



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

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

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DR. DEVARAJ K.
Principal

SYNC VISION

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EDITORIAL✍

Being re-accredited with 'A' Grade by NAAC has been a massive encouragement for the entire SDMCBM family as well as for the Management. It has been a major milestone in the history of the college and it would help us to carry on with better and fruitful development activities in the future. We are immensely pleased, as even this time our students have been able to secure many more overall championships in fest and competitions.

RE-ACCREDITATION OF THE COLLEGE

BY NAAC WITH 'A' GRADE

S.D.M. College of Business Management & P.G. Centre for Management Studies and Research has been re-accredited with 'A' Grade by National Assessment & Accreditation Council (NAAC) recently. Prof. N.V. Narasimham, Director of School of Management Studies, IGNOU, New Delhi; Dr. Vitthal Maruti Ingavale, Principal of Shailendra Education Society's Arts, Science & Commerce College, Mumbai; Dr. N. Balasubramanian, Director of School of Distant Education, Bharathiar University, Coimbatore, visited the college, verified the NAAC Report, inspected the infrastructure, curricular, co-curricular and extension activities of the college. Members were highly pleased with performance of the faculty, students and commitment of the Management in fostering Management Education in the Coastal Region of the Country. Based on the opinion of parents, alumni and other authorities concerned, the Peer Team members opined that it is one of the oldest and best management colleges in the country.

SDM College is one among the few colleges having Post Graduate Degree in Management accredited with 'A' Grade by NAAC. Accreditation by NAAC with 'A' Grade will enhance the reputation of the institution which will help the students to get better placement, institution to get additional support from UGC, MHRD and other funding agencies. Collaboration with foreign universities will become easier when the institution is accredited. Good grading will attract large number of foreign university who are looking forward for twinning programme with institution. A large number of Alumni who are scattered all over the world conveyed their happiness and celebrated the success of the institution for attaining the highest grade. The institution is also eligible for being recognized as the college for potential excellence by UGC.

Guest lecture for the staff members

Mr. G. Muralidhar Shenoy, Branch head, Canara Robeco addressed the staff members at 12:30 noon on 21st August. He gave a presentation on SIP of Canara Robeco Asset Management Company Ltd. Returns wise and tax efficiency wise, he explained the superiority of the scheme which is hassel free.

Sadbhavana Celebration

Sadbhavana day celebration was organized in the college Auditorium on 20th Friday at 3 pm. Brahma Kumari Usha addressed the students and called upon the students to cultivate the art of winning to live harmoniously in the community. She stressed on the need for positive thought which will result in positive attitude and culminates into positive behavior which can promote the well being of the people. Cycle of negative thoughts can ruin the society she said. Relevant video clipping were demonstrated to show the youth, right path.

Brahma Kumari Tara was also present on the occasion, Mrs. Aruna Kamath administered the Sadbhavana pledge to the students. Dr. Devaraj K, Principal and Mr. Trishanth Kumar, NSS Officer were present on the dais, Ananya rendered prayer service, Shalini welcomed and proposed vote of thanks.

Guest Lecture for III BBM Students

A guest lecture was arranged for the students of III BBM C and D students on 18th August, 2010 at 3 pm in the conference hall. The resource person Dr. Savitha Periera, MBA faculty addressed the gathering on the topic "How to improve oneself"

In this interactive session, she gave illustration to stress on the need for self improvement.

Release of SYNC VISION

Mr. Murray Watson, an executive of International Business Development, Computer Power Institute, Newzeland, released SYNC VISION of August 2010.

Genesis 2010

Genesis 2010 is a management fest especially for the first year students of management and commerce stream. This fest aims at equipping the students with skills and understanding for those who have just entered into management field. It gives an opportunity to ingrain, instill, ignite, immerse and finally inspire to be nothing but the best. Genesis is one time opportunity, the best available to those who are spreading their wings to take the flight to success.

Genesis 2010 was organized on 27th August. Mr. Vivek, CEO of Panama Groups Ltd and Dr. Yatheesh Kumar, Faculty at University College, Mangalore, were the chief guests of the inaugural

function. Mr. Prabhuling Kavalikatti, Asst. Commissioner, Dakshina Kannada Dist. presided the ceremony.

Genesis included management related games such as Ice Breaker, Marketing, Finance, Human Resource, Business Quiz & Best Manager. This year there was a new event called as Relay. It was connected to the theme & concept of Genesis 10. The events started at 10:00 a.m. Events were conducted in different class rooms including conference hall as per the schedule. More than 15 judges were invited for these events and most of them were professionals and alumni of the college. 11 colleges had participated and each team had 9 members.

Valedictory ceremony was held at 6 p.m. In the evening. Dr. T. N. Shridhar, Professor, Department of MBA, Mangalore University was the chief guest. Dr. Devaraj K. in his presidential address stated that the main objectives of Management fest are to develop knowledge and confidence among the students in order to prepare them for future challenges. The overall championship was won by the host college SDMCBM Mangalore and hence it was handed over to Canara College Mangalore and Runners up was bagged by Department of Commerce Manipal.

The staff in charge of Genesis 10 was Mrs. Jeevitha.D and student co-ordinators were Mr. Anurag Prabhu, Mr. Shrinidhi Chandra & Mr. Sumith Balakrishnan.

This genesis has set a bench mark through its corporate level events which made the participants experience the real thrill of the real world.

Placement Activities

iGATE Global Solutions Ltd. conducted a job fair in our college. Students from different colleges participated and got benefit from the job fair.

HP Conducted a job fair in the college. Students from different colleges participated and got benefit from the job fair. 21 students of our college were selected.

Mphasis conducted placement for the final year BCA students and 20 students were placed.

Fidelity Business Services conducted job fair in our college. Students from different colleges participated and got benefit from the same.

Federal Bank conducted placement for the position of probationary officers. 5 MBA students were selected

HSBC Invest Direct Securities (I) Ltd conducted placement in which 3 MBA students were selected.

Wipro Infotech conducted Campus Recruitment event for Wipro Infotech Master of Science (WIMS) program in our college for the benefit of students of Dakshina Kannada on.

Job fair was organized for the benefit of students from various streams in association with Mphasis an HP Company on 24th September. Students from different colleges participated and got benefit from the job fair.

Guest Lecture - Global Education

A guest lecture was organized on the topic "Global Education" for the benefit of II and final year students. Mr. Murray Watson, an executive of International Business Development, provided information. This was held on 23rd Sept. 2010.

Guest Lecture on Career Guidance

An orientation programme was organized for the benefit of students on the topic Aviation, Hospitality, Travel Management, Customer Service and Airport Ground Services by Frankfin Institute of Air Hostess Training on 22nd Sept. 2010.

Guest Lecture on Human Rights

Dr. Ravindra, Principal of SDM Law College addressed the gathering on the topic Human Rights.

He traced out the history of Human Rights citing the example of French revolution. Explaining the situation, when fundamental rights did not exist, he pointed how people suffered as they did not have a voice. This situation made 3 leaders run out of the country. These leaders had their education outside the country and returned to motivate the people about liberty, equality and fraternity. People made the Monarch of France surrender the power and sign the document handing over the power to constitution. Bloody revolution of France made the world realize that fundamental rights cannot be violated.

He then threw light on Indian Constitution and pointed out that part III includes Human Rights and articles 14 to 32 explains them. He cited several

examples of violation of Human Rights, as people have failed to assert them. In spite of knowledge, attitude of questioning is missing leading to the absence of practicing Human Rights. He called up the teachers to act in their direction.

Dr. Devaraj K, Principal of SDM College of Business Management welcomed the gathering and Dr. Savitha Pereira, Lecturer, proposed the vote of thanks.

