



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

(MBA Program)

Kodialbail, Mangaluru-575003,D.K,Karnataka, India

(Affiliated to Mangalore University, Accredited by NAAC, Recognised by AICTE)

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PROSPECTUS

Governing Council

» Dr. D. Veerendra Heggade President SDM Educational Society®, Ujire	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
» Mr. P. B. Ahmed Mudassar Kanara Chamber of Commerce and Industry Mangalore	Industry Representative	» Dr.(Lt Col) Prasad SN Director SDMIMD, Mysore	Member
» Dr. Arun Isloor Professor –Department of Chemistry, NITK,Surathkal	Member	» Dr. Puttanna K. Dean 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

PILLARS OF STRENGTH

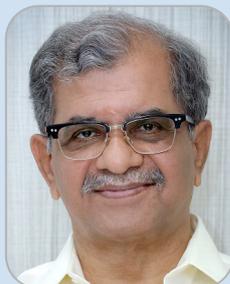
SDM Educational Society®, Ujire

Vice President



Sri D. Surendra Kumar

Secretaries



Sri D. Harshendra Kumar



Dr. Satheeshchandra S.



Shri Manjunatha Swamy

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.



Padma Vibhushan

DR. D. Veerendra Heggade

President - SDM Educational Society®, Ujire

Honorable member of Rajya Sabha

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 a 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.

SDM College of Business Management Post Graduate Centre for Management Studies and Research Mangaluru is the brainchild of Padmavibhushan Dr.D.Veerendra Heggade, Dharmadhikari of Shri Kshetra Dharmasthala. Having been in the service of offering quality management education for over three decades SDM College of Business Management started MBA in 2007 affiliated to Mangalore University and recognized by AICTE. In 2013, the institute reconstituted itself as a separate entity with a total strength of 240 students and 25 employees and marked many milestones through its consistently innovative initiatives and foreign university tie-ups. Located in the heart of Mangalore City, our institute boasts of state of the art infrastructure and envisions creating globally acceptable business leaders. Faculty with rich academic & research experience has facilitated students of our institution to fare brilliantly in academics and extra-circular activities The consistent record of students in securing Mangalore University ranks and gold medals has made the institution stand tall among other institutes in this coastal city.

VISION

To 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.

LOCATION

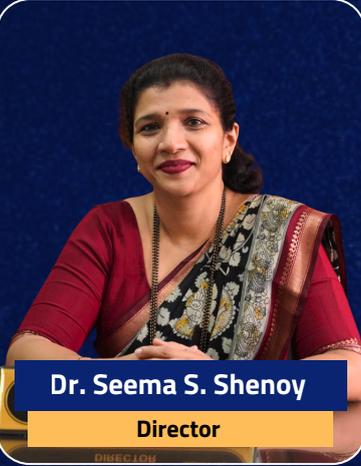
Nested in the coastal city of Mangaluru, SDM College of Business Management Post Graduate Centre for Management Studies and Research boasts of a centrally convenient location in the heart of Mangaluru City. Located strategically the institute is home for several professional bodies like MMA and others.



SPECIALISATION OFFERED:

- Business Analytics
- Financial Management
- Human Resource Management
- Marketing Management
- Logistics Management
- Banking and Insurance

FROM THE DIRECTOR'S DESK



Dr. Seema S. Shenoy

Director

Welcome to SDM PG Centre for Management Studies and Research, Mangalore - a premier institution dedicated to academic excellence, value-based education and professional empowerment.

In an era of rapid business transformation, management education must equip students not only with knowledge, but also with adaptability, ethical grounding and leadership skills. At SDM PG Centre, we offer a dynamic learning environment that blends classroom instruction with industry exposure, research orientation and skill development. Our updated curriculum, experienced faculty and student-centric approach ensure holistic growth and career readiness.

As a proud constituent of the Shri Dharmasthala Manjunatheshwara (SDM) Group of Institutions, we uphold a legacy of service, discipline, and social responsibility. These values guide our mission to nurture competent professionals and responsible citizens. With modern infrastructure, strong industry linkages and dedicated placement support, we provide students with opportunities to realize their aspirations.

