



SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE OF BUSINESS MANAGEMENT

MANGALORE - 575 003. D. K.

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

Website : <http://www.sdm.ac.in>

Email : sdmcbm@sdm.ac.in

President : DR. D. VEERENDRA HEGGADE

SRI D. SURENDRA KUMAR

SRI D. HARSHENDRA KUMAR

DR. DEVARAJ K.

PROF. S. PRABHAKAR

DR. B. YASHOVARMA

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SYNC VISION

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EDITORIAL✍

There have been a number of very significant events and activities in this quarter which have rekindled the enthusiasm of the students, staff and the SDM community. The main highlight of this quarter were the three UGC sponsored seminars on the topics of WTO, Supply Chain Management and cloud Computing. The NSS students successfully organized the Annual camp at Shamboor primary school.

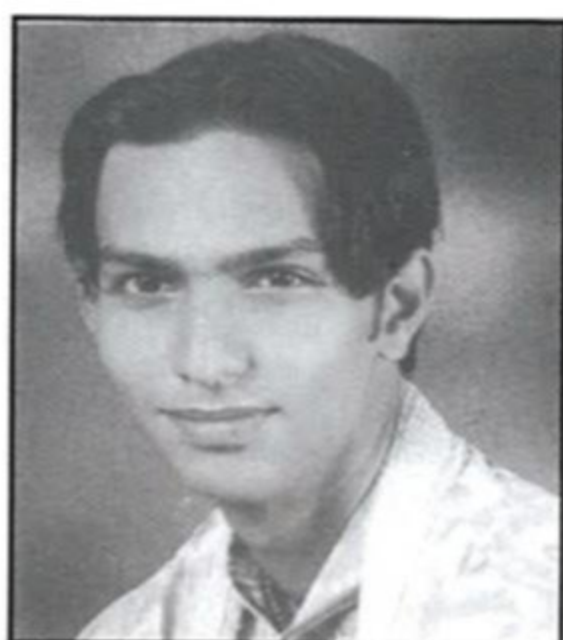


College bags 8 ranks in the University

College secured 8 ranks in the Manglore University examinations of April 2010. Following are the students who made the college proud by excelling.



Harshitha K
I Rank-PGDBM



Abhishek D. Thoprani
II Rank-PGDBM



Akshatha C. Rai
III Rank-PGDBM



Aparna Mallya
I Rank-BBM



Shama N.
IV Rank-BCA



Supriya
II Rank-MBA



Shilpa Chandrahas Laxmi
Shetty
III Rank-MBA



Kavitha A. Nayak
IV Rank-MBA

U.G.C. sponsored National Conference on 'Impact of WTO Agreement on Higher Education in India'

S.D.M. College of Business Management, Mangalore in association with Public Relations Society of India, Mangalore-Manipal Chapter organised 2 days UGC sponsored National Conference on 'Impact of WTO Agreement on Higher Education in India' which was held on the 12th and 13th of October 2011.

This conference was inaugurated on 12th October at 9.30 am in the conference hall by Prof. Dr. T. C. Shivashakar Murthy Vice Chancellor of Mangalore University by lighting the lamp. In his inaugural address he pointed out various dimensions of Impact of WTO agreement in the field of higher education in India. He said that, with influx foreign providers of higher education, continuation of inclusive policy may be difficult. But he was optimistic about many favorable benefits, that both student & teachers will enjoy due to GATS.

Mrs. Sharmila, BBM, MBA, HOD, Dept of Business Administration, Sri Devi College, Manglore and Alumni of SDMCBM.in a unique way summed up

both pros & cons of Internalization of higher education.

Mr. B. R. Bhat, Chief General Manager, Corporation Bank, H.O., Mangalore, President, PRSI, Mangalore-Manipal Chapter congratulated the institution for taking the initiative to create awareness among all the stockholders about the globalization of higher education.

In the 1st session the key note speaker Prof. Dr Yashavanth Dongre, Register, Vijay Nagar Krishnadevaraya University, Bellary, pointed out the various technical aspects of WTO negotiations. He stressed on the fact that WTO is a democratic institution and any policy that is injurious to nations cannot be implemented. But he expressed a caution that our ministerial representatives who attend the WTO negotiation should be aware of needs for of higher education.

In the post lunch session on Privatization on education in the content of globalization, resource



person Prof. Dr M.S. Moodithaya, Director Global Institute, K.S Hegde Institute of Mgt, Mangalore & Chairman Prof. Dr. B. Ravindra, Principle ,SDM Law College & Center for PG Studies & Research Center Mangalore addressed the gathering. Resource person Prof Dr. M.S. Moodithaya pointed out the ways & means of enhancing the competitiveness through co-creating & globalization. He called upon the premiere educational institution to develop their competency so as to develop Global Institute. Chair person of the session Prof Dr. B. Ravindra stressed on the need for maintaining our own identity & continues our great educational heritage.

In the third session on present status of higher education resource person Padmabhusan Dr. B. M. Hegde, former Vice Chancellor ,MAHE. Chairman was the resource person and the session was chaired by Prof. Y Bhaskar Shetty, President of Degree College Principals Association, Karnataka. Dr. B M Hegde pointed out the need for value based education & feared that commercialization of education may defeat the very purpose of true education.

Dr. Y .Bhaskar Shetty in his chairmans remark said that multiplicity of regulatory agencies will hinder the growth of educational institutions.

In the fourth session on India's position in education sector of global Market - opportunities & threats Resource person was Prof. K E Radhakrishna Bangalore, Syndicate Member, Mangalore University

and the session was chaired by Prof S. Prabhakar, Vice President, SDME Society, Ujire. Prof. K. E. Radhakrishna pointed the multifaceted process & implication of globalization on education. While enlisting new education providers & new forms of delivering system, he expressed hope & optimism about the impact of globalization on education. Prof. S Prabhakar, who chaired the session, opined that the influx of foreign providers will improve the competitiveness of our institutions.

On both the days, there were paper presentation by faculty & students of various colleges.

In the Valedictory function held on 13th October 2011 at 3.30 p.m. Prof. H.R. Nataraj Urs, Joint Director of Collegiate Education, Mangalore; Mrs. Shwetha, Principal, Mangalore Business School, Mangalore & Alumni of SDMCBM were the guests of honour.

The objective of the Conference was to discuss the broad contour of Indian Higher Education and analyze the impact of WTO agreement on higher education. Large number of delegates from all over the country participated in this national conference.

To sum up, the conference proved that the vanishing borders will result in both brain drain & brain gain. This is because India is in a dubious position both as potential market as well as providers of education for other foreign countries.

U.G.C. sponsored National Conference on "Challenges of Supply Chain Management In 21st Century"

Today's Market place is shifting from individual company performance to supply chain performance. There is a need to shift focus to value chain management to ensure a coordinated response from the entire supply chain partners. Recognising the need to understand the complexity of this unique discipline, we at SDM thought of organizing a conference in association with Kanara Chamber of Commerce & Industries so that we can deliberate on various issues relating to this area. This conference was planned accordingly by inviting eminent industrialist and Academicians who are expert in this field on 10th and 11th of October 2011.

The conference was inaugurated by Prof. Dr. B.R. Ananthan, Hon'ble Vice Chancellor, Rani Chennamma University, Belgaum at 9.30am on 10th Oct 2011. In his inaugural address he highlighted the importance of cost, time, service & value in Supply Chain Management. Chief guest of

the conference Mr. K.S. Koppalkar, Chairman, Indian Institute of Materials Management, MRPL, pointed out that the right product should be bought at right time at the right place. He also spoke about latest concept of Supply Chain Management. Mrs. Deepti Shetty, Alumni & Ex-faculty, another guest of honour, expressed her views and ideas in this regard. The conference was presided over by Mrs. Latha Kini, President of Kanara Chamber of Commerce & Industries. In her presidential address she explained the role of Supply Chain Management in Small Scale Industry.