Guest Lecture on Communicative Skills.

Mrs. Malini Hebbar addressed the students of II BBM and BA(HRD) on 15th Sept. According to Mrs. Malini Hebbar communicative skills are equivalent to swimming or cycling because it is not an inborn or an inherited quality instead learned through practice or experience. She spoke about oral, interpersonal and written communication. The welcome speech and vote of thanks was given by Miss. Anjali.

Library Day Celebration

The Library Day was celebrated by the Dakshina Kannada and Kodagu Librarian Association, Udupi in association with SDM College Of Business Management at SDM College here on Friday August 21.

Dr. Devaraj K, the principal of the college who was the chief guest, in his message lauded the contribution made by the great teacher and librarian Dr. S. R. Ranganathan in the field of Library Science and stressed the need to motivate students and children by the teachers, parents and the librarians in the present e-world scenario. He also said books are the best companion when one feels lonely and the child that develops the habit of reading will have bright future.

Dr. Vishala B. K, secretary and the librarian of St. Agnes College, Mangalore highlighted the significance of the day and appreciated response received by the students for the competition.

Essay and elocution competitions were conducted for school children in and around Mangalore. More than 60 students from 25 schools had participated in the competition. SDM College lecturers Renutakshi, Trishanth Kumar, Gowri Shenoy and Mumatha Pai were the judges.

Santhosh Kumar, librarian of SDM Law College welcomed the gathering and compered the programme. Jeevandhar, librarian of SDM College proposed the vote of thanks.

Teachers Day and Traditional Day Celebration

Teacher's Day and Traditional Day was celebrated on Sept. 8th. Prof. K. J. Shenoy, a senior teacher who was the guest faculty, was honoured by Dr. Yashovarma, Secretary of SDME Trust. In his address Dr. Yashoverma congratulated all the students and the staff for their efforts in securing 'A' Grade to the college by NACC. He also added that the responsibilities of all the stake holders have increased because of this status.

Mementos were distributed to all the staff. The following students were honoured on this occasion: Vanditha D, Sonali Mallya, Greeshma Rau, Deepak, Suman, Kannika, Shama, Rakshitha, Nisha Devadiga, Rohith Jagdheesh.

Miss. Shilpa from III BBM 'C' rendered prayer service; Mr. Arjun from II MBA welcomed the gathering and Miss. Greeshma proposed the vote of thanks.

Miss. Manjushree compelled the Programme.

Factory visit for second year students.

In order to make the management education more practical, factory visit to Achal Industires, Baikampady was organised on 9th September. Students visited the factory in batches and learnt various aspects. Based on the experience the reports prepared by the students were submitted to the class advisors.

Personality Development

A guest lecture was organized for the Final BCA students on the topic personality development on 25th August 2010 in the college. Prof. Uday Kumar, Professor of SDM Law College, Mangalore addresses the gathering. He pointed out that personality is combination of factors and it differs from person to person. He enlisted various different types of personalites among the people.

NSS Programmes (Observation of Social Service Month)

On the occation of Gandhi Jayanthi, the NSS unit of the college observed the month of September as a social service month. A donation box was placed with the request to donate useful items like stationaries, clothes etc. The huge collection that was made was donated to CARDTS (Home for Children)

World Heart Day

More than 50 NSS volunteers of our college along with Principal Dr. Devraj K, participated in the marathon organized by KMC Hospital in connection with World Heart Day on 26th Sept. Sunday 2010 from 7 A.M to 9.30 A.M . It started at KMC hospital, Bejai and concluded at KMC Hospital, Jyothi, Mangalore.

Gandhi Jayanthi celebration by NSS unit

NSS unit of the college organized 2 programmes to enliven the spirit of service among the volunteers.

Cleaning programme at Pilikula Nisargadhama

70 NSS volunteers along with Mr.Thrishanth Kumar and Mrs.Gowri Shenoy NSS officer accompanied by Principal Dr. Devraj K undertook a cleaning programme to protect the endangered animals from environmental pollution caused by the visitors. Volunteers picked up the plastics and disposed the garbage. The camp succeeded in promoting awareness about the need to protect and conserve wild life and its habitat.

Visit to CARDTS

NSS volunteers along with NSS officers Mr. Thrishanth Kumar and Mrs. Gowri Shenoy visited a voluntary organization Citizens Alliance for Rural Development and Training (CARDTS), Samvedana (Home for children) near Pumpwel Mangalore. Volunteers donated the items like stationary, cloths, soaps etc collected during the social service month. Sweets were distributed to the children.

Mr. B.S. Karkera and Mrs.Tabassum who are incharge of the centre gave a talk on the service rendered by "CARDTS" to AIDS affected people. This visit created an awareness among the volunteers about the need for extending further support to such voluntary association.

Shramadana at Mangalajyothi

The NSS unit of the college had organized one day camp at Mangalajyothi integrated school Vamnjoor on Sunday 27th Sept. 230 volunteers along with NSS officer Mr. Thrishanth Kumar and Mrs. Gowri Shenoy took part in the camp. Campus cleaning was done by the students in the morning. Cultural Programme was organized in the afternoon. It gave an opportunity to NSS students to mingle with differently abled children and respond to their requirement even in future days.

Workshop on Dharma-Samanvaya

SDM College of Business Management in association with Dharama-Samanvaya Mangalore organized University Level Workshop on Religious Harmony through education on 8th October at 9am in the conference hall

Developing contact, communication and co-operate between people belonging to different religion-leading to communal harmony through Dharama-Samanvaya was the main objective of this programme.

Dr. Vinay Hedge, Chancellor of NITTE University, conveyor of Dharama- Samanvaya, Fr.John Fernandes, Director chair in Christianity Mangalore University, Prof. P.C.M.Kunhi, Director of Dharama- Samanvaya were the guests of honor.

Programme was inaugurated by lightening of the lamp as students sang 'Asathoma Sadgamaya'.

In this inaugural address Prof.P.C.M.Kunhi said that by involving educated people in Dharama-Samanvaya Programme message of harmony can be spread to the common people and their unity can be protected in the society.

Fr. John Fernandes pointed out the need for following the path of non-violence, peace and harmony shown by our religion and also great leaders like Mahathma.Gandhiji.

In his presidential address Dr.Vinay Hedge said unless the younger generation understand the need for knowing the basic tenants of all religion the country can not go in the right direction.

Resource person Dr. Shikaripura Krishna Murthy, Prof. St. Aloysious College. Mrs. Shreelatha, Mrs. Vineetha, Prof. Roshni Nilaya were present the occasion. Mr. Thrishanth Kumar and Mrs. Gowri Shenoy co-ordinated the programme.

Ananya & party rendered prayer service and Sushma welcomed. Radhika proposed vote of thanks. Swasthik compared the program. The inauguration was followed by a day long program.

Immediately after the inaugural Father John Fernandes made a representation on Dharama-Samanvaya.

Tea break was followed by group activity in which the booklets were distributed to the participants and they were asked to work in group.

In the next session three resource persons Prof. J.N.Bhat, Mrs. Qudsiya Begum and Prof. Vinita spoke about the themes of various religions.

In the post noon session the students acted the roles of leaders with good value system.

Later the students were asked to draft an action plan as to what they can do in their college to bring out peace and harmony.

In the valedictory session the students gave their feedback.

In the valedictory function Principal of the college Dr. Devaraj K. addressed the students and said that the ultimate aim of all religion is to attain universal brotherhood. He added that harmonious living can bring out orderliness in the society and peace in the world.

Certificates were distributed to the participants. More than 160 students of various colleges were benefited from this programme.

Exhibition of Handicraft

An exhibition of handicraft items made by differently abled children of Mangaljothi Integrated School was organized in the college on 8th October. It was inaugurated by Dr. Vinay Hegde, Chancellor of NITTE University.