I invite you to join SDM PG Centre and embark on a journey of learning, leadership and success.

“Dedicated Educators, Transformative Impact.”



Mrs. Sumathi

Assistant Professor



Dr. Prameela S. Shetty

Associate Professor

Assistant Professor



Dr. Savitha Pereira

Assistant Professor



Dr. Jomon Lonappan

Assistant Professor



Dr. Harshitha K.

Assistant Professor



Mrs. Deepa Nayak P.

Assistant Professor



Mr. Dawn Prakash

Assistant Professor



Dr. Ramya Shetty

Assistant Professor



Mr. Prashanth Kumar A.

Assistant Professor



Dr. Shaini Naveen

Assistant Professor

FIRST SEMESTER

Hard Core Subjects

- Modern Organisation and Management
- Business Accounting and Finance
- Organisational Behaviour and Communication
- Information Technology and Business

Soft Core Subjects

- Economics for Managers
- Soft Skills

THIRD SEMESTER

Hard Core Subjects

- Entrepreneurship and Start-ups
- Strategic Cost Management
- Operations Research

SECOND SEMESTER

Hard Core Subjects

- Human Resource Management
- Marketing Management
- Indian Business Environment
- Business Research Methods

Soft Core Subjects

- Business Ethics and Social Responsibility
- Financial Services

FOURTH SEMESTER

Hard Core Subjects

- International Business Environment
- Project Report
- Viva-voce

SPECIALIZATION SOFT CORE SUBJECTS

GROUP - 1: FINANCIAL MANAGEMENT

- Strategic Financial Management
- Investment Analysis and Portfolio Management
- Tax Planning

GROUP - 1: FINANCIAL MANAGEMENT

- Behavioural Finance
- International Financial Management
- Corporate Restructuring

GROUP - 2: MARKETING MANAGEMENT

- Marketing Research and Consumer Behaviour
- Promotions and Distribution Management
- Retail Management

GROUP - 2: MARKETING MANAGEMENT

- International Marketing Management
- Services Marketing
- Rural Marketing

GROUP - 3: HUMAN RESOURCE MANAGEMENT

- Learning and Development
- Employees Relations Management
- Stress Management

GROUP - 3: HUMAN RESOURCE MANAGEMENT

- Global Human Resources Management
- Compensation Management
- Performance Management

GROUP - 4: BANKING AND INSURANCE

- Principles and Practice of Banking and Insurance
- Banking and Insurance Products
- International Banking

GROUP - 4: BANKING AND INSURANCE

- Legal Aspects of Banking and Insurance
- Treasury and Risk Management
- Rural Banking

GROUP - 5: LOGISTICS MANAGEMENT

- Fundamentals of Logistics Management
- Cargo And Freight Management
- Transportation Management

GROUP - 5: LOGISTICS MANAGEMENT

- International Trade Documentation and Maritime Law
- Strategic Logistics Management
- Warehousing, Icd and Packaging

GROUP -6: BUSINESS ANALYTICS

- Fundamentals of Business Analytics
- Data Analytics with Python and Power BI
- Data Science

GROUP -6 : BUSINESS ANALYTICS

- Data Visualization
- Big Data and Cloud Computing
- Application of Business Analytics

DIPLOMA AND SHORT TERM CERTIFICATE COURSES OFFERED AT OUR INSTITUTE

I SEMSTER	II SEMESTER	III SEMESTER	IV SEMESTER
<ul style="list-style-type: none"> • ESSENTIALS OF COMMUNICATION PART-1 • INFOSYS SPRINGBOARD COURSE 	<ul style="list-style-type: none"> • ESSENTIALS OF COMMUNICATION PART-2 • INFOSYS SPRINGBOARD COURSE 	<ul style="list-style-type: none"> • Course offered by BAJAJ FINSERV • GREYT HR Certification • POWER BI AND EXCEL COURSES • SWAYAM COURSES 	<ul style="list-style-type: none"> • SWAYAM COURSES • BANK EXAM TRAINING • OTHER COMPETITIVE EXAM TRAINING

ELIGIBILITY FOR ADMISSION

- Graduates from any discipline with minimum of 50% marks for other categories and minimum of 45% incase of SC/ST candidates.
- PG CET/KMAT/CMAT/CAT/MAT scores are considered.
- Students awaiting final year degree results can also apply.