Prof. Dr. R. Jagadeesh, SDMIMD, Mysore in his key note address opined that the main objective of Supply Chain Management is to maximize the value & minimize the cost. Highlighting the functional components of Supply Chain, he also spoke about the challenges of Supply Chain & explained the role of customer, retailer, distributor & manufacturer in success of Supply Chain Management.



In a technical session, Ramachandra Mijar, Associate Vice President from Manipal Media Network Ltd. Explained the importance of Network design with special reference to news paper industry. Listing out the various factors influencing Network Design, he opined that network design depends upon not only on companies strategy but also on competitors strategy. Moderator of the session Dr. Cynthiya Menezes, Associate Professor, Canara Bank School of Management, supported the view points and made the session more interesting by quoting ample number of practical examples through video clipping.

Mr. Radhakrishna L., Sr. Manager, Faively Transport (India) Ltd, Bangalore in his technical session, **Suppliers selection and strategies** explained the scope of supply chain in transport industries and stressed on mainly good and stable relationship with supplier. Mr. Vijaykumar Dannur, Associate Professor, Jain Engineering College, Belgaum was the moderator of this session.

In a technical session, **supply chain & Information Technology**, Dr. H N Shivaprasad Nayak, spoke about the uses of Information Technology with special reference to RFIT i.e. Radio Frequency Identification. Differentiating between RFID and bar code, he also highlighted the potential of RFID in Indian Auto Mobile Industry.

Apart from this, there were paper presentation session on both the days in which the research scholar & Academician presented the paper on wide range of topics related to the theme of conference.

The Valedictory function was commenced sharp at 3 PM in college Conference hall. Prof. Dr. B.S. Sherigara, Former Vice Chancellor, Kuvempu University and Dr. Cynthia Menezes, Associate Professor, Canara Bank Institute of Management, Bangalore & Alumni of SDM CBM were the chief guest for the function.

Prof. Dr. B.S. Sherigara in his valedictory address shared his experience about management and learning skills.

Dr Cynthia Menezes , alumni of this college and Chief Guest addressed the delegate and specially quoted that she herself felt very secured in this college when she was student. She spoke about the basic rights of every citizen, ethical issues and evil effects of corruption.

Programmes organized in association with MMA :

SDM College of Business Management in association with MMA & National Institute of Personnel Management organized a talk on "Ethics & Values in Management" by Dr. Arvind Shenoy, Cosmetic Dentist & Endodontist, Mangalore at 6.00 p.m. in the Conference Hall on 28th Oct. 2011.

IT Industries – Recent Trends in US : The college in association with MMA organized a talk on "IT Industries – Recent Trends in US". Mr. Rakesh Hegde, Founder & CEO of Rezopia, San Francisco, USA was the resource person. It was held on 14th Dec. 2011.

Outstanding Manager Award-2011 conferred on Dr. Olinda Pereira : Outstanding Manager Award – 2011 was conferred on Dr. Olinda Pereira, Founder Principal, Roshni Nilaya School of Social Work and social worker. Prof. Dr. T. C. Shivashankara Murthy, Hon'ble Vice Chancellor, Mangalore University was the Chief Guest of the function. MMA President T. G. Shenoy, Secretary Lohidas, SDM CBM Principal Dr. Devaraj K. were present on the occasion. It was held on 28th December 2011.

Guest Lecture on Leadership for success : Mr. Ashwan Kumar Chrungoo, President, Panun, Kashmir, addressed the students on the issues of displacement of Hindus in Kashmir on 7th October 2011.

Felicitation to the Retired Principals : SDM College of Business Management in association with Association of First Grade College Principals of Mangalore University, Mangalore had organized Felicitation to the Retired Principals. It was held on 19th Nov. 2011 in the Conference Hall. Dr. M. Shantharam Shetty, Vice Chancellor of Mangalore University was the Chief Guest. Dr. B. Yashovarma, Rev. Fr. Xavier Gomes, Dr. Devaraj K. & Prof. Y. Bhaskar Shetty were present on the dais.

Drug Awareness Programme:

A Drug Awareness Programme was organized by the college in association with Mangalore City Police on 27th November 2011. Dr. Keshav Pai, Psychiatry, Dept. of KMC, who addressed the gathering, stated that 25% of road accidents are occurring due to alcohol and other drug consumption. He added that will power of the addict and proper facilities such as de-addiction centre, awareness programmes is the only option to reduce the social evil. Dr. Jayaprakash K, Resource person of Forensic Medicine, Dept. of A. J.



Hospital pointed out the role of the students in bringing down the number of addicts. Dr. Devaraj K., Principal of the college said that if many students join hands together along with police and educational institution heads, it is possible to stop the functioning of shops dealing with Tobacco products near educational institutions. Mangalore North Inspector Mr. Vinay Gaonkar conducted a interactive session with students. This programme provided a platform to discuss and bring down the drug related problems.

UGC Sponsored National Conference on "RECENT TRENDS IN CLOUD COMPUTING".

Cloud Computing has had very much influence on the IT and Business sectors. The field has a good future and there are immense opportunities for the stake holders. Recognizing the need to understand the complexity of this unique area, we thought of organizing a National Conference on the topic "RECENT TRENDS IN CLOUD COMPUTING" in association with Computer Society of India, NITK, Surathkal so that we can deliberate on various issues relating to this concept. This conference was planned accordingly by inviting eminent professionals and Academicians who are expert in this field on 14th & 15th December 2011.

The inauguration session was held on 14th December 2011 in the college conference hall. The conference was inaugurated by Mr. Rakesh Hegde, Founder & CEO of Rezopia, San Francisco, USA. In his inaugural address he highlighted the importance of cloud computing in the IT and business sectors. In his keynote address, he spoke about the related areas of cloud computing such as virtualization, evolution of cloud, cloud services, most common concerns about security, data ownership and access, reliability and performance. He also highlighted some of the issues related to market trends with suitable examples for each topics.

Dr. Sudha Rao, CEO, SDME Society®, Ujire, Bangalore, expressed her views and ideas in this regard.

The inaugural session was presided over by Dr. P. Santhi Thilagam, HOD, Department of Computer Science & Engg., NITK - Surathkal. In her presidential address she explained the role of Computer Society of India and the uses and benefits of cloud computing.

In the technical session, "Enterprise Cloud Computing", Dr. R. Manoharan, Associate Professor in Computer Science & Engineering, Pondicherry

Engineering College, Puduchery, explained the concepts regarding cloud computing platforms, cloud computing reference architecture, cloud technologies and roadmap for enterprise cloud computing. Moderator of the session Prof. M. Vishwanath Pai, HOD , Dept. of Computer Science, MGM College, Udupi analysed the view points and made the session more interesting by adding few examples.

Dr. Manjaiah D.H., Chairman, Department of Computer Science, Mangalagangothri, Mangalore University, in his technical session, "Cloud Computing Principles and Paradigms – Research Issues" explained the six phases of computing paradigms, characteristics and benefits of cloud computing, cloud computing models and research challenges. Mr. Ravishankar, HOD, Department of Computer Science, FMKMC College, Madikeri was the moderator of this session.

In a technical session, "Security Issues in Cloud Computing", Dr. Nagesh H. R., Professor & Head, Department of Computer Science, MITE, Moodbidri, told "If cloud computing is so great, why isn't everyone doing it?". He explained problems associated with cloud computing such as security and privacy issues in cloud computing and who is responsible for protecting privacy. Finally he concluded with possible solutions with this regard. Mr. Sunil S. R., HOD, Department of Computer Science, Alvas College, Moodbidri was the moderator for this session.