It had two fold objectives. Firstly to give publicity and marketing outlet to the product manufactured by differently able children. Secondly to create an awareness among the students about their social responsibility through purchase of their handicraft thereby supporting the cause.

Very impressive painting made by physically challenged children like Sudharathna, Bharath, Mahendra, Siddharth, Babitha were displayed in the exhibition.

Mrs. Shalini, Mrs. Arunakshi few other teachers and social workers Suraj, Shento, Kavya took part in the exhibition of the handicraft. NSS Officers Thrishanth Kumar and Mrs. Gowri Shenoy Coordinated the programme.

There was an immense response from the student and most of the products were sold out and further orders were also placed.

Literary Association Activities

Kannada Bavageethe Competition was held on 9th August in room 302 at 3 pm. The judges for the competition were Mrs. Smitha and Ms. Manjushree Rai. Many students took part in the competition.

Naming the Objects in Hindi was held on 6th Sept. in room no.302 at 3 pm. Mrs. Jyothi, Hindi lecturer, organised the event. Students took part in large numbers.

Pick and Speak competiton was organised on 13th Sept. on the theme "GANDHIAN VALUES". Various topics like non violence and honesty were given so as to rejuvenate the importance of these human values.

Tulu Skit Competition was organised on 20th Sept. The theme given was "Eradication of Social Evils". Many teams participated in the competition and depicted the various social problems and showed the ways and means of eradicating them.

Kannada debate competition was help on 26th Sept. Many students took part in the competition.

HR Association Activities

Speed Breaker (Allegation)

The main motive of this event is to defend oneself from the allegation imposed on a person. The participants can place a plea justify his action or even deny the acquisition. Basically in this event an individual communication skills convincing ability is taken in to consideration

The speed breaker round was conducted on 18th August 2010. There were 20 participants and each of them was given an allegation. The criteria for judgment were based on communication skill, question handling and body language. The judges for this event were Mrs Ramya Shetty and Mrs Smitha. Finally 3 winners were declared. The event was held in room no 205 at 4.00p.m.

Radio Tantras

This is a team event for Two. The participants are considered as Radio Jockey and needs to advertise the product using his vocal skills.

The participants are judged on the following skills: Voice variation, Team work etc.

This event was conducted on 22nd Sept. 2010. Three topics were given to them and the

participants had to choose one of them. The topics were: A talk with Mallika Sharawat, A talk with Lallu Prasad and Advertise a product.

The judges for this event were Miss Deepa Salian and Mr. Trishanth Kumar. There were around 8 participants and three prizes were given. The round took place in the conference hall at 3.30 p.m.

Management Association Activities

Inter-Class Business Quiz

Quiz Association conducted inter class Business Quiz on 14th Sept. 2010. A total of 10 teams participated in the competition.

Expose

This event was conducted on 21st Sept. at 3pm. The main purpose of this event was to focus on the creativity of the students in the area of sales orientation on the selling/promotion of a particular product. This event created a concrete platform to the students so to mould themselves into global minded professionals with deep strategic vision.

Guest Lecture on Overseas Job Opportunities

A Guest Lecture on Overseas Job Opportunities was presented by Education Overseas Academy in the college on 17th August 2010 for the students. The resource person for the lecture was Mr. Murray Watson. He spoke about the job opportunities available in the various countries. The lecture was attended by BBM, BCA, BAHRD and MBA students.

Independence Day celebrations

64th Independence Day Celebration was organized in the college grounds at 8.15 a.m. It was a beautiful sight to see the students of different classes in the designed uniform, marching with the spirit of patriotism.

The programme began with a prayer by Ananya & party. Vanditha D. the president of students council, welcomed the gathering. Dr. Devaraj K, principal garlanded Mr. Prashant Nayak, an alumni of our college who hoisted the flag and motivated the students with his inspiring words of appreciation. In his address, remembered those who served the nation on the borders of our country, he also felt that educational & technological progresses would make India a powerful nation.

Flag hoisting was followed by national anthem. Jathin & party sang patriotic songs on this occasion. The programme was compeered by Ashika Nainaz. Sweets were distributed at the end.

Fine Arts association activities

Inter Class College Anthem Singing: A College Anthem singing competition was organized by fine arts association on 13th August 2010 at 1 p.m. in the college auditorium. Students from all the classes took part with a competitive spirit and sang melodiously, seeking the blessings of Lord Manjunathaswamy.

Prof. Vedavathi, who composed the college anthem and other experts in the music field Mrs. Malathi Dinraj & Mrs. Jaya Rao were the judges.

Collage Competition

Fine Arts Association conducted inter class collage competition on 6th August 2010. The theme was plane crash at Bajpe. Many participants came up with creative collages.

Mehendi Competition

Inter class Mehendi competition was conducted on 20th August 2010. Many students took part and came up with creative mehendi designs.

The judges Mrs. Smitha, Mrs. Deepa and Mrs. Shashikala judged the mehendis on the basis of designs, creativity and neatness.

Pencil Sketching Competition

Fine Arts Association conducted Pencil Sketching competition on 17th Sept. 2010. It was held in order to bring out the sketching creativity and talents of the students.

Inter Class Variety Competition

Inter class Variety Entertainment competition was organised by Fine Arts Association with the theme Patriotism. Students of various classes actively participated in the same.

Skits were performed by the students to depict how our ancestors and great leaders sacrificed their lives to bring oneness among the Indians. Colorful shows were organized to depict the dress and culture of various states. Patriotic Songs melodiously sung by the students echoed the sentiment of oneness. Dances of various states were performed to show the diversity of Indian

culture and appreciate it. Good deeds performed by people like Salumaradha Thimakha, Medha Patkar were demonstrated. Short skits, and video clipping of the realistic situation where people have rendered mutual help irrespective of caste and creed were shown to the people.

SCAN Report

V BRUSH

This is a competition where the participants have to paint on MS-PAINT, Judging is done on the basis of the participant's creativity and presentation. Time allocated is 30 minutes. This competition was held on 5th August 2010 in the Lab S and Lab D. The topic given was "Village Life". 56 students from BBM, BCA and BA(HRD) participated. Lecturer in-charge for this competition was Mrs. Divya Uchil, Dr. Harshitha K and Ms. Manjushree Rai.

QUICK HANDS

Here an article was given to the participants. The one who types it the fastest with the least number of mistakes within 5 minutes will win. This will be done on a MS-Notepad. This competition was held on 19th August 2010 in the Lab S and Lab D. 72 students from BBM, BCA and BA(HRD) participated. Lecturer in-charge for this competition was Mr. Arun F. Sequeira.

FREAKY FONTS

A set of pictures are displayed using LCD where the participants will have to recall the picture and list them down within 5 minutes. This competition was held on 19th August 2010 in the Lab S and Lab D. 90 students from BBM, BCA and BA(HRD) participated. Lecturer in-charge for this competition was Mrs. Sowmya Jyothi.

DESIGNING QUEST

An article with the picture was given and the participants are expected to replicate the given cutting in a fixed frame of time. This competition will be carried on MS-WORD. Time allocated is 30 minutes. This competition was held on 26th Sept. 2010 in the Lab S and Lab D. 36 students from BBM, BCA and BA(HRD) participated. Lecturer in-charge for this competition was Mrs. Shashiprabha.

