



**SRI DHARMASTHALA MANJUNATHESHWARA
COLLEGE OF BUSINESS MANAGEMENT
MANGALORE - 575 003. D. K.**

Managed by Shri Dharmasthala Manjunatheshwara Educational Society (R) Ujire, D.K.

President : DR. D. VEERENDRA HEGGADE

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PROF. S. PRABHAKAR

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DR. DEVARAJ K.

Principal

SYNC VISION

Vol. - 25

Issue - AUGUST- 2010



EDITORIAL✍

The new academic year began with fresh enthusiasm and teaming interest. The orientation programme for the first year students was successful enough to revitalize the rigor required to familiarize with the new academic environment. The second year and third year students returned with renewed curiosity and exceptional zeal. This momentous energy was all the more revitalized when our students won championship at Ganamanjari 2010. The eventful beginning would pave for success in the ensuing months.

CELEBRATION OF WORLD POPULATION DAY BY NSS UNIT

D.K. Zilla Panchayath District Health and Family Welfare Officer in association with NSS unit SDMCBM celebrated World Population Day and also conducted voluntary blood donation in college auditorium on 2 July 2010.

Dr. Devaraj K., Principal SDMCBM, inaugurated the programme and Dr. Srirangappa(D.K. Health and Family Welfare Officer) presided over the programme, Dr. T. N. S. (Leprosy Control Office, Mangalore) Dr. Rukmini (D.K. RCH Officer), Dr. Kishor Kumar(DAPCU Office D.K.), Smt Rohini (District Information Office) were dignitaries present on the dais.

Dr. Rukmini delivered a talk, "Population Control and Its Importance". Dr. Kishor stated the importance of Blood donation.

NSS volunteers from various other college donated their blood to the blood bank of Wenlock Hospital, Mangalore. All blood donors were given certificates and prizes were distributed to winners of the competition conducted on the day of the day.

5 INAUGURATION PROGRAMME

On 27/7/2010, NSS wing for the academic year 2010-11 was inaugurated. The chief guest for this function was Dr. Devaraj K. (DAPCU Officer, D.K.). Devaraj K.(Principal SDMCBM) presided over the function. Dr. Gananath Ekkar(NSS Coordinator, Mangalore University), Sri Sainath Malligemadu (S Nodal Officer, D.K. District), Dr. Mr. Thrishanth Kumar and Mrs. Gowri Shenoy(NSS Programme Officer) were dignitaries present on the dais. The Programme started by lighting the lamp by the Guest and taking the blessings of the almighty.

The oath to serve the society was administered by Mrs. Gowri Shenoy to the NSS. After the inspiring speeches by the guest the NSS song was echoed in the hearts and minds of all and every NSS volunteers.

PROGRAMMES ORGANIZED IN ASSOCIATION WITH MMA

Mangalore Management Association in association with S D M College of Business Management had organized following programmes in the conference hall.

1. A talk on "Man Management for Corporates" by Capt. Deepak Kariappa, Head Operations, Admn. and Legal Spectrum Solutions Management Service on 22.6.2010
2. A Talk on "Supply Chain and Technology - Future ahead" by Sri Rajeev Mehta, Executive President, Grasim Industries on 25 June 2010 at 6.00 p.m.
3. A talk on "Talent Management", by DR.K. Rajesh Nayak, Director - Training, Central Bank of Oman, Muscat on 29th June 2010 at 6.00 p.m

4. A talk on "Simplicity in Everything" by Sri T. S. N. Murthy, I.R.S, Ex-Addl. Commissioner of Income Tax and Dy. Chairman, New Mangalore Port Trust, on 8 July 2010 at 6.00 P.M.

5. A talk on "Value Based Management", by DR. C. Kusumakar Hebbar, Ph.D, Mangalore University College, on 15th July 2010 at 6.00 p.m.

6. A talk on "Mind and Body Relationship Management" by Dr. K. Krishna Murthy, Professor and HOD of Psychiatry, Fr. Mullers Hospital, on 5th August 2010 at 6.00 p.m.

ORIENTATION PROGRAM FOR FIRST YEAR STUDENTS

An Orientation program for 1st years students was arranged on 1st July 2010, in the college auditorium. After taking attendance in their respective classes the students were led to the auditorium by their respective class advisors. The program commenced at 9:15 a.m. After observing one minute silent prayer, principal addressed the gathering.

Principal's address to the students was the main part of the program. He spoke about the significance of being a student of S.D.M. He outlined the disciplinary and academic alertness which is mandatory for a good learning experience. All the lecturers introduced themselves to the audience.

Marketing executive from Reliance unveiled a product named 'Balaji', and one of the executives addressed the audience.

On the second day, a guest lecture was arranged. The resource persons for the programme were two of our former faculty. Mrs. Vishal Samarth spoke about Individual Development and Mr. Lokesh spoke about Career Opportunities. Several activities were also conducted by the senior students for the freshers.

Following students actively took part in planning and organizing the orientation.

- | | | | |
|-------------|----------|------------------|----------|
| 1. Anurag | 3rd year | 14. Ruben | 3rd year |
| 2. Srinidhi | 3rd year | 15. Pratham | 3rd year |
| 3. Pranitha | 3rd year | 16. Deekshita | 3rd year |
| 4. Sathwika | 3rd year | 17. Joslene | 3rd year |
| 5. Sonali | 3rd year | 18. Jethin Patel | 3rd year |
| 6. Sumith | 3rd year | 19. Ashika | 3rd year |
| 7. Deepthi | 3rd year | 20. Greeshma | 3rd year |
| 8. Sachin | 3rd year | 21. Jethin | 3rd year |
| 9. Salman | 3rd year | 22. Arpith | 2nd year |
| 10. Prithvi | 3rd year | 23. Sidharth | 2nd year |
| 11. Thrisha | 3rd year | 24. Suhas | 2nd year |
| 12. Ashwin | 3rd year | 25. Sharanya | 2nd year |
| 13. Avinash | 3rd year | 26. Suman | 3rd year |
| | | 27. Swasthik | 3rd year |

FACTORY VISIT FOR THE FIRST YEAR STUDENTS

With an intention of giving a practical exposure to business and trade, the annual factory visit was organized on 3rd July 2010 for 1st year students. Students visited Canara Workshop, Mangalore. All the students were given a writing pad to note down what they encountered during their visit. They were made to submit the factory visit report to their class advisors within a week of the visit.