Apart from this, there were paper presentation sessions on both the days in which the Academicians and research scholars presented papers on wide range of topics related to the theme of conference. The sessions were chaired by Prof. Santhosh Rebello, Dean & Chairman, AIMIT, St. Aloysius Collge, Beeri and Prof. Antony P. J, Associate Professor, Information Sc. and Engg. Dept., St. Joseph Engineering College, Vamanjoor, Mangalore.

The valedictory session was on 15th December 2011, Prof. Prof. S. K. Khanna, Former AICTE Chairman, Former UGC Secretary, Chairman IIT Governing Council was the guest of honour and Mr. Abhijith R. Shetty, Business Development Manager, Helix Tech Solutions, Mangalore, Alumni of SDMCBM was the chief guest.

Large number of faculty and professionals from various institutes took part in the programme.



BBM CURRICULUM REVISION WORKSHOP

Mangalore University Department of Business Administration and Forum of Business Management Teachers in association with SDM College of Business Management had organized a BBM Curriculum Revision Workshop on 24th Dec. 2011.

The objective of the workshop was to update the Management Syllabus, according to the dynamic changes taking place in the corporate world, so as to increase the competence of the BBM graduates.

As Management is multi-disciplinary subject, eminent personalities with different background were invited as Guests Speakers so that their ideas and suggestions can be incorporated in the syllabus.

Principal Dr. Devaraj K. in his inaugural address traced out the development of the course and pointed out the need for continuous revision of BBM Syllabus so that it can reflect the changes in the practical business world.

The workshop was inaugurated by Smt. Latha Kini, President, Kanara Chamber of Commerce & Industry, Mangalore by lighting the lamp. In her inaugural address, she complemented the SDM College for taking initiative to bring about radical changes in the BBM Syllabus so as to make the course more skill based.

Prof. A. Raghurama, Dean of Commerce & Management, Mangalore University pointed out that syllabus revision should be done by ascertaining the percentage of students going for higher studies and profession.

Sri T. G. Shenoy, President, Mangalore Management Association pointed out several qualitative and knowledge components that any prospective employees are looking for and suggested a few aspects that can be included so that knowledge horizon of the students can be widened to make them capable of managing diverse situations.

Mr. Shekhar Pujari, Chairman, National Institute of Personnel Management pointed out that education should equip students with the skills to build a better work place and participate in the programme organized by professional associations can add weightage to the BBM students.

Sri S. P. Chengappa, President, Mangalore Bar Council in his address pointed how law encompasses all the aspects of human life and hence pointed out the need for incorporating law papers in BBM syllabus.

Sri Naveen Narayan, Former President, Chartered Accountant Council stressed the need to change the way in which the subjects are taught by giving some practical problems so that the need for self learning increases.

Prof. P. Pakeerappa, Chairman, UGBOS in Business Admn., Mangalore University said if any academic system has to be vibrant it has to change and members of BOS should do the revision of syllabus. He expressed his happiness that in the case of BBM Syllabus, the entire teaching community has shown interest. He also analysed the suggestions made by the speakers and the possibilities of their implementation.

The inaugural session was followed by a day long deliberation under the guidance of Prof. P. Pakeerappa, Chairman, UGBOS in Business Admn., Mangalore University. More than 120 BBM teachers of various colleges under Mangalore University actively took part in the day long workshop. Some new subjects were proposed to be added. Responsibilities were fixed to revise each subject wherever necessary. In order to keep the subjects up to date, it was decided to include emerging trends in all the subjects as a part of syllabus. A core committee was formed to work out the new curriculum, finalise the same within a week and hand it over to Chairman, BBM Board of Studies.

NSS ANNUAL CAMP

The annual special camp of SDM College of Business Management was held at Dakshina Kannada Zilla Panchayat Hiriya Prathamika school, Shamboor from 23/12/2011 to 29/12/2011. In this camp 100 volunteers participated in it.

The inaugural function of annual special camp took place on 23/12/2011 at 3.30pm. Shri Ramanath Rai, Ex-MLA, Bantwal region, Shri Dinesh, Vice President, Taluk Panchayat, Shri Anand Saliyan President, Grama Panchayat, Shri Anand. A. Shamboor, Taluk Panchayat member, Shri Gregory Baptist, President SDMC, Smt. Leela. N. Headmistress D.K zilla Panchayat Higher Primary school, Principal Dr. Devaraj K., NSS Officers Smt. Jeevitha D., Smt. Manju. H, were were the dignitaries present on the dias.

Shri Ramanath Rai inaugurated the camp by lighting the lamp. Dr. Devaraj K., principal of the college presided over the function. The other dignitaries presented on the dias wished success for the camp. Shwetha NSS volunteer delivered vote of



thanks. After the inauguration, dignatories gave a formal start for shramadhan by gudhali pooja.

Volunteers were briefed thoroughly about the programmes and the activities for 7 days. On 25th street play was organised on aids awareness. On 26th there was a talk on career and personality development by Gopal Anchan, reporter Vijaya Karnataka. On 27th there was a free medical checkup by the K.M.C Hospital Attavar. Many local people were present for the checkup. On 28th there was a talk by Shri Ravishanker, probationary officer rural police.

Valedictory function was held on 29/12/2011 at 11am. Smt. Mamatha D. S., Tumbae Zilla Panchayat was the guest of honour. Shri Anand A., Taluk Panchayat member, Shri Anand salian, President Grama Panchayat Narikombu, Shri Nagaraj M. human resource advisor Balthila cluster, Shri. Albert Menezes, Ex. grama panchayat member, Shri Umesh Bolanthur Sri Durga fabrication works, Mogarnad Narikombu, Smt. Leela N. Headmistress were on the dias accompanied by the NSS programme officers and student secretaries.

During 7 days camp each day began with prayer and meditation at 5.30 am and flag hoisting at 6 am by respectable local persons. This was followed by shramadhana till 12noon. Educational programmes and various competitions were organised from 2.30pm to 5.00pm. After 6.30pm till 8.30pm, various cultural programmes were organised. Each day came to an end with days evaluation.

Curriculum Finalisation Workshop

As a follow up measure of the curriculum revision workshop, a meeting of Board of Studies with a few senior teachers of BBM of various colleges was held at 2nd January between 3 p.m. to 7.45 p.m. The teachers who were given responsibilities of revising various subjects, prepared soft copies of the same and handed over it to the Board of Studies. Changes made in each subject was read out and discussed in the meeting. Based on the suggestions given by the participants necessary changes were incorporated. Prof. Pakeerappa, Chairman BBM Board of Studies, expressed his happiness on the interest shown by the entire teaching community in revising the syllabus and assured that the curriculum planned in the workshop will be discussed and finalized in the Board

of Studies meeting. Dr. Devaraj K, Principal thanked Prof. Pakeerappa for involving the teachers and considering their suggestions for improving the existing curriculum.

The workshop was conducted by Mangalore University in association with FOBMAT (Former of Business Management Teacher) in association with SDM College. Mrs. Aruna P. Kamath co-ordinated the programme.

Lending a Helping Hand

Swarna, a student of VOGUE Institute of fashion technology, Bangalore had a fatal accident and was in a deep coma. Her treatment costs about 15 lakhs. Hence students of SDM generously donated 20,000/- and exhibited their concern.

Synergy 2012

Synergy 2012 will be held on 27th & 28th of January 2012 on Friday and Saturday. It a National Level Management Fest held by SDMCBM for the 15th year. It's a fest conducted for Under Graduate management students. This year the theme of Synergy is "Chanakya Chants". The participants have to handle the modern corporate trauma the chanakya's way.