Annual General Body Meeting of PTA

Annual General Body Meeting of PTA was held on 1st Oct. 2010 at 3 P.M. in the Auditorium. Outgoing students of all the courses who secured Distinction in the University Examination of May 2010 were honoured with a Silver Medal and Certificate. Current students who bagged above 85% in individual subject (above 95% in the line of Practical) were also given cash award as an incentives for their performance on the occasion. Two staff members Dr. Pramila Melant, Dr. Gopalakrishna B.V. who are awarded Ph.D and another staff member Mr. Arun F. Sequeira who secured M.Phil were honoured. A few outgoing students expressed their gratitude for all the encouragement and support they secured from this college.

Mr. Muralidhara Rao presented the accounts. Outgoing president Mrs. Priya Kamath in her address expressed her happiness about the encouragement given to curricular and co-curricular activities.

New office bearer were elected. Mr. Raghavendra M. was elected as President. Mrs. Mamatha Prabhu as Joint Secretary. The outgoing president welcomed the new member by giving roses. Suggestions were seeked from new office bearers about improving in the college activities. The programme ended with vote of thanks by Mrs. Madhumathi D. Raja, Mrs. Aruna P. Kamath compeered the programme.

Office Bearers of PTA

President	Mr. Raghunandan
Vice President	Dr. Devaraj K.
Secretary	Mr. Muralidhara Rao
Joint Secretary	Mrs. Mamatha Prabhu

Other Members

Mr. P. M. Naik
 Mr. Koragappa Gowda
 Mr. Ismail Karim
 Mrs. Roopakala Alva
 Mr. Bharath S.
 Mr. Balakrishna Shetty
 Mrs. Jayashree
 Mrs. Shrilatha
 Mr. Venkatesh Rao

Staff Representatives

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

STAFF ACHIEVEMENT

Dr. Devaraj K

Escorted 26 MBA students to AIMA National Management Convention held at Oberoi Grand Kolkatta (West Bengal) on 23rd Sept. 2010.

Attended AIMA CEO's workshop held at Oberoi Grand Kolkatta on 21st Sept. 2010.

Attended AIMA General body meeting held on 23rd Sept. 2010 held at Kolkatta.

Visited NIPM office at Kolkatta on 24st Sept. 2010.

Conducted a Training programme to MESCOM Engineers on 30th Sept. 2010.

Mr. Muralidhara Rao K. S.

Attended workshop on 'R-Computing' conducted by Department of Statistics, Mangalore University, on 29th & 30th June & 1st July 2010.

Mrs. Smitha

Attended two days National conference on "Social Responsibilities of Educational Institutions" on 7th and 8th Sept. 2010, at T.V.Raman Pai Hall, Mangalore organized by Canara First Grade College in Association with AMUCT.

Mr. Arun F Sequeira

Attended one day syllabus Revision workshop and Guest Lecture on 4th Sept. 2010 at Srinivas Institute of Management Studies, Pandeshwar, Mangalore organized by Mangalore University Computer Science Teacher Association.

Completed M.Phil in Computer Science from Annamalai University.

Mr. Thrishanth Kumar

Participated 5 days Faculty Development Programme(FDP) conducted by SDM, IMD, Mysore on 7th to 11th June, 2010.

Accompanied 30 students (N.S.S.Volunteers) to SDM Mangalajyothi Integrated school, Vamanjoor on 3rd August 2010 for Vanamahotsava programme conducted by Mangalore City Corporation and Malabar Jewellers Mangalore.

Attended National Environment Awareness Campaign conducted by Pilikula Nisarga Dhama, Mangalore on 17th August 2010.

Attended programme officers meeting held on 27th August 2010 at Alva's College, Moodabidri.

Programmes organised in association with Mangalore Management Association

1. Lecture on "Mind and Body Relationship" by Dr. K. Krishnamuthy, Prof. and HOD of Psychiatry, Father Mullers Hospital, Mangalore on 5th August.
2. Lecture on "Harmonising Professional and Family Life" by Dr. K. Shekar, Prof. NIMHANS, Bangalore on 19th August.
3. Lecture on "Conflict Management" by Capt. H.C. Krishnaprasad, F.I.E. Mysore on 27th September.

Attended 'Law Awareness Programme' conducted by SDMCBM, Mangalore on 26th August 2010.

Escorted 35 students to Mysore for Samskrithi Habba state level cultural fest organized by Mysore University and Vishwa Manava Wedibe, on 17th Sept. 2010 and got overall.

Escorted students to Mangalajyothi Integrated School Vamanjoor for One day NSS Camp.

Mrs. Shashikala Shetty

Attended one day workshop on BCA syllabus revision held at Srinivas Institute of Management Studies, Mangalore held 4th Sept. 2010.

Mrs. Madhumathi D Raja

Invited as a Resource person for first BCA English syllabus revision.

Mrs. Renuthakshi

Attended UGC sponsored Two day National Level Conference on "Social Responsibilities of Educational Institutions" held at T.V.Ramana Pai Convention Centre, Mangalore on 7th and 8th Sept. 2010.

Mrs. Deepa D Hegde

Attended one day workshop on BCA syllabus revision held at Srinivas Institute of Management Studies, Pandeshwar, Mangalore on 4th Sept. 2010.

Ms. Manjushree Rai

Escorted the students to intercollegiate fest "ESPIRENT" to Christ College Bangalore on 5th Sept. 2010.

Ms. Shashikala K.G.

Attended UGC sponsored Two day National level conference on "Social Responsibilities of Educational Institutions" held at T.V.Ramana Pai Convention Centre, Mangalore on 7th & 8th Sept. 2010 organised by Canara First Grade College in association with AMUCT.

Mrs. Jyothi

Attended workshop on "Official Language (Hindi) implementation: Problems and solutions" on 27th August 2010 at MRPL Mangalore.

Mrs. Gowri Shenoy

Accompanied 30 students (NSS Volunteers) to Mangalajyothi Integrated School Vamanjoor on 3rd August 2010 for Vanamahotsava programme conducted jointly in association with Mangalore City Corporation and Malabar Jewellers, Mangalore.

Attended National Environment Awareness campaign (NEAC) meeting conducted by Pilikula Nisarga Dhama on 17th August 2010 at University College, Mangalore.

Attended programme officers meeting held on 27th August 2010 at Alva's College, Moodabidri.

Accompanied 35 students to Alva's College Moodabidri for Janapada Vaibhava Fest on 18th Sept. 2010.

Mrs. Shashiprabha

Attended one day workshop on BCA syllabus revision held at Srinivas Institute of Management Studies, Pandeshwar, Mangalore on 4th Sept. 2010.

Mrs. Anasuya

Attended one day workshop on BCA syllabus revision held at Srinivas Institute of Management Studies, Pandeshwar, Mangalore on 4th Sept. 2010.

Attended One day workshop on 9th Sept. 2010 at St. Agnes College, Mangalore. Topic Gender Sensitization.

Mrs. Reshmi B.R.

Attended one day workshop on BCA syllabus revision held at Srinivas Institute of Management Studies, Pandeshwar, Mangalore on 4th Sept. 2010.

Student Achievement

Overall Championship in "Samskruthika Habba"

Students participated in an Inter Collegiate State Cultural Competition "Samskruthika Habba" organized by the Mysore University at the J.K.Ground Auditorium in Mysore and won the **Overall Championship**. More than 110 colleges participated.