ELECTION OF STUDENT COUNCIL PRESIDENT, SECRETARY AND JOINT SECRETARY

As per the policy of the college only those who are there in the top 10 merit list on the basis of University Examination marks are eligible to contest in the election. All the top 10 students were called by the Principal for a special meeting and Ms. Vanditha was elected as the student council President. Mr. Karthik of second BBM 'B' as Secretary and Ms. Ashel as Joint Secretary. All staff members, class representatives and association secretaries were present on the occasion.

STUDENT COUNCIL INAUGURATION

Student's Council of the college for this academic year was inaugurated on 31st July 2010 by Sri Abdulla Javeed Y, Alumini of SDMCBM, Director of Yenopoya Group of Industries. Mrs. Rashmi Kodikal, MBA faculty of P. A. College, was the chief guest. Dr. Devaraj K., Principal, presided over the function. She was also an alumni of SDMCBM. Miss Vanditha, student council president welcomed the guests and the audience. Shereen of III BAHRD and Seema M. of III BCA introduced the guests respectively. Miss Vanditha and Mr. Kathik did the floral welcome to the guests. Miss. Ashel and Mr. Srinidhi gave mementos to the guests. The badges were presented to office bearers by the guests.

Plan of action of the various associations were presented after the self introduction by the secretaries. Mrs. Rashmi Kodikal, the chief guest of the function handed over the Oath to the student council staff incharge, Dr. Harshitha. Later on, the Oath was administered by Dr. Harshitha K. It was followed by the college anthem, lead by Shilpa Rao and Pooja.

In his address to the audience as a chief guest, Yenepoya Abdulla Javeed spoke about the pleasant experiences he has had when he was student of SDM years ago. Mrs. Rashmi Kodikal spoke about how inspiring the Principal and Staff were here when she was a student in the college. She spoke about the essential values that everyone should follow in life. **Dr. D. Veerendra Heggade** wished success to all the new office-bearers for the current academic year. He spoke about the significance management field has gained in these years. He wished that all students should aspire to become successful mangagers in the future.

Miss Sonali Mallya compeered the program.

Sri Dr. D. Veerendra Heggade, president of SDME society, blessed the new office bearers, and he also unveiled the college annual magazine. Vote of thanks was proposed by Mr. Karthik S, the secretary of the student council.

LIBRARY ORIENTATION FOR FIRST YEAR STUDENTS

A Library Orientation programme for the first year students was organized on 2 August 2010. It was oraganised in association with the Library Club and the Library staff. The programme began at 9.30 in the morning. All first year classes were briefed about the services and facilities available in the library, the rules and regulations that are to be followed by the library users and about how to make the best use of the library. The programme was the result of the efforts of Mrs. Deepa Nayak, Head of the Library committee; Mr. Jeevandar Kumar, Librarian; Mr Prakash K., Assistant Librarian; and all the library club members. The Librarian spoke to the students about the rules and regulations of the library; Ms. Deepthi and Mr. Praveen Kamath spoke about the facilities available in the Library and Mr. Ashwin Mendonca spoke about the Web services available in the library. A book exhibition was also organized for two days, from 31 July to 2 August for the benefit of the library users.

GUEST LECTURE - STOCK EXCHANGE

A guest lecture was organized on the topic "Stock Exchange" for the benefit of 1st and 2nd year students. Shri Madhusudan and Shri R.K.Bhat were the speakers. It was organized on 2nd and 3rd August 2010.

TREE PLANTATION PROGRAMME

A Tree plantation programme was organized at Mangala Jyothi Intergrated School, Vamanjoor on 03-08-2010 NSS unit of SDMCBM in association with Malabar Gold, Forest Department and Municipality Corporation, Mangalore. 80 pits were dug by NSS volunteers.

Mr. Thrisanth Kumar and Mrs. Gawri Shenoy accompanied 30 NSS volunteers for the tree plantation programme.

GUEST LECTURE ON ESSENTIAL STEPS TO EARLY CAREER SUCCESS

On 4th August 2010, a talk by Mrs. Catherine Nirmala, Principal of Colaco College, Mangalore, was organized in the conference hall at 2.00p.m; on the topic ten essential steps to early career success. She briefed the students about career guidelines which would help the students to be successful in their professional career. The ten most important tips of success are as follows:

1. Identify your talents and skills.
2. Seek a job you are passionate about.

3. Explore different types of jobs that relate to your problems or missions.
4. Get yourself a mentor to guide and motivate you.
5. Explore and learn everything associated with your job and career field.
6. Deliver your 100% at the work place.
7. Pay attention to your physical and mental health.
8. Keep away from drugs and alcoholic drinks.
9. Avoid negative people and stay motivated.
10. Keep adding to your list of achievements.

Ashika Nainaz Ismail from III BBM 'A' introduced the guest. The vote of thanks was given by Greeshma Rao from III A 'B'. The students were motivated and enlightened about their future successful careers by the talk.

5 ACTIVITIES FOR THE YEAR 2010-2011

- 1st Year Orientation Programme
- Inauguration of NSS Activities
- One Day Camp at Mangala Jyothi, Vamanjoor
- Youth Against HIV/AIDS/DRUGS
- Aids Awareness Programme
- Seminar on Youth against Drugs and Alcoholism
- Beach Clean-up Programme
- Family Life Education and Awareness Programme
- Position of Women in Society & Programme on Women Empowerment
- rally regarding Non-use of Plastics
- NSS Fest "Jagrathi"
- Jail Visit
- Street Play At The Railway Station And Bustand
- Two Blood Donation Camps With Orientation Programme
- Talk on Child Labour
- Visit to Ramakrishna Mission for Cleaning Up Programme
- Visit To "Sanidhya"-Differently Abled Students For Interaction
- Visit To "Cards Samavedhana" :- Aids Affected Children for Interaction
- Visit to Old Age Home at Asaigoli
- Certificate Course on Yoga and Meditation
- Seminar on Global Warming and Rainwater Harvesting
- Annual 7 Day Camp
- Celebration of World Population Day with District Aids Prevention Unit
- Celebration of Vanamahotsava
- Personality Development Programme

LITERARY ASSOCIATION - PLAN OF ACTION

Literary Association, as the name suggests, provides a platform for various activities with the aim to instill the love for various language skills among the students. The activities enable the students to develop their speaking, writing and communication skills in various languages like English, Hindi, Kannada, Tulu, Konkani and their mother tongue.

