, assignments, regular interaction with entrepreneurs and business leaders have helped in building students competence and confidence. Paid internship opportunities and numerous placement-offers stand as testimony to the skills and competence of our students.

We invite you to join the league to competent turks and 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

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.



Gandhi Jayanti celebration



National Integration Forum celebrates Onam





# 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

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.

# 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

Tries make perfection and perfection is no try. 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.



Culturals at its best



Shreshta - Intercollegiate Cultural and Management UG and PG Fest





Teaching Faculty

## 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.

## 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

## 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 Navaratri, Iftar during Ramzan and Christmas celebration. The second half of the year is dedicated to hosting annual national conference, national level intercollegiate management fest Shreshta and international e-conference. Besides this the institutes National Integration Forum organises various activities throughout the year to keep up the spirit of patriotism. Entrepreneurship Development Cell guides and motivate students to become job creators rather than job seekers. Student consortium activities organises various events throughout the year through the 20 odd clubs, cells and committees. SDMMBA Rotaract club hosts one of the flagship events Roroquiz, beach cleaning, blood donation and such. The Sports activities at SDM has kept students on its toes with indoor and outdoor sport activities. Besides this, SDM Premier League inter-collegiate cricket tournament is the stealer event.

## Industry Institute interaction

The industry Institute Interface at the institute supports the core academic learning process. Our institute has in place MOUs with industrial organisations like Novigo Solutions, ISIRI Technologies etc., which enables the students to undergo internships and project work. Regular factory visit, field visit and industrial tour is also organised through this cell. Besides this, the institute has close association with Mangalore Management Association which is housed at the institute’s premises. The students are beneficiaries to all their activities.



National Conference



Gold medalists honoured



International e-conference



Alumni honoured



International Women's Day



Youth Red Cross organizes Medical Camp



## Student Social Responsibility

The institute fosters student social responsibility through facilitating students' engagement in various social, activities like Swatch Bharath campaign, pot compost awareness campaign, beach cleaning, blood donation through youth red cross society, jail visit, programmes to Rotaract club and extension activities and other programmes benefiting the community as a whole.

## Student Research Opportunity

Student Research is encouraged by motivating students to present papers in National and international conferences. Selected papers are published in the inhouse journal with ISSN 2455 4960. Every year student research project proposals sent to Karnataka State Council for Science and Technology, Bangalore are approved and projects are completed under the guidance of the faculty members.

## Pre-placement Training and Placement Activities

Through a dedicated training and placement cell, the 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 to increase the base of corporate alliance for the betterment of the institute and the student fraternity. The institute is 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 organisations. 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. The students who are having entrepreneurial instinct are motivated by providing guidance and information regarding the same by inviting experts from MSME and DIC.



Factory Visit



Sports winners



Annual sports meet



Placement training



Dandiya with Alumni



# MBA CURRICULUM

## FIRST SEMESTER

Course Code	TITLE OF THE COURSE	Hard core/ Soft core
MBAH 401	Modern Organisation and Management	HC
MBAH 402	Business Accounting and Finance	HC
MBAH 403	Organisational Behaviour and Communication	HC
MBAH 404	Information Technology and Business	HC
MBAH 405	Economics for Managers	SC
MBAH 406	Soft Skills	SC
MBAH 407	E- Commerce	SC
MBAH 408	Compliance Management	SC
MBAH 409	Project Management	SC
MBAS 410	Business Analytics	SC
MBAS 411	Bank Management	SC
MBAS 412	Facility Management	SC

## SECOND SEMESTER

Course Code	TITLE OF THE COURSE	Hard core/ Soft core
MBAH 451	Human Resource Management	HC
MBAH 452	Marketing Management	HC
MBAH 453	Indian Business Environment	HC
MBAH 454	Business Research Methods	HC
MBAH 455	Operations Management	SC
MBAH 456	Business Ethics and Social Responsibility	SC
MBAH 457	Supply Chain Management	SC
MBAH 458	Non- Profit Management	SC
MBAH 459	Disaster Management	SC
MBAS 460	Marketing Analytics	SC
MBAS 461	Insurance Management	SC
MBAS 462	Financial Services	SC

## THIRD SEMESTER

Course Code	TITLE OF THE COURSE	Hard core/ Soft core
MBAH 501	Entrepreneurship and Start-ups	HC
MBAH 502	Strategic Cost Management	HC
MBAH 503	Operations Research	HC
MBAH 504	Strategic Financial Management	Soft core Group1
MBAH 505	Investment Analysis and Portfolio Management	
MBAH 506	Tax Planning	
MBAH 507	Marketing Research and Consumer Behaviour	Soft core Group2
MBAS 508	Promotions and Distribution Management	
MBAS 509	Retail Management	
MBAS 510	Learning and Development	Soft core Group3
MBAS 511	Employees Relations Management	
MBAS 512	Stress Management	

FOURTH SEMESTER

Course Code	TITLE OF THE COURSE	Hard core/ Soft core
MBAH 551	International Business Environment	HC
MBAH 552	Project Report	HC
MBAH 553	Behavioural Finance	Soft core Group1
MBAH 554	International Financial Management	
MBAH 555	Corporate Restructuring	
MBAH 556	International Marketing Management	Soft core Group2
MBAS 557	Services Marketing	
MBAS 558	Rural Marketing	
MBAS 559	Global Human Resources Management	Soft core Group3
MBAS 560	Compensation Management	
MBAS 561	Performance Management	

Accolades to some of our recruiters



### Short- Term Certificate courses

Institute has been taking initiative to offer short Term Certificate Courses on Event Management, Integrated Marketing Communication, Stress Management, Introduction to Banking System and Financial Planning in the area of Marketing, Human Resource and Finance. It has helped the students to take up job opportunities with multi-function roles.