- Fancy Dress-Shabarish Ist Place
Arundas 3rd Place
- Kannada Filmy song- Vasundhara Ist Place
- Rangageethe- Vasundhara Consolation prize
- Folk Dance- 3rd Place
- Drama- Ist Place
- Kuvempu Group song- Ist Place
- Kuvempu Group Dance- Ist Place
- Classical Solo- Sharanya Ist Place
- Classical group- Ist Place
- Hindi Anthakshari- 3rd Place
- Mime- Ist Place
- Group dance- Ist Place
- Miss 2010- Ist Place

Western solo- Yathish Ist Place

The team members who participated in various events are as follows Vineeth, Jithesh, Dinesh, Sushan, Arundaas, Swastik, Ravish, Thoufiq, Nithinraj, Rahul, Karishma, Radhiks, Sushma, Rakshitha, Ashwini, Mallika, Nithya, Deepak, Shivashankar, Namrutha, Yathish, Arpith, Sharanya, Dhanashree, Karishma Amin, Nishitha, Rithesh, Ananya, Vasundhara, Vijesh, Bharath, Preetham, Prajwal, Saihul, Shabarish. All the above mentioned students are responsible to win the **Overall Championship** along with the guidance and support of the lecturer incharge Mr. Thrishanth Kumar.

Overall Championship at HORIZON 2010

Our college students won championship at Horizon 2010, a National Level Inter-Colligate Fest organized by St. Agnes College, Mangalore on 4th and 5th of Oct. The students won prizes in the following events:

I place in Marketing . I Place in Finance
II place in Quiz II place in Debate
II place in News Scenario

The college won overall championship.

Overall championship at SAMSKRITI

Our college team had attended 'Samskrithi', a fest organized by SDM Law college, on 9th Oct. 2010 and won prizes in the following events :-

1st place in Jugalbandi, Street play, Marketing, Mock Press, Creative writing, Elevator Pitch

2nd place in Quiz, Statesman, Artisan

1st Place in Best advocate

The team won the overall championship.

Overall Championship at the NATIONAL LEVEL MANAGEMENT FEST organized by Srinivasa Institute of Technology

Students of II MBA participated in the National Level Management Fest, held on 5th and 6th of Oct. 2010, organized by Srinivasa Institute of Technology, Valachil, Mangalore. Following students have brought Laurels to the college by getting first place in the events such as:

Finance: Valerian and Abrendra
Marketing: Pearl and Chethan
H.R.: Anusha and Athreya
Ice breaker: Rahul, Charanraj, Abdul Latif, and all the above mentioned students.

They were able to secure overall championship in the fest.

Pavithra Shetty I BBM 'C' section participated in Inter Collegiate (Dist. level) competition held at Mangala Stadium. She has won 5 Gold and 3 Silver Medals and also Individual Championship under Womens category.

Our college team has participated in the "**Genesis**" fest which was held at our own college. We won a prize at Quiz, Marketing, HR, Best Managers and B-Plan. The team is as follows: Vishal Cariapp, Dhiren, Atul, Samprathi, Shyama, Padmanabh, Shivani & Deekshith.

Supreeth II BCA secured Gold Medal in the High Jump event at the Taluk Level Dasara Sports Meet clearing the height of 2.00mtrs. at the Taluk Level.

Supreeth of II BCA secured Gold Medal in the High Jump event held at Mangala Stadium.

Supreeth of II BCA 'A' secured Gold Medal in the 4x100 mtrs relay at the Taluk Level Dasara Sports Meet.

Ullas P.J. III BCA 'A' secured 4th place in the 31st Dakshina Kannada, Udupi & Kodagu District Level Inter-Collegiate Monsoon Chess Tournament held from 10th & 12th August 2010 held at VC College, Puttur.

Varadraj Shenoy I BBM 'A' represent a Karnataka in Junior South Zone Championship held at Bangalore.

Varadraj Shenoy of I BBM 'A' secured Gold Medal in Long Jump, 4x100mts, 4x400mts relay at Thaluk Level Dasara Sports Meet held at Mangala Stadium, Mangalore.

Varadraj Shenoy of I BBM 'A' secured a Bronze in Long Jump event at the State Athletic Championship held at Bangalore.

Kishan Devadiga III BCA 'A' section has won 1st place in District Level Body Builder Championship held in University College, Hampankatta.

Kishan Devadiga of III BCA 'A' section has won 3rd place in Inter College University Level Body Builder Championship held in Udupi Ajjarakadu Mahils Samaja Women's College.

Kishan Devadiga of III BCA 'A' section has won 1st place in South Canara Body Building Championship held in Moodabidri 60kg category.

MBA PAGE**AVALANCHE- Knowledge Management Programme**

The SDM college of Business Management PG centre for management studies and Research organized one day Knowledge Management Programme, "AVALANCHE", on Saturday September 18 at the college premises. It was an initiative by the students to invite professionals and practitioners from corporate world to benefit students from their industry experiences and thus add more value to the educational experience. It provided a platform for the future managers and corporate flag bearers to deliberate, debate and discuss the relevant and contemporary aspects of business and effectively synthesizes the academic knowledge of the former with the latter's practical wisdom. This programme has given students an opportunity to interact and seek guidance from eminent industry giants and skilled professionals. This also helped students to understand what the latest trends in professions are and what industries expect from upcoming professionals.

The programme was sketched in three sessions, the speaker for the first session was Mr. Vijay Athreye (All India Head, Tata AIG Bangalore), Mr. Prashanth Sarpamale (Asst V.P, H.P Bangalore) for the second and Mr C.K Gopal (Deputy G.M, Corporation Bank Udupi) for the third session.

Mr. Vijay Athreye briefed the students on various aspects of management. He gave insights on opportunities in insurance sector at different levels. "After B-School What???", is the dilemma of each student after two years of MBA programme. He happened to give few suggestions with various examples of Think, Believe, Dream, Dare; Japanese Fish Tank, The New Corporate Mantra "Swimming"; Sustainability and Triple bottom line Communication "I am Blind"; Listening Skills; Passion; Effort Where?; Team Work and Leadership. He ended up his session with a beautiful note "Management is all about decision making in an uncertain future. Knowledge is seldom complete. In all decisions today Course correction is imperative and that requires a systematic method of capturing and adoption of experiences and learning's i.e KM to optimize effectiveness of decisions".

Mr. Prashanth Sarpamale threw a light on working of KPO at HP (Hewlett Packard). He made students realize the prospects for students at KPO sector and gave them an insight as to 70% of total employees at HP are Phd holders and Post Graduates. Students got to know new dimensions on HP. Knowledge Process Outsourcing concept was not only made clear but also more attractive for job seekers in different arenas, it was definitely a fruitful, joyable and enthralling session.

Mr. C.K. Gopal an eminent banker gave insights on emerging opportunities in banking sector. He educated our students on changing trends in banking sector. He spoke about the innovations in technology that have been implemented in the banking transactions such as introduction of ATM's, Internet banking which would virtually lead to paperless banking in the future. He elaborated on various avenues for MBA graduates on the basis of their specialization.

The sessions were followed by group discussion by all the participants to conclude the whole programme successfully. The outcome of this programme after debate and discussion by the students, academicians and practitioners will be used as key guidelines in framing the syllabus as well as developing teaching methodology in management schools. The staff Coordinators for this Programme are **Ms. Deepti Shetty** and **Mr. Vijay Kumar** and the student Coordinators are **Ms. Nisha & Mr. Deepak Shet.**

Certificate Course On Human Rights

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 was organized by our college. The first lecture in this respect was by **Dr.B.K Ravindra**, Principal, S.D.M College. He highlighted the importance of human rights from the times of King Louis XIV. He narrated the evolution of human rights and also its relevance in the present day scenario. He concluded by saying that we should be thankful to the framers of constitution for providing most of the human rights as part of our constitution through the freedoms and rights made available in the constitution.

Staff Achievement

Ms Sumathi attended two days National Conference on "Social Responsibility of Educational Institutions" organized by Canara First Grade College, Mangalore on 7th and 8th of September 2010.

Dr. Savitha moderated the 1st session at "Pragati 2010" on the issue Environmental Pollution and Protection along the Mangalore Coast", held at Aloysius Institute of Management on 16th September 2010.