Inauguration of Synergy will be held on 27th morning 8:45am. It will be inaugurated by Mr. M. Vishwas Attavar, Vice President Corporate Affairs & Protocol RIL Mumbai. and Mr Dheeraj Hejamadi Regional Head, Infosys Pvt. Ltd. Mangalore, an alumini of Our college will be the chief guest.

The events conducted will be Finance, Human Resources, Quiz, Best Manager, Strategist, Marketing. This year students have come up with a new round called as "Corporate Vs Campus" where in the best teams of "Synergy 2012" will be competing against top executives in and around Mangalore from various corporate, like Infosys Pvt Ltd, Emphasis etc. Large number teams from colleges all over the country are expected to participate in Synergy. Professionals from academia and industry are invited as judges for the events.

Valedictory function will be held on 28th evening at 5:30 PM. The Chief Guests will be Swarnn Raj, PVS Group of Companies, Mangalore & Preethika Suvarna, HR Executive, Infosys Bangalore & Alumni of SDM College.



Association Activities

FINE ARTS association conducted the following competitions

NAIL ART - This event was held on December 21st, 2011 at 3.00 P.M to 4.00 P.M in Room No 204.

MEHANDI - Mehandi competition was held on December 21st, 2011 at 4.00 P.M to 5.00 P.M at Room No 204. Many teams participated in this event.

RANGOLI - This event was conducted on December 22nd, 2011 in the auditorium at 3.00 P.M. The event was organized in Powder and Non Powder categories. Three made a Team.

SINGING COMPETITION - Three events were organized are Western & Eastern Group, Western Solo and Eastern Solo. It was conducted on January 6th, 2012 in Room No. 204 at 3.00 P.M.

SCAN Association Events

Phantasia (IT Advertising) - This event was all about being excellent in quality and customer service.

Expnos (IT Debate) - Here the participants were be given an IT related topic. They are supposed to speak both for and against the topic.

Mock Up (Web Designing) - Here the participant has to design a web page using BLOG space provided. Topics were given on the spot.

GAMING - Here the gaming event was counter strike 1.6.

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.

HUMAN RESOURCE DEVELOPMENT Association 2011-2012

Just a minute - This event was held on 21st Dec, 2011 at 3 pm. The participant had to speak for and against different topics. Listening skills, Communication, Grammar and Alertness are tested here. Ms. Greeshma Rao was the judge.

RJ round - This event was held on 6th Jan, 2012 at 3.30 pm in Conference hall. Mrs.Vasudha and Mr. Dawn Prakash were the judges.

Tandems - This event was held on 11th Jan, 2012 at 4 pm in room no 205. Ms. Sowmya Hegde and Ms. Shashikala.K.G were the judges.

QUIZ Association conducted following activities

LOGO QUIZ - This event was conducted on January 4th, 2012 at 3.00 P.M in Room No 204. The participants had to identify 20 different logos. Two made a team. 21 teams participated in this event.

BRAND QUIZ - This event was conducted on January 10th, 2012 at 3.00 P.M in Room No 204. The topic given was "Indian and Multinational Brands". Two made a team. Many teams participated in this event.

LITERARY Association

Literary association conducted the following activities

Poem writing competition (English, Hindi, Kannada). This competition was conducted on 4th of January at room no. 302 at 3 pm. Topics given on spot were related to current affairs and our tradition.

Story writing competition (English, Hindi, Kannada). This competition was conducted on 5th of January at room no. 302 at 3pm. Topics given on spot were related to current affairs and general.

Slogan writing competition (English, Hindi, Kannada). This competition was conducted on 7th of January at room no. 302 at 3 pm. Topics were given on spot.

Debate (English, Kannada) This competition was conducted on 9th of January at room no. 302 at 3pm. Topics were based on fashion, discipline, politics, students and language.

Kannada Bhavageethe competition - This competition was conducted on 11th of January at room no. 302 at 3pm.

MANAGEMENT Association

The management association conducted an inter class competition called "PINNACLE" which consists of 2 rounds. Every team consisted of three members.

The first round was business quiz followed by debate. Second round was conducted on 28-09-11. It was brand wars. Here a team member from every team debated against team mate of the other on rival brand

GROUP Discussion : This was interactive group discussion among the various participants on various topics relating to current affair.

Management Association has also conducted a event called treasure hunt with the library association.



MARKETING Association

This association mainly focuses on developing and providing marketing knowledge to the students. The association conducted a Marketing Quiz. The quiz was conducted on 21st December. Many teams took part with enthusiastic.

FINANCE Association

Finance association conducted the following events

Case Study analysis - Case study analysis conducted on 24-08-2011. Large number of teams participated in it.

Event: Finance Quiz - Quiz competition conducted on 12-09-2011 by Mr. Praveen Kamath.

STAFF ACTIVITIES :

Dr. Devaraj K.

- Escorted 60 MBA students along with other three staff members to Mumbai and Goa for 5 days Industrial tour. The following industries supported the students by offering an opportunity to visit Satyanarayana Industrial supplies Pvt. Ltd., Bisleri International Co. Ltd, Siemens factory, Coco Cola Beverages Pvt. Ltd., Finolex Cables Ltd. and others from 17th - 22nd October, 2011.
- Attended Pattabhisheka Programme of Poojya Dr. D.Veerendra Heggade on 24th October, 2011 at Dharmasthala.
- Invited to be the Chief Guest by Devadiga Sanga at Kundapur on the occasion of Scholarship distribution & honouring of meritorious students at Bhandarkar's College on 16th October, 2011.
- Invited to be the Chief Guest by SKCCBK at Mangalore on the occasion of scholarship distribution and honouring meritorious students at SKCCBK, Head Office, Mangalore on 31st October, 2011.
- Published an article on "Design of a New Conceptual Framework for super market Retailers in India"- Proceedings of National Conference on Retail Excellence organized by JIMS, Jagan Institute of Management Studies (Delhi) Published by Excel India Publishers, 2011-P 228-238, ISBN: 978-93-81361-40-5.
- Invited to be the Chief Guest for the valedictory function of Vigilance Awareness week celebrations at Airport, Bajpe, Mangalore on 4th November 2011
- Participated in the Research Progress Assessment Programme at NITK as a Co-guide to

Smt. Seema Shenoy, Lecturer of our institution who is pursuing Ph.D programme as per the request of Prof. A.H. Sequeira, NITK on 14th November 2011.

- Escorted 120 MBA & BBM students in the candle light procession in order to create an awareness of drug abuse by the youth as per the request of Police Department on 17th November 2011.
- Presided over a programme of creation of awareness of Drug addiction in colleges organized by Police Department in which local college students actively participated. Police Inspector Mr. Vinay Goankar, Dr. Jayaprakash Shetty, Professor of Forensic Medicine, Dr. Keshava Pai, Professor of psychiatry KMC were the resource person.
- Presented a paper (in absentia) along with other faculty members at the International conference held at Indian Forest Research Institution, Dehradun on the topic "Role of small & medium scale industries in current Economic Senario, A case study of Mangalore SEZ".
- Invited to be the Chief Guest to inaugurate free Yoga Training programme at Mannagudda .
- Escorted the Chief Guest to Sri Kshetra Dharmasthala Sarva Dharma Sammelana on 23rd November 2011.
- Attended Customer Standing Committee Meeting held at Corporation Bank H.O., Mangalore on 16th Dec. 2011. Valuable suggestion was given to be more clear about Educational loan facilities with regard to state subsidy, interest rate, etc., so that large number of students can avail the facilities.

