



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

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**CALENDAR
2024-25**

Sponsored By

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

Fountain of Inspiration & Guidance



Padmavibhushana Dr. D. Veerendra Heggade

President

SDME Society @, Ujire

Honourable Member of Rajyasabha

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 :

(During the Vacation)

.....

Parent's Phone No. :

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 Institute's rules and regulations. SMS regarding attendance, holiday, etc., can be sent to the following mobile number of my parent.

Signature of the Student

Signature of Parent/Guardian
Name & Address with Phone Number

MBA Teaching Faculty 2024-25

Sl.No.	Name	Designation
1.	Dr. Seema S. Shenoy	Director
2.	Sumathi	Assistant Professor
3.	Dr. Prameela S. Shetty	Associate Professor
4.	Dr. Savitha Pereira	Assistant Professor
5.	Dr. Jomon Lonappan	Assistant Professor
6.	Dr. Harshitha K.	Assistant Professor
7.	Deepa Nayak P.	Assistant Professor
8.	Dawn Prakash	Assistant Professor
9.	Ramyia Shetty	Assistant Professor
10.	Prashanth Kumar A.	Assistant Professor
11.	Dr. Shaini Naveen	Assistant Professor

MBA Administrative Staff 2024-25

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

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

Shri Dharmasthala Manjunatheshwara Educational Society, (R.), Ujire is providing education and healthcare since last several decades 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 providing dedicated service in the sector of education, health and social service.

Dr. D. Veerendra Heggade is the President of Shri Dharmasthala Manjunatheshwara Educational Society and has been the guiding spirit and driving force behind all the educational institutions. Heggadeji has been nominated as the Rajya Sabha member in the year 2022. 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 students of SDM Educational Institution.. The perfect blend of education and spirituality offered by SDM 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 in the student and they become responsible human beings armed with knowledge and attributes of human element.

Affiliation and Accreditation

MBA programme offered by our institution is affiliated to Mangalore University which is one of the upcoming universities in South India and is well known for innovative programmes all over the country. The programme is recognized by AICTE (New Delhi), approved by Govt. of Karnataka and affiliated to Mangalore University. It is accredited with B+ grade by NAAC.

About the Institute

SDM College of Business Management Post Graduate Centre for Management Studies and Research Mangaluru 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 pedagogies like; group discussion, student's seminar, presentation, role plays, case analysis and assignment as a part to the curriculum.

The institute is not just imparting academic inputs but is also providing important life skill/ soft skill training. "Shreshta" National level management fest at post graduate level is conducted by the institute every year in order to train students in leadership, communication, presentation and organizing skills. It also organises National and International Conferences annually besides hosting a fleet of sports and cultural activities.

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 | <ul style="list-style-type: none">● 90% 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. |
| Dress Code | <ul style="list-style-type: none">● Uniform (provided by the college only) to be worn on every Monday and Wednesday.● If Monday and Wednesday happens to be a holiday, uniform is to be worn on the subsequent working day.● Those who fail to wear the uniform will be penalized. |
| Boys | <ul style="list-style-type: none">● Other days of the week - Formals (Trousers and Shirts)● Saturday; Smart casuals● Well groomed hair style● Neatly trimmed beard/ No beard is appreciated● Formal shoes (Black or Brown) from Monday to Friday |
| Girls | <ul style="list-style-type: none">● Other days of the week - Formals (Salwars/Kurtis with sleeves)● Saturday; Smart casuals |
| Lift usage | <ul style="list-style-type: none">● Lift operator's instructions to be strictly followed● 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 | <ul style="list-style-type: none">● Cleanliness in the classrooms should be strictly maintained.● Any form of Celebration inside the classrooms is prohibited.● No usage of LCD or sound systems after regular class hours.● Use the classroom infrastructure judiciously.● Switch off light and fans when no one is in the class room |

Parking facility

- No four-wheeler parking facility is available for students.
- Two wheeler parking rules laid down by the college authorities is to be strictly followed.
- No argument with security personnel

Harassment/Ragging

- Harassment in any form will not be tolerated
- Students indulging in any act of ragging shall face severe consequences

Library conduct

- The Library is open on all working days from 8.30 a.m. to 6.00 p.m.
- Students are allowed to borrow 5 Books at a time.
- Discipline and decorum of the library should be followed.
- Entry to the library only with ID card.