Attended a workshop on "Gender Sensitization" and was the Resource person on Gender Sentivity at St. Agnes College held on "Gender Sensitization", on 9th September 2010.

Attended and was the Resource Person for Panchayath Development Officers and Gram Panchayath Secretaries on "Stress Management" on 28th September 2010.

Ms. Deepti Shetty got her article "Impact of taglines on customers in Non Alcoholic Beverage Segment", published in the month of August 2010 in one of the reputed journal SFIMAR, Mumbai University.

Mr. Prakash.H.S actively participated in one day Executive Development Programme organized by NITTE Institute of Management on the topic "Corporate Governance and Principle Centered Leadership", on 18th Sept 2010.

Guest Lectures

Mr. Murray Watson, International Business Development, Computer Power Institute spoke about the "Importance of International Education", on 17th Aug 2010 in today's days of globalization. He enlightened the students on the different overseas employability opportunities available especially to students of Management.

Mrs. Namratha, HOD, BBM Dept, St. Agnes College, Mangalore gave a talk on "Presentation Skills", on 19th Aug 2010 she briefed the students on importance of presentation skills with respect to corporate sector and spoke on various aspects of communication in management and industries.

Mr. Kaiser Geer, Chief Operations; **Ms. Kavitha Ramaraj**, Associate Director, World Visa Consultants, Bangalore and **Ms. Marjorie Texeisa** on 25th Aug 2010 threw light on the importance of overseas education in this era of globalization. He gave an insight on prospects for students in foreign countries for various specializations.

Dr.K.U Mada, Former Director IDBI, Director of Lupin, on 6th Sept 2010 enlightened the students on different skills to be imbibed in the course of 2 year management programme. He encouraged the students to have additional knowledge on soft skills so that they can have an edge over others in corporate world.

Ms. Kusuma Purushotham, Professor, Dept of MCOM, St Agnes College, Mangalore briefed the students on the requisites of "Writing Good Dissertation", on 13th Sept 2010 and motivated the MBA students to do primary research before taking up any project.

Mr.B A Ullas Rai, Retired General Manager, Vijaya Bank, delivered a talk on the topic "Future Bank Managers" on 16th Sept 2010. He gave practical insights on the opportunities for management students in various departments of the banking sector. He spoke about the latest developments and technological innovations in the banking field and asked the students to be more techno savvy.

Mr.Stephen Knapp, Detroit Michigan addressed the students on the topic "Corporate Athlete" on 20th Sept 2010. He started off with an example to enhance concentration level and how everyday issues matter in developing oneself. He spoke about the connection between the Mind and Body and how the actions of the body are controlled by the mind. He concluded by saying that To have a healthy body one should have a healthy mind.

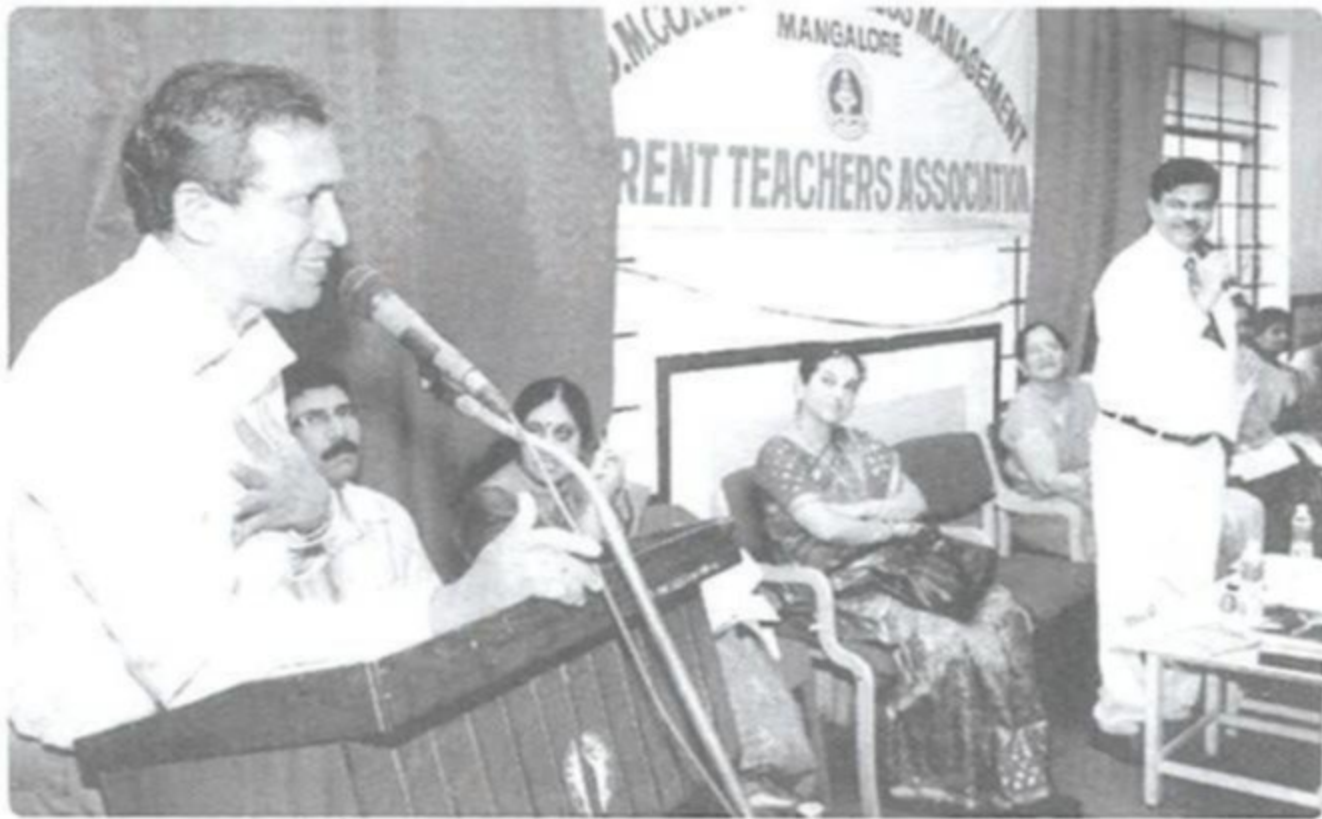
Prof.K J Shenoy conducted a session on "General Management Concepts", on 23rd Sept 2010. He briefed the students on various aspects of management like Planning and managing oneself in the corporate world. He gave practical insights on decision making with apt examples of diverse situations in the corporate world.

Capt H.C Krishna Prasad, Brahmakumari Institution, Bangalore gave a talk on the topic "Team Work and Positive Thinking" on 29th Sept 2010. He correlated both the concepts of team work and positive thinking. He gave an insight as to how positive thinking would bring about better results in ones career. He emphasized the significance of team work especially with the introduction of MNC and TNC with apt examples in the form of videos.