This year we have planned various activities for our students. All the activities are clubbed under various clubs that we have in the association.

1. CREATIVE MINDS CLUB:

a) Strike when the iron is hot: It is a competition of various rounds comprising of Dumb Charades, Pictionary, Tom Dick & Harry and Innovative signature competition,

b) Comedy of Errors: It is an inter-class skit competition where humour plays a vital role along with language and expression.

c) Just A Minute (JAM): Which enhances talking skills among the students. Students can speak for a minute and can be jammed by co-participants if they deviate, hesitate, repeat or go wrong grammatically.

2. WRITERS CLUB : Gives ample opportunity to the creative minds by conducting essay writing competition. It also forms a pool of writers who contribute articles, poems etc. The essay writing competitions of this club are conducted in English, Kannada, Hindi.

3. SPEAKERS CLUB : It aims at identifying good orators in all languages so as to use their talents for any of the programmes in their college. It conducts elocution and debates in all three languages

4. KAVYA LOKA CLUB : This club conducts competition of poetry writing in English, Hindi and Kannada. This makes students to go into the depth of any topic.

Singing competition is also a part of this club.

Kannada : Bhavageetha (group and individual)

English : Group and individual

Hindi : Patriotic song

5. ASHUKATHA SPARDHA CLUB : Imagination has no limits so this club encourages story writers. This is in all three languages that is English, Hindi, Kannada.

6. Much importance is given to our National language so we are organizing **HINDI DAY CELEBRATIONS**. Apart from this we conduct activities like Identify the object and Pick n speak in Hindi language.

7. PRESS CLUB : This club is associated with publishing a quarterly in house magazine called 'SYNC VISION' in order to update the students and staff about the latest happenings in the college. This club is also associated with publishing the college annual, "DYNAMISM INSIGNIA".

8. CHITRA NODI KATHE BARI SANGHA: Students can view or frame their own story based on a given picture

9. HASYA BARAHAGARA SANGHA : Humor is the essence of life. So this club invites humorous articles from the students.

10. KANNADA SANGA : A Special program will be organized in the occasion of "Karnataka Rajyothsava." Programs will also be organized to celebrate Women's Day.

FINE ARTS ASSOCIATION - PLAN OF ACTION

"Arts are much less important than life, but what a poor life without it". Education is not only, involving in subjects but it is an overall all-round development of an individual.

Art as they say is a better way of enriching your talents and creativity.

Therefore fine arts association provides a platform for the emerging talents of SDM. The association helps the students in overall development of personality through interaction, team work and communication.

The main objective, and the aim of fine arts association is to bring out the creativity, ideas, skills of the students and to provide them various opportunities to show their talent.

Fine arts association conducts activities like painting, sketching, collage, Mehendi, Singing, Dance, Rangoli, Flower Arrangement, Nail Art, Aashion Designing, Jewellery Designing, Mime, Photography, etc.

1) Final Touch: (painting) - It is an individual event.

The painting competition enables the students to bring out the artist in them.

2) Shades of Grey: (Pencil sketching)- It is an individual event.

It helps students to express their views through sketching.

3) Toon world: (Cartoon Sketching) - It is an individual event.

This event is conducted so as to help the students in expressing their humorous imagination.

4) Useful Waste: (Collage) - Two make a team.

This will help to bring out the creativity and skills of students in creating something out of the waste to form a collage.

5) Mehendi: - Two make a team.

It is conducted to provide an opportunity to students to express beautiful designing through mehendi.

6) Rangoli:- Four make a team.

Art of colours, Rangoli competition will be conducted in both powder and non-powder category.

7) Flower Arrangement:- Its three make a team.

Arranging flowers in a creative way, in order to present a beautiful view.

8) Singing Competition:

Singing is a talent; voice is a god's gift. This competition is held to provide an opportunity to the enthusiastic singers.

Eastern, Western group and solo singing will be held.

9) College Anthem Singing:

It is very much essential, for the SDMITes to know the

college anthem. Fine arts association will conduct inter class college anthem singing competition.

Whole class participation will be considered.

10) Variety Entertainment:

Variety Entertainment is conducted every year on independence day, to give all the classes an opportunity to present their group talent, creativity, skills, etc. the theme being 'patriotism'.

Whole class participation will be considered.

11) Traditional King and Queen:- It's an individual event.

The traditional king and queen of SDM will be identified on the basis of the students presentation and expression of their tradition.

12) Dance:- It's a group competition.

Inter class dance competition will be conducted to bring out the dancing talent of the students.

13) Antakshari:-Its three make a team.

Antakshari will be conducted to find out awareness and love towards music and songs among the students.

14) Nail Art: - Its two make a team.

Showing the creativity and artistic abilities by painting and designing on nails.

15) Fashion Designing:- It's an individual competition.

Cloth designing and bringing out the new fashion trends, through creativity.

16) Jewellery Designing:- It's an individual competition.

Enables the students to express their creativity through innovative designing in jewellery.

17) Photography:- It's an individual competition.

All photography skills are tested to find out an optimistic viewer or a photographer.

18) Glass Painting:- It's an individual competition.

The painting skills on glass are examined to find out the artistic talent.

19) Mime:-It's group competition.

The best communication and transfer of ideas by remaining silent, is found through mime competition.

20) Clay Modeling:- Its two make a team.

Using clay to come up with something creative, innovative.

MANAGEMENT ASSOCIATION - PLAN OF ACTION

The management association believes in bringing out young entrepreneurs and managers, and is formulated to train the students to put up their management skills to practice. It emphasizes on building confidence and exposing them to the complexity of the corporate world of today.