Mrs. Aruna P. Kamath

- Attended the 'Coastal Business Development Summit' organized by Federation of Karnataka Chamber of commerce and Industry, Bangalore in association with Department of Commerce, Department of Infrastructure Development, Government of Karnataka, NRI forum and Coastal Development Authority on January 5th, 2012 at T V Raman Pai Hall.
- Co-ordinated two days U.G.C. sponsored National Conference on 'Impact of WTO Agreement on Higher Education in India' organised by S.D.M. College of Business Management, Mangalore in association with Public Relations Society of India, Mangalore-Manipal Chapter, which was held on the 12th and 13th of October 2011.
- Attended 2 days U.G.C. sponsored National Conference on "Challenges of Supply Chain



Management In 21st Century” organised by S.D.M. College of Business Management, Mangalore in association with Kanara Chamber of Commerce & Industry, Mangalore, which was held on 10th and 11th of October 2011.

● *Attended two days UGC Sponsored National Conference on “Recent Trends in Cloud Computing”, organised by S.D.M. College of Business Management, Mangalore in association with Computer Society of India, NITK, Surathkal, which was held on 14th and 15th of December 2011.*

● *Participated as a resource person in BBM Curriculum Revision Workshop, organised by Mangalore University Department of Business Administration and Forum of Business Management Teachers in association with SDM College of Business Management, on 24th December 2011.*

Mr. Muralidhar Rao K. S.

● *Attended 2 days National Conference on “Development Challenges in the 12th Five Year Plan” and presented paper on “Marketing efficacy is the key for Bancassurance – An empirical study” organised by K S Hegde Institute of Mgt., Nitte on 29th & 30th Dec. 2011.*

● *Attended 2 days National Conference on “Third Sector response to Contemporary Challenges” at Sahyadri College of Management and Sciences, Adyar, Mangalore and presented paper entitled “Empowerment of Women and Social development through Bancassurance: An empirical study held on 2nd & 3rd Jan. 2012.*

● *Attended two days U.G.C. sponsored National Conference on ‘Impact of WTO Agreement on Higher Education in India’ organised by S.D.M. College of Business Management, Mangalore in association with Public Relations Society of India, Mangalore-Manipal Chapter, which was held on the 12th and 13th of October 2011.*

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● *Participated as a resource person in BBM Curriculum Revision Workshop, organised by Mangalore University Department of Business Administration and Forum of Business Management Teachers in association with SDM College of Business Management, on 24th December 2011.*

Mrs. Divya Uchil

● *Attended 3 days International Conference on “Advanced Computing, Networking and Security – 2011” organised by Department of Comp. Science & Engineering, NITK, Surathkal from 16th to 18th Dec. 2011.*

● *Attended two days U.G.C. sponsored National Conference on ‘Impact of WTO Agreement on Higher Education in India’ organised by S.D.M. College of Business Management, Mangalore in association with Public Relations Society of India, Mangalore-Manipal Chapter, which was held on the 12th and 13th of October 2011.*

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Mrs. Smitha

● *Attended the ‘Coastal Business Development Summit’ organized by Federation of Karnataka Chamber of commerce and Industry, Bangalore in association with Department of Commerce, Department of Infrastructure Development, Government of Karnataka, NRI forum and Coastal Development Authority on January 5th, 2012 at T V Raman Pai Hall.*



- Attended two days U.G.C. sponsored National Conference on 'Impact of WTO Agreement on Higher Education in India' organised by S.D.M. College of Business Management, Mangalore in association with Public Relations Society of India, Mangalore-Manipal Chapter, which was held on the 12th and 13th of October 2011.

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- Participated as a resource person in BBM Curriculum Revision Workshop, organised by Mangalore University Department of Business Administration and Forum of Business Management Teachers in association with SDM College of Business Management, on 24th December 2011.

Mrs. Jeevitha

- Participated in the one day Intensive Management Development Programme conducted by the Institute on Leave Trading System- A tool to conquer Absenteeism' held at Institutes Seminar Hall, Nitte on 6th January, 2012.

- Attended two days U.G.C. sponsored National Conference on 'Impact of WTO Agreement on Higher Education in India' organised by S.D.M. College of Business Management, Mangalore in association with Public Relations Society of India, Mangalore-Manipal Chapter, which was held on the 12th and 13th of October 2011.

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Computer Society of India, NITK, Surathkal, which was held on 14th and 15th of December 2011.

Mr. Arun F. Sequeira

- Attended 3 days International Conference on "Advanced Computing, Networking and Security – 2011" organised by Department of Comp. Science & Engineering, NITK, Surathkal from 16th to 18th Dec. 2011.

- Attended two days U.G.C. sponsored National Conference on 'Impact of WTO Agreement on Higher Education in India' organised by S.D.M. College of Business Management, Mangalore in association with Public Relations Society of India, Mangalore-Manipal Chapter, which was held on the 12th and 13th of October 2011.

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Mr. Ashwin Loyal Mendonca

- Attended two days U.G.C. sponsored National Conference on 'Impact of WTO Agreement on Higher Education in India' organised by S.D.M. College of Business Management, Mangalore in association with Public Relations Society of India, Mangalore-Manipal Chapter, which was held on the 12th and 13th of October 2011.

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Mr. Thrishanth Kumar

- *Attended the 'Coastal Business Development Summit' organized by Federation of Karnataka Chamber of commerce and Industry, Bangalore in association with Department of Commerce, Department of Infrastructure Development, Government of Karnataka, NRI forum and Coastal Development Authority on January 5th, 2012 at T V Raman Pai Hall.*

- *Attended two days conference on 'Third Sector Response to Contemporary Challenges' organized by 'Sahyadri College of Management and Science on 2nd and 3rd January 2012 and presented paper on 'Impact of SHG's on Empowerment of Women in Mangalore.'*

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Dr. Harshitha K.

- *Attended two days U.G.C. sponsored National Conference on 'Impact of WTO Agreement on Higher Education in India' organised by S.D.M. College of Business Management, Mangalore in association with Public Relations Society of India, Mangalore-Manipal Chapter, which was held on the 12th and 13th of October 2011.*

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- *Participated as a resource person in BBM Curriculum Revision Workshop, organised by Mangalore University Department of Business Administration and Forum of Business Management Teachers in association with SDM College of Business Management, on 24th December 2011.*

Mrs. Manju

- *Attended two days U.G.C. sponsored National Conference on 'Impact of WTO Agreement on Higher Education in India' organised by S.D.M. College of Business Management, Mangalore in association with Public Relations Society of India, Mangalore-Manipal Chapter, which was held on the 12th and 13th of October 2011.*

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Mrs. Gayathri

- *Attended the 'Coastal Business Development Summit' organized by Federation of Karnataka Chamber of commerce and Industry, Bangalore in association with Department of Commerce, Department of Infrastructure Development, Government of Karnataka, NRI forum and Coastal Development Authority on January 5th, 2012 at T V Raman Pai Hall.*

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- *Participated as a resource person in BBM Curriculum Revision Workshop, organised by Mangalore University Department of Business Administration and Forum of Business Management Teachers in association with SDM College of Business Management, on 24th December 2011.*

Mr. Thilakraj

- *Attended two days U.G.C. sponsored National Conference on 'Impact of WTO Agreement on Higher Education in India' organised by S.D.M. College of Business Management, Mangalore in association with Public Relations Society of India, Mangalore-Manipal Chapter, which was held on the 12th and 13th of October 2011.*

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Industry, Mangalore, which was held on 10th and 11th of October 2011.