NSS & Extension Activities



PTA - Annual General Meeting

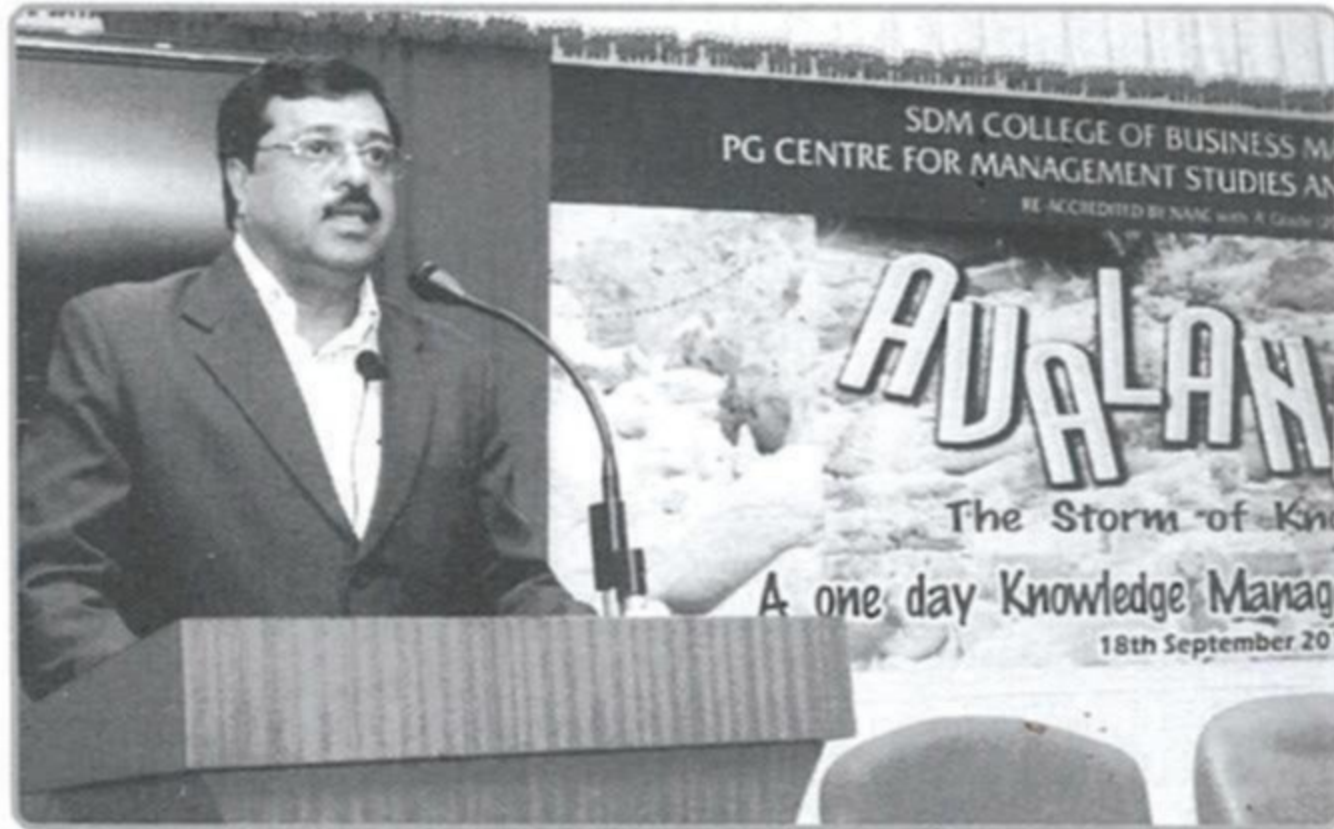




Handicraft Exhibition of Mangalajyothi School



MBA FEST





Independence Day Marchpast



Honouring Prof. K. J. Shenoy on the occasion of Teachers Day

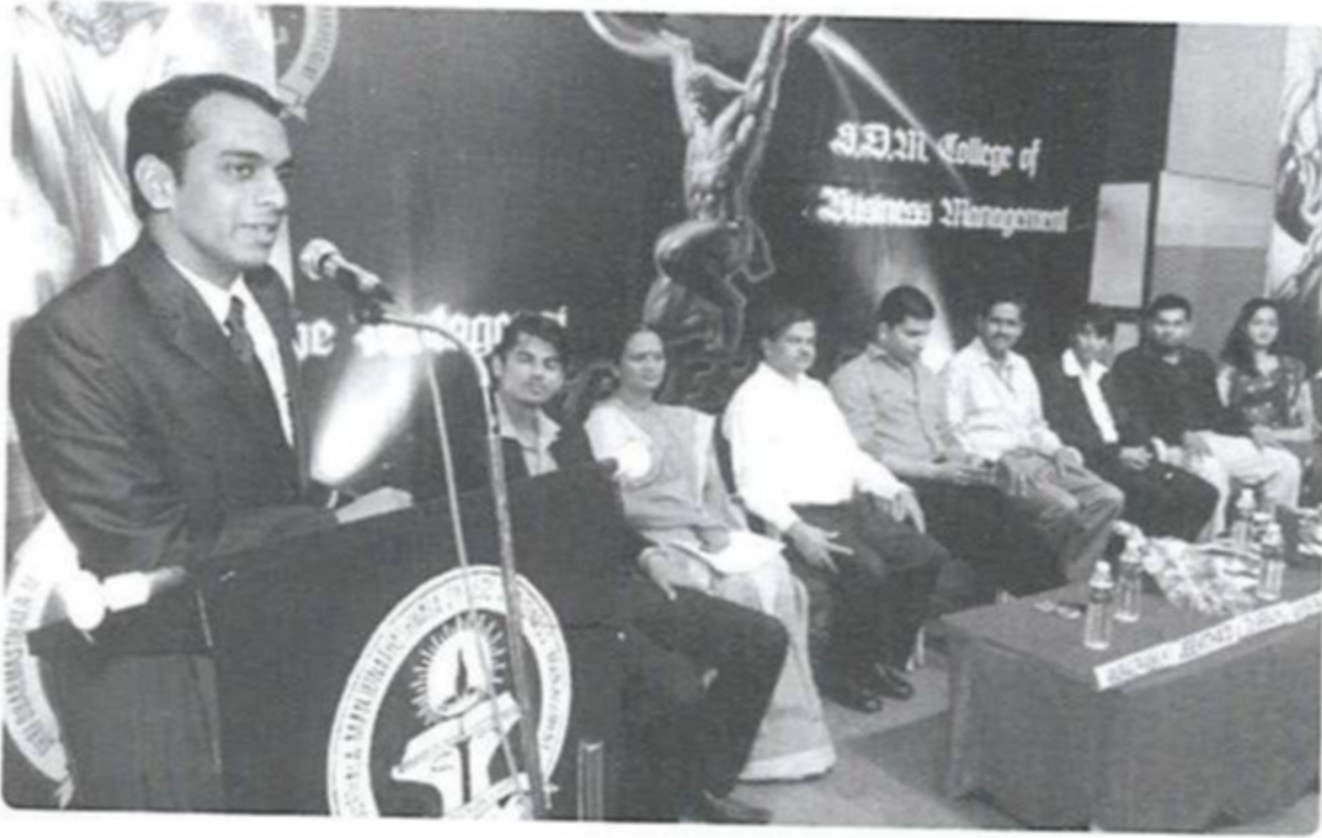


Independence Day Celebrations



Overall Winners of Fest

GLIMPSES OF COLLEGE ACTIVITIES



**Mangalore University May 2010 Examination
Distinction Students of the College (III Year BBM - Provisional)**



Shilpashri A.



Megha M. Kamath



Navya Shetty



Malvika Karunan



Sushma S. Shenoy N.



Archana K.



Shubha Kiran



Apoorva Pai M.



Amritha Nayak U.



Laxminarayan Prabhu



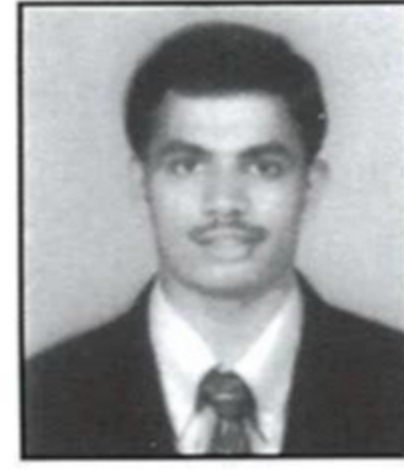
Supriya Bhat K.