Plan of action

1. Moot Court 2. Ice Breaker 3. Public Relation
4. Business Development 5. Best Manager

Under management association we have different forums in order to train the students in various aspects of management. These forums include marketing, finance, quiz and fest forum.

FINANCE FORUM : Plan of action

Mock Stock, Financial Quiz, B- Plans, Ratio Analysis, Round Table discussions, Investment Analysis

MARKETING FORUM

1) **Pinnacle** : is an event where a team is supposed to launch a new product. This event comprises three rounds.

2) **Creative** : Is an event which includes logo design, advertisement and jingle for a product.

3) **Retailing** : Here the team is provided with a space where they are supposed to make a stall and market a product. The team has the freedom to make any kind of stall and product and sell it in the most effective way.

4) **Flash Marketing** : Where the team is supposed to sell a product given to them on the spot.

5) **Brand Clash** : Here, two teams are given products of two rival companies and they have to show the supremacy over another.

6) **Marketing Quiz** : It is a merger round with the Quiz association where the teams are supposed to identify logos, business entrepreneurs and other marketing knowledge.

7) **Monopoly**: Here the marketers are supposed to purchase from a seller and sell the same product to another buyer thereby making profit out of it.

FEST FORUM

The main idea is to train the students by organizing lectures and seminars on how to prepare ourselves for management fest.

The final years will be training the first years for the various fests.

Complete transparency will be maintained with regard to fests.

A record of students participation will be maintained

Our association will be co-coordinating between library association for the data base system which demands the students reports prepared during the various fests attended.

QUIZ FORUM

1) **General Quiz**: Here the question are asked on the general topics around us. It covers topics like Sports, entertainment, politics, etc..

2) **Business quiz**: Here the topics are based on the recent happenings in the corporate world.

3) **Marketing Quiz**: This quiz round is a merger round with the marketing association where the teams' knowledge is tested about the logos, brand recognition, advertisements, successful entrepreneurs and on.

4) **Treasure Hunt** : In this round the teams are supposed to search for clues and answer the questions to proceed to the next clue/round.

SCAN ACTIVITIES FOR THE YEAR 2010-11

This club is mainly formulated to enhance the potentiality of the students and to make the students keep pace with the technologies through the following activities. The following activities are planned for the academic year 2010-11

V-Brush - This is a competition where the participants have to paint on MS-PAINT to the given topic. Judging is done on the basis of the participant's creativity and presentation.

Individual event.

The topic for the event will be given on the spot.

Time limit : 1 hour, Venue : Lab S, Lab D, Lab M

Designing Quest - An article with the picture will be given and the participants are expected to replicate the given cutting in a fixed frame of time. This competition will be carried on in MS-WORD

Individual event

Time limit: 30 mins, Venue : Lab S, Lab D, Lab M

Quick Hands - Here an article will be given to the participants. The one who types it the fastest with the least number of mistakes will win. This will be carried on a notepad.

Individual event

Time limit : 5 mins, Venue : Lab S, Lab D, Lab M

Freaky-Fonts - Set of pictures will be displayed using LCD where the participants will have to recall the picture and list it down.

Individual event

Time limit : 5mins, Venue : Lab S, Lab D, Lab M

Vega - Here a topic will be given and the participants are expected to create a slide show using MS-POWERPOINT. Judging is done on the basis of the participants creativity and their presentation.

Individual event, Topic will be give on the spot.

Time Duration: 30mins, Venue : Lab S, Lab D, Lab M

Toggle-Toggle - As the name suggests, a word of dual meaning will be given to the participants on the spot. The participants have to speak about the topic on both the grounds when asked to toggle by the judges.

Individual event, Venue : Room number - 205

Time limit : 30sec to think and 1min to speak

Tile-Teaser - Participants have to solve the Crossword with the given clues. Individual event.

Time limit : 30mins, Venue : Lab S, Lab D, Lab M

Bazooka - This is purely a quiz competition it's an online quiz which has both management and IT questions.

Two make a team.

Time duration 30 min, Venue : Lab S, Lab D, Lab M

Posit (Programming) - This is a programming competition where in the participants will have to use of any programming language. The participants will have to write a code for a given program output. It is a solo event.

Time limit: 1:00 hr, Venue : Lab S, Lab D, Lab M

Mock Up (Web Designing) - Here the participant has to design a web page using using BLOG space provided. Topics will be provided on the spot. It is a solo event

Time limit : 30 min., Venue : Lab S, Lab D, Lab M

Bug the Bug (Debugging) - A program consisting of errors will be given and the participants are expected to debug the errors. It's an solo event.

Time limit: 30 min., Venue : Lab S, Lab D, Lab M

Phantasia (IT Advertising) - This event is all about being excellent in quality and customer service. You got to be something you really like and believe in, also complementary with each other here your communication skill is being tested.

Two make a team., Product name will be given before the commencement of the event.

Time limit : 3+2 (3mins for presenting about the product and 2mins for question handling).

Venue : Room Number - 205

Expnos (IT Debate) - Here the participants will be given an IT related topic. And they are supposed to prepare Both for and against the topic.

Two make a team.

Time limit : 2+1, Venue : Room Number - 205

GAMING: Here the gaming event will be counter strike 1.6
Five make a team.

Race to 10, Venue : Lab S, Lab D, Lab M

IT COLLAGE - Here the participants will be given an IT related topic and data will be provided on the internet. They are supposed to prepare a collage using paint or photoshop..

Two make a team.

Time limit : 30 mins., Venue : Lab S, Lab D, Lab M

SPOT THE NOT - Here the participants will be given set of pictures and one has to spot the difference between the 2 pictures in the given time.

Two make a team.

Time limit : 30 mins., Venue : Lab S, Lab D, Lab M

LIBRARY ASSOCIATION

"The only true equalizers in the world are books; the only treasure-house open to all comers is a library; the only wealth which will not decay is knowledge; the only jewel which you can carry beyond the grave is wisdom." -L.A. LANGFORD

OBJECTIVES:

To create a Data base for fest reports and students achievements.