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Mrs. Shashikala Shetty

- *Attended 3 days International Conference on "Advanced Computing, Networking and Security – 2011" organised by Department of Comp. Science & Engineering, NITK, Surathkal from 16th to 18th Dec. 2011.*

- *Attended two days U.G.C. sponsored National Conference on 'Impact of WTO Agreement on Higher Education in India' organised by S.D.M. College of Business Management, Mangalore in association with Public Relations Society of India, Mangalore-Manipal Chapter, which was held on the 12th and 13th of October 2011.*

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- *Participated as a resource person in BBM Curriculum Revision Workshop, organised by Mangalore University Department of Business Administration and Forum of Business Management Teachers in association with SDM College of Business Management, on 24th December 2011.*

Mrs. Madhumathi J. Raja

- *Attended one day workshop on IV semester English Syllabus of UG courses with special emphasis on 'The Teaching techniques of Plays in the classroom' on 4th January 2012 in Besant Evening College.*

- *Attended two days U.G.C. sponsored National Conference on 'Impact of WTO Agreement on Higher*



Education in India' organised by S.D.M. College of Business Management, Mangalore in association with Public Relations Society of India, Mangalore-Manipal Chapter, which was held on the 12th and 13th of October 2011.

- *Attended 2 days U.G.C. sponsored National Conference on "Challenges of Supply Chain Management In 21st Century" organised by S.D.M. College of Business Management, Mangalore in association with Kanara Chamber of Commerce & Industry, Mangalore, which was held on 10th and 11th of October 2011.*

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- *Participated as a resource person in BBM Curriculum Revision Workshop, organised by Mangalore University Department of Business Administration and Forum of Business Management Teachers in association with SDM College of Business Management, on 24th December 2011.*

Mrs. Kavitha Prabhu

- *Attended two days U.G.C. sponsored National Conference on 'Impact of WTO Agreement on Higher Education in India' organised by S.D.M. College of Business Management, Mangalore in association with Public Relations Society of India, Mangalore-Manipal Chapter, which was held on the 12th and 13th of October 2011.*

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Teachers in association with SDM College of Business Management, on 24th December 2011.

Mrs. Sowmya Jyothi

- *Attended 3 days International Conference on "Advanced Computing, Networking and Security – 2011" organised by Department of Comp. Science & Engineering, NITK, Surathkal from 16th to 18th Dec. 2011.*

- *Attended two days U.G.C. sponsored National Conference on 'Impact of WTO Agreement on Higher Education in India' organised by S.D.M. College of Business Management, Mangalore in association with Public Relations Society of India, Mangalore-Manipal Chapter, which was held on the 12th and 13th of October 2011.*

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Mrs. Deepa D. Hegde

- *Attended 3 days International Conference on "Advanced Computing, Networking and Security – 2011" organised by Department of Comp. Science & Engineering, NITK, Surathkal from 16th to 18th Dec. 2011.*

- *Attended two days U.G.C. sponsored National Conference on 'Impact of WTO Agreement on Higher Education in India' organised by S.D.M. College of Business Management, Mangalore in association with Public Relations Society of India, Mangalore-Manipal Chapter, which was held on the 12th and 13th of October 2011.*

- *Attended 2 days U.G.C. sponsored National Conference on "Challenges of Supply Chain*



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- *Participated as a resource person in BBM Curriculum Revision Workshop, organised by Mangalore University Department of Business Administration and Forum of Business Management Teachers in association with SDM College of Business Management, on 24th December 2011.*

Mrs. Renuthakshi K.

- *Participated in the one day Intensive Management Development Programme conducted by the Institute on Leave Trading System- A tool to conquer Absenteeism’ held at Institutes Seminar Hall, Nitte on 6th January ,2012.*
- *Attended two days U.G.C. sponsored National Conference on ‘Impact of WTO Agreement on Higher Education in India’ organised by S.D.M. College of Business Management, Mangalore in association with Public Relations Society of India, Mangalore-Manipal Chapter, which was held on the 12th and 13th of October 2011.*
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Ms. Shashikala K. G

- *Attended the ‘Coastal Business Development Summit’ organized by Federation of Karnataka Chamber of commerce and Industry, Bangalore in association with Department of Commerce, Department of Infrastructure Development, Government of Karnataka, NRI forum and Coastal Development Authority on January 5th , 2012 at T V Raman Pai Hall.*
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Ms. Mamatha Pai

- Attended two days U.G.C. sponsored National Conference on 'Impact of WTO Agreement on Higher Education in India' organised by S.D.M. College of Business Management, Mangalore in association with Public Relations Society of India, Mangalore-Manipal Chapter, which was held on the 12th and 13th of October 2011.

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Mrs. Shashiprabha

- Attended 3 days International Conference on "Advanced Computing, Networking and Security – 2011" organised by Department of Comp. Science & Engineering, NITK, Surathkal from 16th to 18th Dec. 2011.

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Mrs. Supritha A.

- Attended two days U.G.C. sponsored National Conference on 'Impact of WTO Agreement on Higher Education in India' organised by S.D.M. College of Business Management, Mangalore in association with Public Relations Society of India, Mangalore-Manipal Chapter, which was held on the 12th and 13th of October 2011.

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Mrs. Shalini Devadiga

- *Participated in the one day Intensive Management Development Programme conducted by the Institute on Leave Trading System- A tool to conquer Absenteeism' held at Institutes Seminar Hall , Nitte on 6th January ,2012.*

- *Attended two days U.G.C. sponsored National Conference on 'Impact of WTO Agreement on Higher Education in India' organised by S.D.M. College of Business Management, Mangalore in association with Public Relations Society of India, Mangalore-Manipal Chapter, which was held on the 12th and 13th of October 2011.*

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Mrs. Anasuya

- *Attended 3 days International Conference on "Advanced Computing, Networking and Security – 2011" organised by Department of Comp. Science & Engineering, NITK, Surathkal from 16th to 18th Dec. 2011.*

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Mrs. Reshmi B. R.

- *Attended 3 days International Conference on "Advanced Computing, Networking and Security – 2011" organised by Department of Comp. Science & Engineering, NITK, Surathkal from 16th to 18th Dec. 2011.*

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Mrs. Jayalaxmi Shete

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Mrs. Shwetha Y.

- Resource person in workshop on BBM curriculum Revision in Mangalore University, Department of Business Administration and forum of business management Teachers(FOBMAT) and SDMCBM, Mangalore on 24th December 2011.

- Attended two days U.G.C. sponsored National Conference on 'Impact of WTO Agreement on Higher Education in India' organised by S.D.M. College of Business Management, Mangalore in association with Public Relations Society of India, Mangalore-Manipal Chapter, which was held on the 12th and 13th of October 2011.

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Mrs. Shaini Naveen

- Attended two days U.G.C. sponsored National Conference on 'Impact of WTO Agreement on Higher Education in India' organised by S.D.M. College of Business Management, Mangalore in association with Public Relations Society of India, Mangalore-Manipal Chapter, which was held on the 12th and 13th of October 2011.

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Mrs. Veena D. Kotian

- Attended two days U.G.C. sponsored National Conference on 'Impact of WTO Agreement on Higher Education in India' organised by S.D.M. College of Business Management, Mangalore in association with Public Relations Society of India, Mangalore-Manipal Chapter, which was held on the 12th and 13th of October 2011.

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Ms. Preethika Dharmapal

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Mrs. Vasudha R

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Ms. Rashmi T.

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Ms. Sowmya Hegde

- *Attended two days U.G.C. sponsored National Conference on 'Impact of WTO Agreement on Higher Education in India' organised by S.D.M. College of Business Management, Mangalore in association with Public Relations Society of India, Mangalore-Manipal Chapter, which was held on the 12th and 13th of October 2011.*

- *Attended 2 days U.G.C. sponsored National Conference on "Challenges of Supply Chain*



Management In 21st Century” organised by S.D.M. College of Business Management, Mangalore in association with Kanara Chamber of Commerce & Industry, Mangalore, which was held on 10th and 11th of October 2011.