Discipline

- Entry to the classroom at least 5 minutes prior to the commencement of the class
- No nuisance within or outside the college premises is permitted.
- No forming groups on the pretext of any caste, religion, background or language.
- Every student should be mindful of their behaviour since they are under surveillance.

Time Management

- Students are expected to be seated at least 5 minutes in advance on commencement of any activity of the college.
- Students are expected to be present in the examination hall 10 minutes prior to the commencement of the examination.

Cleanliness

- Surroundings should be maintained clean.
- Washroom hygiene should be maintained.
- Water should be used judiciously.
- Proper waste bins should be used to dispose different kinds of thrash.
- Ensure adherence to environmental policy.

* College will have all rights to change or modify or alter the above said points.



OCTOBER - 2024

NOVEMBER - 2024

Date	Days	Particulars	Date	Days	Particulars	
1	TUE		1	FRI	Kannada Rajyotsava	
2	WED	Gandhi Jayanthi	2	SAT		
3	THURS	H	3	SUN	H	
4	FRI		4	MON		
5	SAT		5	TUE		
6	SUN		6	WED		
7	MON		7	THURS		
8	TUE		8	FRI		
9	WED		9	SAT		
10	THURS		10	SUN	H	
11	FRI		Sharada Pooja	11	MON	
12	SAT			12	TUE	
13	SUN	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	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			
27	SUN	H	27	WED		
28	MON		28	THURS		
29	TUE		29	FRI		
30	WED		30	SAT		
31	THURS					



DECEMBER - 2024

JANUARY - 2025

Date	Days	Particulars	Date	Days	Particulars
1	SUN	H	1	WED	H 5 days FDP
2	MON		2	THURS	
3	TUE		3	FRI	
4	WED		4	SAT	
5	THURS		5	SUN	
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	National youth day
12	THURS		12	SUN	
13	FRI		13	MON	
14	SAT		14	TUE	
15	SUN	H	15	WED	
16	MON	I Sem Commencement	16	THURS	
17	TUE	Bridge Course	17	FRI	
18	WED		18	SAT	
19	THURS		19	SUN	
20	FRI		20	MON	
21	SAT		21	TUE	H Parakram Divas
22	SUN	H	22	WED	
23	MON	Corporate Club GL	23	THURS	
24	TUE		24	FRI	
25	WED	Christmas	25	SAT	
26	THURS		26	SUN	
27	FRI		27	MON	
28	SAT		28	TUE	
29	SUN	H	29	WED	
30	MON		30	THURS	
31	TUE		31	FRI	Martyr's Day



FEBRUARY - 2025

MARCH - 2025

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



APRIL - 2025

MAY- 2025

Date	Days	Particulars	Date	Days	Particulars
1	TUE	H World Healthy Day	1	THURS	May Day
2	WED		2	FRI	
3	THURS		3	SAT	
4	FRI		4	SUN	H
5	SAT		5	MON	
6	SUN		6	TUE	Rabhindranatha Tagore Jayanathi
7	MON		7	WED	
8	TUE		8	THURS	
9	WED		9	FRI	
10	THURS		10	SAT	H
11	FRI		11	SUN	
12	SAT	12	MON		
13	SUN	H Ambedkar Jayanathi	13	TUE	H
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	H	20	TUE	H
21	MON		21	WED	
22	TUE		22	THURS	
23	WED	23	FRI	H	
24	THURS	24	SAT		
25	FRI	25	SUN		
26	SAT	26	MON		
27	SUN	27	TUE		
28	MON	H	28	WED	
29	TUE		29	THURS	
30	WED		30	FRI	
			31	SAT	

**JUNE - 2025****JULY- 2025**

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



AUGUST - 2025			SEPTEMBER - 2025			
Date	Days	Particulars	Date	Days	Particulars	
1	FRI	H	1	MON	H	
2	SAT		2	TUE		
3	SUN		3	WED		
4	MON		4	THURS		
5	TUE		5	FRI		
6	WED		6	SAT		
7	THURS		7	SUN		
8	FRI		8	MON		
9	SAT		9	TUE		
10	SUN	H	10	WED	H	
11	MON	International Youth Day	11	THURS		
12	TUE		12	FRI		
13	WED		13	SAT		
14	THURS	Independenc Day	14	SUN		
15	FRI		15	MON		
16	SAT		16	TUE		
17	SUN	H	17	WED		H
18	MON	H	18	THURS		
19	TUE		19	FRI		
20	WED		20	SAT		
21	THURS		21	SUN		
22	FRI		22	MON		
23	SAT		23	TUE		
24	SUN		H	24	WED	
25	MON		H	25	THURS	
26	TUE			26	FRI	
27	WED	27		SAT		
28	THURS	28		SUN		
29	FRI	29		MON		
30	SAT	30		TUE		
31	SUN	H				