To create awareness among students about library services and facilities.

Special day feature notice board.

E-access for previous years question paper.

Conduct related management activities on regular intervals.

Plan Of Action:

Creation and maintenance of database on dedicated library computers.

Orientation program regarding library services and facilities for 1st years.

Introduction to OPAC services, benefits of automated facilities.

Organize an exhibition of new arrivals, journals and distinct books.

Inform users about web based services- Prowess Company Data Base, EBSCO e-journal collection, ICFAI online journals and SAGE online journals.

Maintain and update Students Information Sharing Board.

Activities- Treasure Hunt, Book Quest and Browser.

CONCLUSION:

Through innovative ideas, teamwork, dedication and sincerity the Library Association strives to achieve its objectives by efficient execution of its plans and activities.

PLAN OF ACTION FOR THE ACADEMIC YEAR 2010-11.

College Team will take part in the following Inter-Collegiate Competitions:-

- | | |
|----------------------|---------------|
| 1. Chess | (Men & Women) |
| 2. Table Tennis | (Men & Women) |
| 3. Shuttle Badminton | (Men & Women) |
| 4. Volley Ball | (Men & Women) |
| 5. Kabaddi | |
| 6. Foot Ball | |
| 7. Basket Ball | |
| 8. Cricket | |
| 9. Throw Ball | (Women) |
| 10. Swimming | (Men & Women) |

OUR ASSOCIATION WILL CONDUCT THE FOLLOWING NETR CLASS COMPETITIONS DURING THE YEAR 2010-11.

Indoor Games:

1. Chess (Men & Women)
2. Table Tennis - Singles & Doubles (Men & Women)
3. Shuttle Badminton - Singles & Doubles (Men & Women)

Outdoor Games:

1. Kabaddi
2. Foot Ball
3. Cricket
4. Volley Ball (Men & Women)
5. Throw Ball (Women)

6. The College Annual Athletic Meet will be conducted in the Month of December - 2010

FACULTY ACHIEVEMENT

Dr. Devaraj K.

- ❖ Participated in a seminar on 'National Unity and Industrial Growth' on 09-05-2010 in Capital Hotel, Bengaluru. Organized by Citizen Integration Peace-Society-New Delhi, in which "PRIDE OF INDIA" award was conferred in the presence of Honorable Shri Veeranna Mathikatti, Chairman Karnataka Legislative Council, Honorable Shri Muruges R. Jimram, Minister for Handicraft and Large-Scale Industry Govt of Karnataka, Honorable Sri M. V. Rajashekarana, Former Union minister of State for Planning, Honorable Dr. M. Ramajais, Former Govenner Bihar.

- ❖ A joint paper on "Health Insurance Policies in India" has been accepted for the presentation at the 2010 World Risk Insurance Economic Congress (July 25- 29 in Singapore)

- ❖ A research paper published in journal of Economics and Business titled " Human Development in Karnataka- An Industrial Disparies.(The paper was co-authored with Dr. Sopalakrishna ISBN: 0972-5784 volume 9, 1 march 2010)

- ❖ Attended Karnataka Post Graduate College association meeting held at Sheshadripuram College, Bangalore.

- ❖ Selected to be the member of research Journal publication committee of KPGCA.

Mrs. Aruna P. Kamath

Attended one day teachers training program on Sunday 16th June 2010 at University College Mangalore conducted by directorate of correspondence course, Mangalore University sponsored by Distance Education Council New Delhi.

Mr. Thrishanth Kumar

- ❖ Accompanied 40 Students (NSS Volunteers) to Town Hall on 17-07-2010 for Vanamahothsava program conducted by Forest Department Mangalore and Municipal Corporation Mangalore.

- ❖ Attended Selection Camp on 24-07-2010 at Konaje, Mangalore University.

Mrs. Gowri Shenoy

- ❖ Accompanied 40 Students (NSS Volunteers) to Town Hall on 17-07-2010 for Vanamahothsava program conducted by Forest Department Mangalore and Municipal Corporation Mangalore.

- ❖ Attended Selection Camp on 24-07-2010 at Konaje, Mangalore University.

Ms. Mamatha Pai

- ❖ Attended faculty development programme held in SDM IMD., Mysore From 07-06-2010 to 11-06-2010.

Mr. Bharath Kumar Jain

- ❖ Attended the refresher course on Physical Education at Lakshmibai University of Physical Education, Gwalior, M.P. from 15-7-2010 to 4-8-2010

- ❖ Presented paper in National Seminar on Physical Education at Lakshmibai University of Physical Education on 2nd & 3rd of August, 2010. Theme: "Role of Allied Sciences in Physical Education and Sports". "Contemporary Management of sports" was the paper presented by him.

Mrs. Jeevitha

- ❖ Attended workshop and Book release function held at University College on August 6th, 2010.

Mrs. Renuthakshi

- ❖ Attended workshop and Book release function held at University College on August 6th, 2010.

Mr. Ashwin Mendonca

- ❖ Attended Syllabus workshop at Besant Women's College on August 6th, 2010

Mrs. Madhumathi J. Raja

- ❖ Attended as a resource person at the Syllabus workshop organized by Besant Women's College on August 6th, 2010

STUDENT ACHIEVEMENTS:

◆ Supreeth of 2nd B.C.A 'A' participated in the all India Federation Cup held at vishakhapatnam, Andhra Pradesh, and secured 6th place in High Jump.

◆ Shivashankar of 3rd B.C.A 'B' participated in university level competition, held at Carstreet First Grade College and secured 1st place in Clay Modeling.

◆ Our college team participated in Solid Waste Management Skit, conducted by M.M.C., and secured 1st place.

◆ Jayanth Shetty of 3rd B.B.M 'D' Participated in University N.S.S selection camp, held at University Campus on 21st-27th July, and also secured 2nd place in Slogan Writing.

◆ Prathiktej of 3rd BBM 'B', Sandesh Shetty of 3rd BBM 'B', Kiranraj of 3rd BBM 'B' and Sushanth Pai of 3rd BHRD, had participated in University Level N.N.S selection camp.