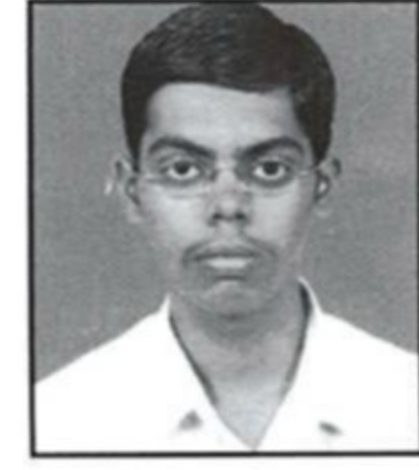
Babitha



Ravindra Poojary



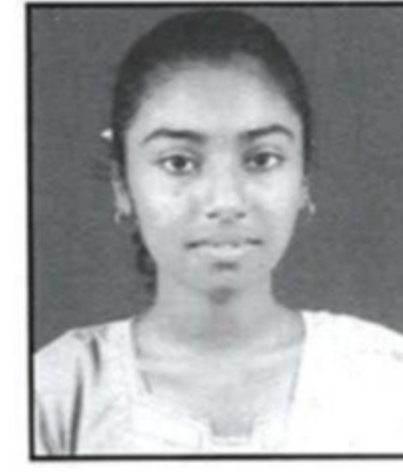
Anup George Rebello



Atul Umesh



Anitha Sequeira



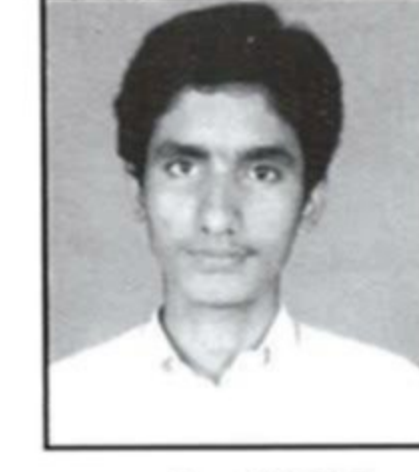
Binitha



Srinath Bhat B.



Zulekha Lubna



Karthik M.S.



Heena Kausar



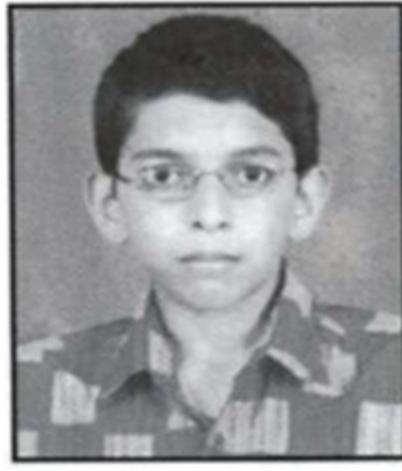
Anoop Pai B.



Preethi Seema D'Souza



Shruthi Y. Kotian



Rithesh Mallya K.



Revathi M.

Mangalore University May 2010 Examination Rank Students of PGDBM



Shahina, I Rank



Sridevi B., II Rank

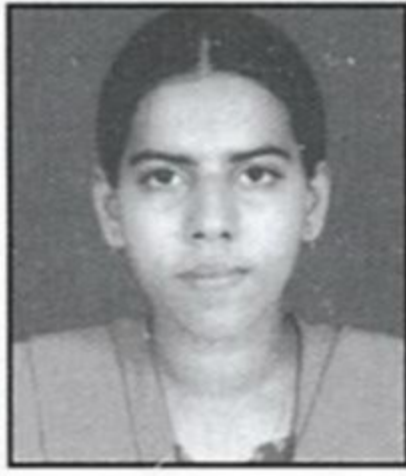


Vadiraja Acharya, III Rank

Mangalore University May 2010 Examination
Distinction Students of the College (III Year BCA - Provisional)



Jayashree H.



Namrutha K.



Shwetha



Pavithra P. Pai



Shubha H.



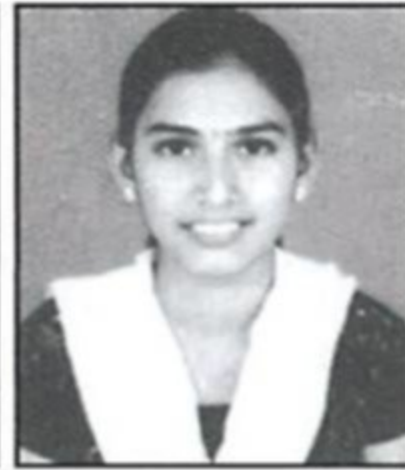
Roopavalli



Amenda Treeza Caldeira



Shwetha G.V.



Supriya R.K.



Karishma V.



Shridhanya



Nayana G. Naik



Chaithra P.N.



Sunitha M.



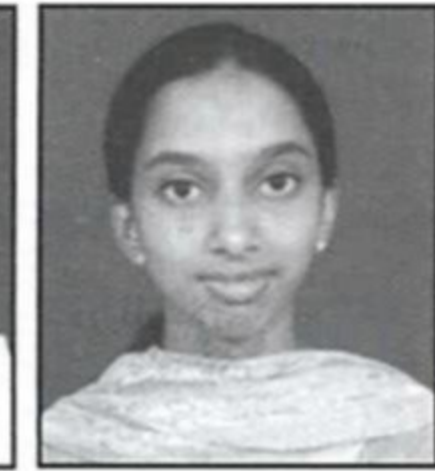
Soujanya Jain



Vasudha Prabhu K.



Priyanka



Deepthi V.S.



Deepthi J.K.



Roofi Nafeesa



Suprabha Surendra Bhat



Pramod K. Shet



Sagar Balu Vyas



Deepa Shetty.



Navya U. Rai



Aparna



Rashmi R. Bhandary



Jahnvi Prabhu K.



Deepa L.D.



Harshitha K.



Nivya U. Rai



Nikitha Gatti B.



Varsha V. Pai



Pallavi Mallya



Shwetha Pai K.



Ramyashree A.V.

ntd. from previous page)

**Mangalore University May 2010 Examination
Distinction Students of the College (III Year BCA - Provisional)**



Pawan Kumar



Vranda Pai J.



Geetha Kotecha



Sahana H. Bolor



Chaitra Baliga



Reena Kini



Sushma



Chandini



Apoorva R.

**Mangalore University May 2010 Examination
Distinction Students of the College (III Year BA(HRD) - Provisional)**



Kavyashree Gatty



Annie Supreetha



Vinisha Seles D'Souza



Pallavi



Nithesh Kava



Sunil Veigas



Priya Malisha Pinto



Preetham L. Amin



Sultan Afreena H.



Krupa H.



Bindiya A.

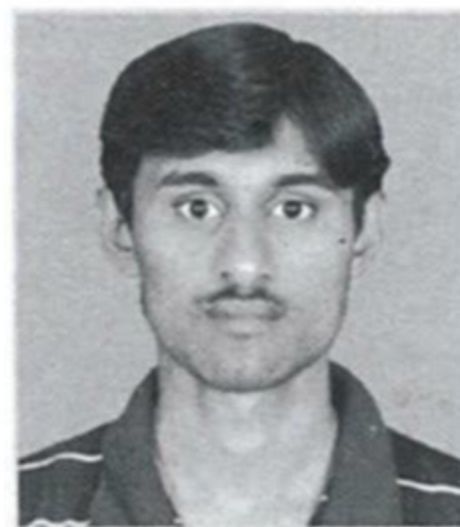
**Mangalore University IV Semester May 2010 Examination
Distinction Students of the College (MBA)**



Vaishali K. Navada



Prathibha Prabhu



Vivek T. S.



Rachana