FEE STRUCTURE

**Management Quota: Rs.3,20,000 for 2 years
(Special Scholarship for Meritorious students)
Government quota: Rs.2,50,000 for 2 years**

LOAN SUPPORT

The institute has good rapport with banks and it will guide students to obtain loan from banks. The educational loan will cover tuition fee, hostel fee and requirement for purchase of laptop.

SCHOLARSHIP

The institute enable students to apply for over 24 governmental and non governmental scholarships. The SDME Society scholarship is also available for the students on the basis of merit and income.

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 a registration fee of Rs.1000/- .

CONTACT US:

Director

SDM Post Graduate Centre for Management Studies and Research, Kodialbail,
Mangaluru-575003

Tel : 0824 - 2496009

Mobile : 9980522212, 7892886636

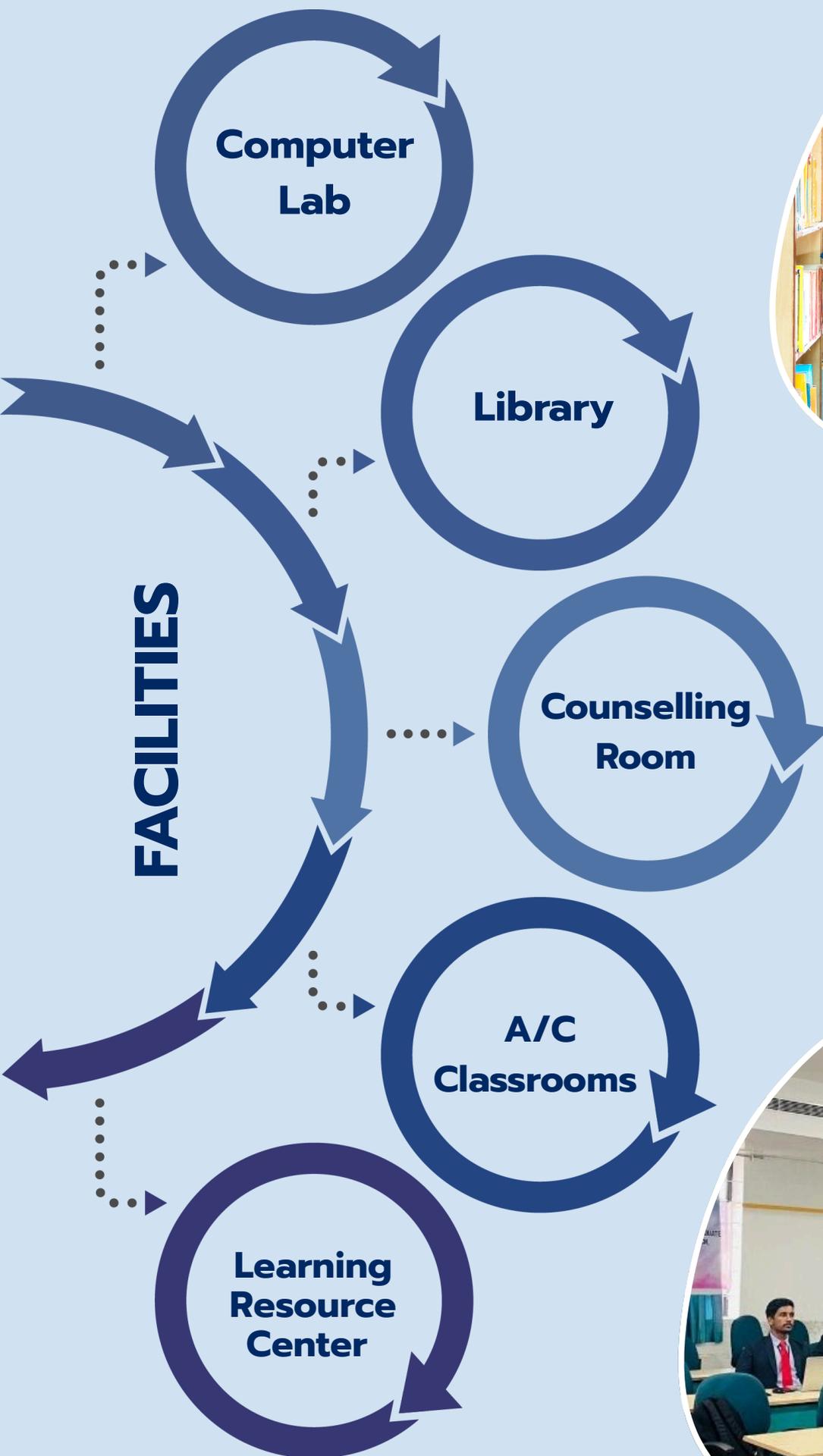
E-mail : sdmcbm@gmail.com

Website : www.sdmcbm.ac.in



**SCAN HERE FOR
MORE DETAILS**

RESOURCES THAT POWER KNOWLEDGE AND INNOVATION



PLACEMENT INITIATIVES

Programs for II MBA Students Preparing for Recruitment

09



Soft Skills Training

Focus on Interpersonal Abilities & Personality Development for overall career success.



Resume & LinkedIn Profile

Hands-on sessions to craft professional resumes and optimize LinkedIn profiles.



Corporate Etiquette & Dressing

Power dressing workshops and corporate etiquette training for professional presence.



GD & Interview Techniques

Comprehensive strategies for acing group discussions and mastering interview methodologies.



Three Days Aptitude Training

Intensive training sessions focused on quantitative, logical and verbal aptitude skills.



Career Guidance Workshops

Guidance on competitive exams (IBPS, SSC, NET-JRF) & study abroad via Edroots/Edusphere.



Employability Skills Program

Specialized Career Development Certificate Program to significantly boost job prospects.



Industry Panel Interviews