◆ The students **won Overall Championship** at the Inter-Collegiate Level Singing competition, **Ganamanjary 2010**, organized by Mangalore University in association with Directorate of Student Welfare at Sacred Heart's College Madanthyar. It comprised of eight different events. In Indian Vocal Solo and Classical Solo singing event Vasundhara of II BBM 'B' section secured first place and second place respectively. Sneha of I BBM 'D' secured second place in Western Solo signing event. In Western Group and Indian Group events singing the SDM team secured first place. The team also secured second place in Folk Orchestra group event. The prizes won in all these events helped them to gain the overall championship.

◆ Our college students had participated in the National Level Management Fest "2010 I c de edge" organized by Sripuram Management College, Kannur University.

The team has won 1st prize in Finance event, which comprised of 2 participants: Siddharth J. Vasani and Praveen Kamath. 2nd prize in Best Management Team event, which comprised of 4 participants: Manjunath M. Kamath, Karthik S, Darshan, Melissa Serrao. 2nd prize in Human Resource Management team event, which comprised of Nithyanand Pai, Ashel D'souza, Chaitra, Vivek D'souza.

◆ Mr. Nishith N. Raja was selected to represent the Mangalore Zone Under -22 Cricket Team at Moffusil Inter Zonal Cricket Tournament to be played from 10th August to 18th August 2010.

◆ Ms. Pavithra won the Individual Championship in Mangalore University Inter Collegiate Swimming competition.

◆ Mr. Ullas won the 4th place in Monsoon Chess competition held at Vivekananda College, Puttur.

STUDENTS' COUNCIL :

- Staff Advisor : **DR. HARSHITHA**
- President : **VANDITHA D, III BBM 'B'**
- Secretary : **KARTHIK S, II BBM 'B'**
- Joint Secretary : **ASHEL CLAUDINE D'SOUZA, II BBM 'A'**

CLASS REPRESENTATIVES : ACADEMIC YEAR 2010-11

1. **III BBM 'A'** Subrahmanya Prasad
Jyotsna Ramanand Shetty
2. **III BBM 'B'** Vikas Keerthi
Karishma Bangera L
3. **III BBM 'C'** Aparna Mallya S
4. **III BBM 'D'** Suman Sumith Kukian
5. **III BCA 'A'** Srijeeth Kumar Gatty
Divya Shenoy
6. **III BCA 'B'** Deepak Kumar
Nisha M D
7. **III BA(HRD)** Rehman Sehzeer
Vidya Pai V
8. **II BBM 'A'** Manjunath Kamath M
Anjali J Shetty
9. **II BBM 'B'** Akshith H Shetty
Priya
10. **II BBM 'C'** Melroy Savio D'Souza
Ashwini Ganesh Pai
11. **II BBM 'D'** Fazeela Ibrahim Kazilane
Suhas A
12. **II BCA 'A'** Peter Kevin Pereira
Naseema
13. **II BCA 'B'** Ashvin Kumar Vinod Shet
Shravya
14. **II BA(HRD)** Saiheel Rai
Saumya
15. **I BBM 'A'** Vishwas
Swasti Suresh
16. **I BBM 'B'** Dhiren Anand
Divyashree P M
17. **I BBM 'C'** Rakshith
Akanksha
18. **I BBM 'D'** Shamith
Sneha
19. **I BCA 'A'** Vishal
Manisha
20. **I BCA 'B'** Mahesh Nagesh Devadiga
Zoya Zakir
21. **I BA(HRD)** Sreenath M P
Ankitha V Shetty
22. **MBA 'A'** Deepak Shet
Kavitha Nayak
23. **MBA 'B'** Arjun
Manjushree Ballal

Management Association :

STAFF ADVISOR : **Dr. Harshitha**

| Class | Management Assn. | Fest Forum | Finance Forum | Marketing Assn. | Quiz |
|-------------|------------------|---------------|----------------|-----------------|-------------|
| III BBM 'A' | Pranitha Shetty | Sonali Mallya | Prashanth Shet | Ashika | Shruthi |
| III BBM 'B' | Mohsin | Nithya B | Nakool Shetty | Dimitra | Avinash K |
| III BBM 'C' | Mehul Jain | Preetham | Geethanjali | Shibha | Shilpa Rao |
| III BBM 'D' | Srinidhi Chandra | Sachin K M | Trisha Girish | Vinayak Prabhu | Kiran |
| III BCA 'A' | Salman Yunus | Ashwini | Akshatha | Mohd. Naheem | Sooraj B |
| III BCA 'B' | Divya | Shobith Alva | Deekshith | Mudasar | Anoop Basti |
| III BA(HRD) | Sahil | Kannika | Nabeel | Nihal | Vani |
| II BBM 'A' | Arpith I | Nidhi | Naufal | Soundarya | Adith |
| II BBM 'B' | Sushanth Ram | Rajath | Ankitha | Vignesh | Nityanand |
| II BBM 'C' | Shreyas Patel | Dhanashree | Siddarth V | Sharath Ram | Ranjan |
| II BBM 'D' | Bhavna | Laabid | Prachi Hurkat | Rahul Rajesh | Farooq |
| II BCA 'A' | Nazeema | Harshitha | Ramya | Rakesh | Vignesh |
| II BCA 'B' | Brinda | Pallavi | Rachana | Kayon | Priyanka |
| II BA(HRD) | Rahul B | Swaliha | Amreen | Mohd. Aneez | Akshatha |
| I BBM 'A' | Teekshna | | Shreya | Harshith | Bhagyashree |
| I BBM 'B' | Shailesh | | Deepthi | Saddam | Cariappa |
| I BBM 'C' | Jabir | | Manish | Nihal | Aditya |
| I BBM 'D' | Arshad | | Jenish | Sowrabh | Samreen |
| I BCA 'A' | Prajwal | | Akash | Jigar | Mokshith |
| I BCA 'B' | Jawad | | Sachin | Aishwarya | Harshitha |
| I BA(HRD) | Anusha | | Altaf | Athul | Nesara |

Scan Association :