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Mrs. Deepa G. Shenoy

- *Attended two days U.G.C. sponsored National Conference on ‘Impact of WTO Agreement on Higher Education in India’ organised by S.D.M. College of Business Management, Mangalore in association with Public Relations Society of India, Mangalore-Manipal Chapter, which was held on the 12th and 13th of October 2011.*

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Mr. Prasanna Kumar T.

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Mrs. Kavitha K.

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Mrs. Nayana Pai

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Ms. Soans Shavina Fredrick

● Attended two days U.G.C. sponsored National Conference on 'Impact of WTO Agreement on Higher Education in India' organised by S.D.M. College of Business Management, Mangalore in association with Public Relations Society of India, Mangalore-Manipal Chapter, which was held on the 12th & 13th of Oct. 2011.

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Ms. Manjushree Ballal

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Mr. Bharath Kumar Jain

● Participated and officiated in 72nd 'All India Inter University Athletic Championship 2011-12' held at Swarajya Maidan Moodbidri, Karnataka from 17th to 21st Dec. 2011. Organised by Rajiv Gandhi University of Health Science Karnataka and Alvas Education Foundation Moodbidri.

● Selected for the Mangalore University Basketball Team as manager and escorting basketball team for the South Zone Inter University Basketball Tournament held at Sathyabhama University Chennai from 2nd to 5th Jan. 2012.

Mr. Shekar Madival

● Attended 2 days UGC sponsored State level Seminar on "Strategies for Quality Improvement in Office Administration" held on 2nd & 3rd December 2011 at SDM College, Ujire.

Mrs. Ramya Jinesh

● Attended 2 days UGC sponsored State level Seminar on "Strategies for Quality Improvement in Office Administration" held on 2nd & 3rd December 2011 at SDM College, Ujire.

Mr. Shailesh B

● Attended 3 days Training Programme for Accounting Personnel on 21st, 22nd & 23rd December 2011 at SDM College, Ujire.

Mr. Hariprasad

● Attended 3 days Training Programme for Accounting Personnel on 2nd & 3rd December 2011 at SDM College, Ujire.



STUDENTS ACTIVITIES :

Participation of students in the procession

Students of SDM College of Business Management actively took part in the procession organized to mark the beginning of National Youth Festival organized by Mangalore University on 12th to 16th Jan. 2012. On 12th afternoon, after the classes, under the guidance of principal Dr. Devaraj K., more than 500 students and 50 staff members attired in their uniform assembled in the premises of Town Hall. Later, they were led to Nehru Maidan and assembled forming lines. As per the instructions given by the organizers they joined the procession, proudly holding the college banner.

The Procession started at 3.00 p.m. from Nehru Maidaan. It was a beautiful sight to see the students dressed in white uniform walking in the procession in a most disciplined way. The procession went through Hampankatta, K.S. Rao road and M. G. Road. Students were overwhelmed with joy as they approached their college. They bowed down and saluted the cut-out of Swamy Vivekananda placed in front of the college and then continued to march forward.

The college was also decked up with lighting and decoration. Instrumental music competition is also being hosted in the college auditorium. Students of SDM College of Business Management also presented Yakshagana as a part of Non Competing event held in connection with Youth Fest.

National Youth Festival is organized to commemorate the birthday of Swamy Vivekananda. Hosting of this festival this year by Mangalore University with the theme 'Celebrating Diversity in Unity' gave an opportunity for the students to know the culture and heritage of various states through the beautiful programmes put up by them

STUDENTS ACHIEVEMENT

Management Fest: (BBM)

In "Elan 2012", a management Fest conducted by Meridian College, Mangalore, our college secured "**Overall Championship**" Ranjan Fernandes, Raj Patel, Sharath Ram, Rithesh Kotian of III BBM C, Rahul Kunder of III BHRD & Sushanth Ram of III BBM B won 1st place in the Product Launch. Arpith Indravadan of III BBM A won the 1st place in stress Interview. Sambita Benegal, Devika Devaiyah & Shruthi Shetty won the 1st place in Dumb-Charades. Apart from this team We bagged the 2nd place in ICE-BREAKER.

IT Fest : (BCA)

In "Twister 2012", a IT Fest conducted by Meridian College, Mangalore. College bagged the Runners-Up. Vishal Bhandarkar, Sujay & Padmanabh Bhat of II BCA- A, Vishaka Nayak & Prabhath Amin of II BCA-B, Shruthi Amin, Rakshitha Salian, Salman, Harshita OF III BCA A & Nityanand Pai of III BBM B. were the team members. Team won 1st place in Pictionary, 2nd place in gaming and third place in Quiz & Treasure Hunt.

Vijaya College, Mulki conducted Inter collegiate quiz competition on 7th organized. Vishal Bhandarkar II BCA A, Vipin Rai I BCA A won the second place.

Cultural Fest :

In Vivekananda Arts Fest conducted by Vivekananda College, the following prizes were secured

Classical Singing – 1st place –

Vasundara (III BBM B)

Drawing Competition –

Vishal Bhandarkar (II BCA A)

English Elocution – 3rd place –

Oralia Rego (II BBM D)

- A group of students led by Ms. Mamatha Pai, participated in the prayer service in **Sarva Dharma Sammelana** on 23rd November 2011 at Dharmasthala. They melodiously sang a prayer song specially composed for the occasion.

- In the National Level Fest conducted by St. Agnes College, Mangalore 'SUSTANTIVO' on 28th and 29th of November 2011. The following students bagged first place in 'Movie Spoof': Prabhath Amin, Dipin M Peter, Vishal Bhandarkar, Abdhul Muyeed, Milan Kotecha and Fasil. Our college team secured first place in 'Business Quiz'. (The team members were Adit and Praveen Kamath) and bagged second place in 'Bus Maze' (Vishal Bhandarkar and Dipin M Peter).

- Western Institute of Technology (Sizzling Guys) organised inter college dance competition on 3rd December 2011 and our college team has bagged the first place. The team members were Melissa Serrao, Deepashri Kamath, Deepa Revankar, Akshatha Rai, Akshatha Shetty, Dhanya and Deepthi.



● Our college students participated in the management fest 'Amaze' conducted by IIPM, Bangalore on 14th, 15th and 16th of December and Adit and Naufal won 3rd place in 'Innovation Quiz'.

● The following students represented Mangalore University in quiz, in "South Zone Youth fest" at Chennai which was held from 19 December 2011 to 23 December 2011. Nithyanand Pai III BBM 'B', Cariappa B.N. II BBM 'B', Rakesh Rao III BCA

● NCC students represented 6 Karnataka Air Squardon NCC Air Force Attachment Camp held at Bidar Air Force station from 15-8-2011 to 28-8-2011.

● A. Madantheshwar Rao completed one annual training camp of 10 days and three PPC RD camps of 10days each in Pilikula, KPT & Shimoga.

● 11 NCC Cadets attended a 10 day camp held by "6 KAR AIR SQN, AIRFORCE WING OF THE NATIONAL CADET CORPS" at Scouts and Guides Bhavan, Kaikamba, successfully completing annual training camp 2011.