Mock interviews conducted by industry experts for real-time feedback and confidence building.

OUR PLACEMENT PARTNERS



INITIATIVES OF THE INSTITUTION

Scholarships



Guest lecture



**Add on
Certificate
Courses**



**Clubs, Forums &
Committees**



**Industrial Tour &
Factory Visit**



Entrepreneurship



**Foreign
University Tie-Up**



**Paid Internship &
Pre-Placement
Opportunities**



**Professional
Programme
Participation &
Volunteering**



sdmpgcentre



Contact Us

9980522212

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.

Shri Dharmasthala Manjunatheshwara Educational Society @, 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. SDM Ayurveda Pharmacy, Kuthpady, Udupi
8. SDM College of Ayurveda, Thanniruhalla, Hassan
9. SDM Ayurveda Hospital, Hassan
10. SDM Ayurveda 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, Pudevettu
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,
3. Ujire ITI Boys Hostel, Venur ITI Boys Hostel,
4. Smse SDM Dental College Boys Hostel, Dharwad
5. SDM Dental College Ladies Hostel, Dharwad SDM
6. Ayurveda College Boys Hostel, Hassan SDM
7. Ayurveda College Ladies Hostel, Hassan SDM
8. Management College Boys Hostel, Mangaluru

Shri Dharmasthala Manjunatheshwara Educational Trust @, Ujire (D.K.)

INSTITUTIONS MANAGED

1. SDM Institute for Management Development, 2254, Vinobha Road, Mysore
2. SDM Ayurveda Hospital, Kuthpady, Udupi
3. SDM Ayurveda Hospital, OPD Unit,
4. Mangaluru 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. Maithreyi Ladies Hostel, Ujire
3. Boys Hostel, Ujire
4. Ayurveda Ladies Hostel,
5. Udupi 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

Shri Dharmasthala Manjunatheshwara Publication Trust @, Ujire (D.K.)

1. Manjunatheshwara Pustaka Prakashana Male, Ujire
2. Manjushree Printers & DTP Centre, Ujire
3. Manjuvani Monthly Magazine, Ujire



SDM Institute of Technology, Ujire



SDM College of Medical Sciences & Hospital, Dharwad



SDM 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