Gold medalists during Graduation Day

### Softcore 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 semesters 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.

### Project Work

A student in the third semester shall register for a Project Work which carries 4 credits in the fourth semester. Work load for Project Work is one contact hour per student per week for the teacher. The student shall do field work and library work in the remaining 3 credit hours per week.

### Evaluation of Project report

- 1) 30 marks viva –voce examination and 70 marks final report evaluation.
- 2) Viva voce examination shall be conducted by the BOE in the department.



## 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. EERPMS software login password provides access to study material.

### Fee Structure

The total fee for two year programme is Rs.3,60,000 (Rupees three lakhs sixty thousand) for management quota and Rs.2,60,000 ( Rupees two lakhs sixty thousand) for government quota.

### 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 loan from banks.

### Eligibility for admission

Graduates from any discipline with minimum of 50% marks for other categories and minimum of 45% in case of SC/ ST candidates.

PGCET/ KMAT/ CMAT/ KMAT scores are considered.

Students awaiting final year degree results can also apply.

### Application Form & Prospectus

The Application and Prospectus can be collected from college office or can be downloaded from our website: [www.sdmcbm.ac.in](http://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 ₹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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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 Educational Trust to give impetus to education, Dr. D. Veerendra Heggade has carried forward the torch still further to give lip 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 ®, Ujire (D.K.)

#### INSTITUTIONS MANAGED

- |                                                               |                                                               |
|---------------------------------------------------------------|---------------------------------------------------------------|
| 1. SDM Arts, Commerce & Science College, Ujire                | 16. SDM College of Engineering & Tech., Dhavalanagar, Dharwad |
| 2. SDM P.G. Course (M.A. & M.S.W.), Ujire                     | 17. SDM College of Physiotherapy, Sattur, Dharwad             |
| 3. SDM Law College, Kodialbail, Mangaluru                     | 18. SDM Industrial Training Institute, Venoor                 |
| 4. SDM College of Business Management, Kodialbail, Mangaluru  | 19. SDM Industrial Training Institute, Samse                  |
| 5. SDM PG Centre for Management Studies & Research, Mangaluru | 20. SDM High School, Dharmasthala                             |
| 6. SDM College of Ayurveda, Kuthpady, Udupi                   | 21. SDM High School, Ujire                                    |
| 7. SDM Ayurveda Pharmacy, Kuthpady, Udupi                     | 22. SDM High School, Belal                                    |
| 8. SDM College of Ayurveda, Thanniruhalla, Hassan             | 23. SDM High School, Perinje                                  |
| 9. SDM Ayurveda Hospital, Hassan                              | 24. SDM Hr. Pry. School, Dharmasthala                         |
| 10. SDM Ayurveda Hospital (OPP Unit), Chikmagalur             | 25. SDM Hr. Pry. School, Ujire                                |
| 11. SDM College of Naturopathy & Yogic Sciences, Ujire        | 26. SDM Hr. Pry. School, Puduveltu                            |
| 12. MMK & SDM Mahila Maha Vidyalaya, Mysore                   | 27. SDM Hr. Pry. School, Mayyadi, Byndoor                     |
| 13. SDM Medical College Hospital, Dharwad                     | 28. SDM English Medium Hr. Pry. School, Ujire                 |
| 14. SDM College of Medical Sciences, Dharwad                  | 29. SDM English Medium High School, Ujire                     |
| 15. SDM College of Dental Sciences, Sattur, Dharwad           | 30. SDM Mangalajyothi Integrated School, Vamanjur, Mangaluru  |

#### HOSTELS

- |                                                       |                                                  |
|-------------------------------------------------------|--------------------------------------------------|
| 1. Patanjali Naturopathy College Boys Hostel, Ujire   | 6. SDM Dental College Ladies Hostel, Dharwad     |
| 2. Prakruthi Naturopathy College Ladies Hostel, Ujire | 7. SDM Ayurveda College Boys Hostel, Hassan      |
| 3. ITI Boys Hostel, Venur                             | 8. SDM Ayurveda College Ladies Hostel, Hassan    |
| 4. ITI Boys Hostel, Smse                              | 9. SDM Management College Boys Hostel, Mangaluru |
| 5. SDM Dental College Boys Hostel, Dharwad            |                                                  |

### Shree Dharmasthala Manjunatheshwara Educational Trust ®, Ujire (D.K.)

#### INSTITUTIONS MANAGED

- SDM Institute for Management Development, 2254, Vinobha Road, 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

#### HOSTELS

- Rathnamanasa Boys Hostel, Ujire
- Maithreyi Ladies Hostel, Ujire
- Boys Hostel, Ujire
- Ayurveda Ladies Hostel, Udupi
- Ayurveda Boys Hostel, Ujire
- SDM Engineering Boys Hostel, Dharwad
- SDM Engineering Ladies Hostel, Dharwad
- SDM IMD Boys Hostel, Mysore
- SDM IMD Ladies Hostel, Mysore

### Shree Dharmasthala Manjunatheshwara Publication Trust ®, Ujire (D.K.)

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



SDM Institute of Technology, Ujire



SDM College of Medical Sciences & Hospital, Dharwad



SDM & MMK Mahila Maha Vidyalaya Mysore



SDM Law College, Mangaluru



SDM College of Dental Science, Dharwad



SDM College of Physiotherapy, Dharwad



SDM College of Engineering & Technology Dharwad