STAFF ADVISOR : **Mr. Arun F Sequira**

| | | | | | |
|-------------|----------------------|------------|--------------|-----------|----------------------|
| III BBM 'A' | Jathin SK | II BBM 'A' | Prathima | I BBM 'A' | Pratheeksha |
| III BBM 'B' | Manoj | II BBM 'B' | Rashmi | I BBM 'B' | Rajkumar |
| III BBM 'C' | Nayeem | II BBM 'C' | Niva | I BBM 'C' | Thilakraj |
| III BBM 'D' | Jai Krishna | II BBM 'D' | Sumith | I BBM 'D' | Shyma |
| III BCA 'A' | Mohammed Hasan Irfan | II BCA 'A' | Shruthi K | I BCA 'A' | Sarika N. Khandare |
| III BCA 'B' | Roshan R | II BCA 'B' | Kavyashree A | I BCA 'B' | Amin Prabath Prakash |
| III BA(HRD) | Wazeefa | II BA(HRD) | Shamil | I BA(HRD) | Shanid |

HRD Association :

STAFF ADVISOR : **Mrs. Manjushree**

| | | | | | |
|-------------|----------|------------|--------------|-----------|----------|
| III BBM 'A' | Prithvi | II BBM 'A' | Priyanka | I BBM 'A' | Shifali |
| III BBM 'B' | Greeshma | II BBM 'B' | Ashwini Bhat | I BBM 'B' | Poornaja |
| III BBM 'C' | Melita | II BBM 'C' | Melissa | I BBM 'C' | Clara |
| III BBM 'D' | Yashica | II BBM 'D' | Pooja | I BBM 'D' | Akshatha |
| III BCA 'A' | Krithi | II BCA 'A' | Nisha | I BCA 'A' | Joshika |
| III BCA 'B' | Smithi | II BCA 'B' | Tina Hegde | I BCA 'B' | Ankitha |
| III BA(HRD) | Shreyas | II BA(HRD) | Krysha | I BA(HRD) | Krithika |

Literary Association :

STAFF ADVISOR :

Mr. Ashwin Mendonca

- III BBM 'A' Meghana
- III BBM 'B' Nupur Goel
- III BBM 'C' Deepak B J
- III BBM 'D' Chinnu
- III BCA 'A' Nishitha
- III BCA 'B' Mrinalini
- III BA(HRD) Shereen
- II BBM 'A' Manjesh
- II BBM 'B' Srikanth Mallya M
- II BBM 'C' Glenly
- II BBM 'D' Shruthi
- II BCA 'A' Sneha Shenoy
- II BCA 'B' Sharon
- II BA(HRD) Neha
- I BBM 'A' Vivek
- I BBM 'B' Dhiren Anand
- I BBM 'C' Navya
- I BBM 'D' Giselle
- I BCA 'A' Viksha
- I BCA 'B' Yajna
- I BA(HRD) Sharanya

Library Association:

STAFF ADVISOR : **Mrs. Deepa Nayak**

- III BBM 'A' Deepthi F D'Souza
- III BBM 'B' Ashif
- III BBM 'C' Suresh
- III BBM 'D' Vaishak
- III BCA 'A' Ashwath Hegde
- III BCA 'B' Sameeha
- III BA(HRD) Sushanth Pai
- II BBM 'A' Aisha
- II BBM 'B' Darshan
- II BBM 'C' Praveen Kamath.M.R
- II BBM 'D' Anish
- II BCA 'A' Vidyadhar
- II BCA 'B' Jyothishree
- II BA(HRD) Preetham Kamath
- I BBM 'A' Divyashree
- I BBM 'B' Mounika
- I BBM 'C' Faham
- I BBM 'D' Ashwini
- I BCA 'A' Shashank
- I BCA 'B' Navya
- I BA(HRD) Thejas

Fine Arts Association :

STAFF ADVISOR :

Mrs. Madhumathi J Raja

- III BBM 'A' Jathin Patel
- III BBM 'B' Suman Kadri
- III BBM 'C' Priya Patel
- III BBM 'D' Sathvika
- III BCA 'A' Sharath
- III BCA 'B' Prajna
- III BA(HRD) Namratha
- II BBM 'A' Nithish
- II BBM 'B' Nishvitha
- II BBM 'C' Preetham
- II BBM 'D' Payal Poojari
- II BCA 'A' Chaitra
- II BCA 'B' Manasa
- II BA(HRD) Sahil Rai
- I BBM 'A' Samprathi Alva
- I BBM 'B' Dhanushree
- I BBM 'C' Namratha Suvarna
- I BBM 'D' Shreya Bhakta
- I BCA 'A' Shruthi Suvarna
- I BCA 'B' Fazin
- I BA(HRD) Varsha

Sports Association:

STAFF ADVISOR :

Mr. Bharath Kumar Jain

- III BBM 'A' Pratham J Shenoy
- III BBM 'B' Kiran Kulal
- III BBM 'C' Roshan Krishna H R
- III BBM 'D' Shabarish S Rao
- III BCA 'A' Sachin Puthran J
- III BCA 'B' Shilpa
- III BA(HRD) Sandhya
- II BBM 'A' Manju M R
- II BBM 'B' Vivek Immanual D'Souza
- II BBM 'C' Sajjan Shetty
- II BBM 'D' Nagaraj
- II BCA 'A' Supreeth
- II BCA 'B' A R Mufid
- II BA(HRD) Rohan Rai
- I BBM 'A' Varadraj
- I BBM 'B' Manheeth Vittal
- I BBM 'C' Salim Mohammed Abdul Khader
- I BBM 'D' Akash S Shetty/Preetham Amin
- I BCA 'A' Mohd. Ishtiaq
- I BCA 'B' Jaganath
- I BA(HRD) Yathin Kumar Das

N.S.S. Association

STAFF ADVISOR :

Mrs. Gowri Shenoy

Mr. Thrishanth Kumar

- II BBM 'A' Abhilash K P
- II BBM 'B' Abhishek
- II BBM 'C' Suradev
- II BBM 'D' Rithesh Shetty
- II BCA 'A' Shalini P
- II BCA 'B' Kasturi
- II BA(HRD) Meghana
- I BBM 'A' Nithesh
- I BBM 'B' Vikram
- I BBM 'C' Vishak
- I BBM 'D' Prakhyath
- I BCA 'A' Neha
- I BCA 'B' Chetan
- I BA(HRD) Trupthi