**INSTITUTIONS MANAGED BY
SDM Educational Society (R.) UJIRE, KARNATAKA**

1. SDM College (Autonomous), Ujire (UG & PG)
 2. SDM PU College, Ujire
 3. SDM Residential PU College, Ujire
 4. SDM College of Naturopathy & Yogic Sciences, Ujire
 5. SDM Women ITI, Ujire
 6. SDM Institute of Technology, Ujire
 7. SDM Polytechnic, Ujire
 8. SDM College of Education (B.Ed.), Ujire
 9. SDM Institute of Education (D.Ed.), Ujire
 10. SDM College of Business Management, Mangaluru
 11. SDM College of Business Management, PG Centre for Management Studies & Research (MBA), Mangaluru
 12. SDM Law College Center for Post Graduate Studies & Research in Law, Mangaluru
 13. SDM College of Ayurveda, Udupi
 14. SDM Ayurveda Hospital, Udupi
 15. Rathnashree Arogyadhama, Udupi
 16. SDM Ayurveda Research Centre, Udupi
 17. SDM Ayurveda Hospital, Mangaluru
 18. SDM College of Ayurveda, Hassan
 19. SDM Ayurveda Hospital, Hassan
 20. SDM Ayurveda OPD, Chickmagaluru
 21. SDM Institute of Ayurveda, Bengaluru
 22. SDM Ayurveda Hospital, Bengaluru
 23. SDM Institute of Naturopathy & Yogic Sciences, Bengaluru (Kshemavana)
 24. SDM Industrial Training Centre, Venur
 25. SDM Industrial Training Institute, Samse
 26. MMK & SDM Mahila Maha Vidyalaya, Mysuru
 27. MMK & SDM Girls PU College, Mysuru
 28. Sri D.M. Eng. Medium School (State), Ujire
 29. Sri D. M. Eng. Medium School (CBSE), Ujire
 30. SDM English Medium School, Dharmasthala
 31. SDM English Medium School, Belthangady
 32. SDM School, Mangaluru
 33. Sri D. M. Secondary School, Ujire
 34. Sri Manjunatheshwara Aided High School Dharmasthala
 35. Sri D. M. High School, Belal
 36. Sri D. M. High School, Perinje
 37. Sri D. M. Hr. Pry. School, Ujire
 38. Sri Manjunatha Swamy Aided Hr. Pry. School Dharmasthala
 39. SDM. Hr. Pry. School, Puduveltu
 40. SDM. Hr. Pry. School, Mayyadi
 41. Kanchana Venkatasubramanyam Smaraka High School, Kanchana
 42. Sri Laxminarayana Hr. Pry. School, Kanchana
 43. SDM College of Engg. & Tech., Dharwad
 44. SDM Industrial Training Institute, Dharwad
- THE SOCIETY FOR THE WELFARE OF THE DISABLED (R.), VAMANJOOR**
45. SDM Mangala Jyothi Integrated School, Vamanjoor
 46. SDM Mangala Jyothi Pvt. ITI, Vamanjoor
- SDM BHAIASHAJYA PRATHISHTANA (R.), UDUPI**
47. SDM Ayurveda Pharmacy, Udupi
- SDM UNIVERSITY, DHARWAD**
48. SDM College of Dental Sciences, Dharwad
 49. SDM College of Physiotherapy, Dharwad
 50. SDM College of Medical Sciences & Hospital Dharwad
 51. SDM Institute of Nursing Sciences, Dharwad
- SDM EDUCATIONAL TRUST (R.), UJIRE**
52. SDM Institute for Management Development, Mysuru
 53. Rathnamanasa, Ujire
 54. Sports Club, Ujire
 55. Nethravati Craft Centre, Ujire
- SRI SIDDHAVANA TRUST (R.), UJIRE**
56. Siddhavana, Ujire
- SDM PUBLICATION TRUST (R.), UJIRE**
57. Manjувani, Ujire
 58. Manjushri Printers, Ujire
 59. Pusthaka Prakashana Male, Ujire