ACADEMIC ADVISORS (2010-2011)

- I BBM 'A' Mrs. Madumathi J Raja
- I BBM 'B' Ms. Gayathri K
- I BBM 'C' Mr. Ashwin Loyal Mendonca
- I BBM 'D' Mrs. Manju
- I BCA 'A' Mrs. Anasuya
- I BCA 'B' Mrs. Shashiprabha
- I BA(HRD) Mr. Muralidhar Rao K S
- II BBM 'A' Mr. Thrishanth Kumar
- II BBM 'B' Ms. Shubalaxmi
- II BBM 'C' Mrs. Kavitha Prabhu
- II BBM 'D' Ms. Mamatha Pai
- II BCA 'A' Mr. Arun Francis Sequeira
- II BCA 'B' Mrs. Sowmya Jyothi
- II BA(HRD) Mrs. Ramya Shetty
- III BBM 'A' Mrs. Supritha A
- III BBM 'B' Mr. Thilakraj K
- III BBM 'C' Ms. Manjushree Rai
- III BBM 'D' Mrs. Aruna P Kamath
- III BCA 'A' Mrs. Divya Uchil
- III BCA 'B' Mrs. Shashikala Shetty
- III BA(HRD) Mrs. Smitha
- PGDBM Ms. Deepa Rani V. Salian

MBA DEPARTMENT

The Academic Year 2010-2011 began with full zeal and enthusiasm. We were fortunate enough to get three new faculty members Dr. Prameela Shetty; Dr. Savitha Periera and Dr. John Joman Lonappan to join our SDM family. Final year MBA students have reverted to college from summer internship at various renowned organizations. Each one of the students was given an opportunity to share their corporate experiences on the first two days of the presentation.

GUEST LECTURES

Prof. Raghunandan, SVS College, Bantwal addressed the students on the topic "Convergence of Priority and Profitability", on 24/07/2010.

He briefed about one of the most priority sectors which is highly beneficial with the amount of government subsidies, compared to profitability which has become urban oriented and considered antisocial as the major concern. Change in attitude of people in terms of rural marketing and various sub topics were discussed which included the following :

Role Of money lenders to micro finance, Problems in rural development Unchartered territory of career development etc.

Dr. Rajesh Nayak, Vice President, Bank of Oman briefed the students on "Marketing and Banking Services", on 27/07/2010. He began his interaction with a question to MBA final year students as to " What is the purpose of Business". In his discussion he also happened to explain the different approaches for finding out new prospects. He also explained as to how the various 7 P's of Marketing were the main features of Banking services. Many new ideas were also generated by students and exchanged in this particular session.

Mrs. Malathi Kedilaya, KMC Hospital, enlightened the students on "How to manage stress through Pranic Healing", on 5/08/2010. She emphasized mainly on healing of stress for students without any medication. A demonstration was given at the end of the session on two students who had complaints of severe head and back ache.

Dr. Iqbal, Faculty Kingdom University (Bahrain), addressed the students on the topic "Fundamental and Technical Analysis", on 12/08/2010. He gave practical insights on Trading and few techniques involved in smart and easy trading. Many queries of students were clarified with regards to the above topic.

Dr. Cynthia Menezes, Professor, Canara Bank Institute of Management (Bangalore University) gave an educative talk on "Management Nuggets", She gave an insight on how International business is carried out with appropriate examples of different countries like Germany, US, Brazil, Nigeria etc. She also spoke about the pathetic condition of Ogoni Tribes of Nigeria due to exploitation of them by Multinationals because of the oil resources available in Nigeria. She threw light on cultural differences of various countries which make or mar business relations.

STAFF ACHIEVEMENT

Dr. Gopalkrishna co authored with **Dr. Devaraj K**, an article on the topic " Human Development and business", got published in Indian Journal of Economics and Business, Serial Publication, New Delhi.

Mrs. Seema S. Shenoy; Mrs. Savitha and **Mrs. Deepa Nayak P.** attended FDP Programme from 7th to 11th June 2010 which was held at SDMIMD, Mysore.

PROPOSED ACTIVITIES

Short Term Certificate Course on Human Rights : We have proposed to have a short term certificate on Human rights for the benefit of NGO's, Media, Bank Employees, Various other Organizations and Teaching and Non Teaching Staff of different colleges in and around Mangalore. The main objective of this course is to promote awareness of human rights and also to educate people about the different human rights in the context of child rights and development, gender, good governance, education, women and children etc. The staff in-charge for this course is **Ms. Deepa Nayak P.**

AVALANCHE-Knowledge Management Programme : AVALANCHE as the name suggests, "Storm", We at SDM for the first time have a one day programme on Knowledge Management. This programme provides a platform for the future Managers and Corporate heads to deliberate, debate and discuss the relevant and contemporary aspects of business and effectively synthesize the academic knowledge of the former with the latter's practical wisdom. It is proposed to be scheduled on 18th of September 2010 in the conference hall. Preparations for the same have already begun with active participation from the students.

Following people are likely to be the speakers for this programme:

Dr.T.K Vijay Kumar, Btech,MBA(IIMB),Phd,

Mr.Vijay Athreye, All India Head, Tata AIG

Mr.Prashanth Sarpamale, Btech,MBA(IIMB),

Mr M.P.Kunj (General Manager, Corporation Bank), LLB,CAIIB

The staff in-charge for this programme are **Ms. Deepthi Shetty** and **Mr. Vijay Kumar.**

Inaugurating Student's Council 2010-11



Blessing by Dr. Veerendra Heggadiji





Chief Guest Smt. Rashmi I Javeed



Chief Guest Smt. Rashmi Kodical





Orientation programme to all 1st year students



Overall Championship :
Mangalore University "Ganamanjari 2010"



Releasing the College Annual 2009-10 by
Dr. D. Veerendra Heggadeji



Life cycle - A special programme by Kannada & Culture Dept.



Participation of Lecturers in Faculty Development Programme at SDMIMD, Mysore