● Manikantan P. N. II BHRD attended National level "Air Force Attachment Camp" in "Air Force Academy", Hyderabad from 12 November 2011 to 21 November 2011.(NCC)

● Manikantan P. N. II BHRD attended "Pre Vayu Sainik Camp" in Bangalore from 12 September 2011 to 21 September 2011.(NCC)

● Manikantan P. N. II BHRD attended "Annual Trainig Camp" of 10days in Pilikula from 26th August to 4 September 2011.(NCC)

● Mridul Saldanha attended the 'National Level Open Karate Championship 2011' held on 6th, 7th and 8th of January 2012 at Yugupurusha Sabha Bhavan, Kinnigoli DK and won 3rd place in individual kemite (Mangalore Taluk) in the weight category of 60-70 kg(GOSHIN-RYU-STYLE of Indian Karate.)

● All I year students participated in the Coastal Business summit organized by federation of Karnataka Chamber of commerce and Industry, Bangalore in association with department of commerce, Government of Karnataka, NRI Forum and Coastal Development Authority on January 5th 2012 at T V Raman Pai Hall, Mangalore. They were able to get insight into the various new investment opportunities open to investor in Coastal Region.

Sports Achievement

● Our College team participated in Mangalore University Athletic Meet, which was held on 3rd, 4th and 5th of December. Manju M R, Supreeth, Sbarukh

A R and Varadaraj won second place in 4x100 relay. Abhilash won third place in 200 mts race. Manju M R won Gold in 400 mts race and Supreeth won Gold in high jump.

● Manju M R won Bronze in 4x400 mts relay in All India University Athletic Meet held at Moodbidri from 17th - 21st of December 2011.

SYGMA 2012

SYGMA 2012 will be held on 28th of January 2012. It is a University level fest for Bachelor of Computer Applications students. SYGMA is held for the 10th year by SDMCBM. The theme of SYGMA-2012 is "Android Evolution". The participants will be tested for modern computing technology they possess.

Inauguration of SYGMA will be held on 28th morning 9.00 am in the college auditorium. Mr. Sharath, CEO, Source Page Technologies (P.) Ltd, Mangalore will be inaugurating SYGMA-2012. Chief guest for this function will be Mr. Avinash Kodikal, Senior Software Engineer Informatics, Bangalore & Alumni of SDMCBM.

The events conducted for SYGMA 2012 are Best I.T. Manager, Web Designing, Coding and Debugging, I.T Quiz, Paper Presentation, Treasure Hunt and News Bulletin. This year the students of BCA department are introducing a new event called "SYGMA-PLAY", an open for all clan gaming event and I.T Advertising where in the advertising skill of the computer application students is tested.

Valedictory function will be held on 28th evening at 5.30 PM in the college auditorium. The chief guests will be Mr.Swarun Raj, PVS Group of Companies, Mangalore and Ms.PreethikaJayaramSuvarna, HR executive, Infosys, Bangalore&alumni of SDMCBM.

Synergy-2012
In pursuit of Excellence

The Management, Staff and Students of
**SHRI DHARMASTHALA MANJUNATHESHWARA
COLLEGE OF BUSINESS MANAGEMENT
MANGALORE**
(NAAC Re-accredited (2010) with 'A' Grade)
Sponsored by SDME Society @, Ujire
PRESIDENT : DR. D. VEERENDRA HEGGADE
Cordially invite you to the
**INAUGURATION OF
SYNERGY 2012,**
All India Level Management Festival
on Friday, the 27th January 2012 at 8.45 a.m.
in the College Auditorium

INAUGURATION : MR. M. VISHWAS ATTAVAR
Vice President, Corporate Affairs & Protocol,
Reliance Industires Ltd., Mumbai.

CHIEF GUEST : MR. DHEERAJ HEJMADI
Regional Manager, Infosys, Mangalore.
(Alumni of S.D.M. College of Business Management)



MBA Page

Academic Activities

Guest Lectures

- Prof . K. J. Shenoy, former director of IGNOU centre, St. Aloysius College, Mangalore gave a lecture on Entrepreneurship on 3rd October 2011.
- Mr. Ashwan Kumar Chrungoo, President, Panun, Kashmir, addressed the students on the issues of displacement of Hindus in Kashmir on 7th October 2011.
- Brahmakumari spiritual leaders Monaka Clara, Marianna and Panlothumde from Hungary delivered a lecture on spirituality and its inference in life on 7th November 2011.
- Prof. Shivanand Bhat, former Principal of Canara College, Mangalore addressed the students on financial accounting on 21 November 2011.
- Mr. Shankar Narayan from Oriental Bank delivered a lecture on Modern Banking on 28th November 27, 2011
- Mr. Prashant, Business Executive, CMIE, Bangalore gave a lecture on the working of Prowess Software on 5th December 2011.
- Mr. Jayanth Kaikini, Kannada Lyricist had interaction with students on 12th December 2011.
- Mr.Chandra M. Bhandary, IFS, Former ambassador of India to US addressed the students on the self management techniques through spirituality on 22nd December 2011.

Dandia Night - MBA students organized 'Dandia Night' on 10th October 2011 in the college auditorium. The objective of this programme was to depict the Indian culture. Director Dr.Devaraj K lighted the lamp and spoke about the rich cultural heritage of the country.

Industrial tour - IInd MBA students visited Mumbai and Goa for an Industrial tour from 17th to 22nd October 2011. Director Dr.Devaraj K., faculty members Dr. Savitha Pereira, Ms.Deepa Nayak P. and Mr.Dawn Prakash accompanied the students. The companies visited were Bisleri International (Pvt) Ltd., Shree Sathyanarayan Industrial Suppliers Pvt Ltd., in Mumbai, Finolex Cables Ltd., Coco Cola Beverages Pvt. Ltd., and Seimens Ltd. In Goa.

Staff Activities

Dr. Prameela S. Shetty presented a paper titled "Role of Medium Enterprises in development – A case study on MSEZ" at the international conference jointly organized by International Association of Management Scholars and FRI University at Dehradun on 4th and 5th of November 2011.

Dr. Savitha Pereira Moderated the session on the "Impact of WTO in Higher Education" jointly held by SDM College of Business Management and Kanara Chamber of Commerce on 13th October 2011.

- Presented paper on "Impact of Globalisation on Higher Education" at the National conference jointly organized by SDM College of Business Management and Kanara Chamber of Commerce on 13th October 2011.

- Organised and Accompanied students to the Industrial tour to Mumbai- Gao for the IInd MBA students from 17th -22nd October 2011.

- Presented a paper titled "Role of Medium Enterprises in development – A case study on MSEZ" at the international conference jointly organized by International Association of Management Scholars and FRI University at Dehradun on 4th and 5th of November 2011.

Dr. Jomon Lonappan published a paper titled "An Evaluation of factors influencing customers home buying decisions" in MIRROR, peer refereed Bi-annual Research Journal of Commerce and Management by Scholars Association of Kerala with ISSN 2249-8117; volume 1, No.1, September 2011.

- Chaired the session on "The Impact of WTO in Higher Education" in the National level Conference jointly held by SDM College of Business Management and Kanara Chamber of Commerce on 12th October 2011.

Ms. Seema Shenoy presented paper in absentia titled "Design of a new conceptual framework for supermarket retailers in India" at the National Conference on "Retail Excellence" jointly organized by JIMS institute, New Delhi and RAI (Retail Association of India) on October 11, 2011. Paper is published in the conference proceedings titled "Retail Excellence" ISBN 978-93-81361-40-5.



Ms. Savitha published a paper titled "Corporate Social Responsibility in MSME's : A study on the awareness and practice in Mangalore" in Tatva, volume VII, No.2, July 2011, ISSN 0973-0974

● *Presented a paper titled "Barriers to enrolment in micro health insurance- an empirical study of Sampoorana Suraksha Programme in Karnataka", at the International Conference on 'Innovative Strategies for global competitiveness', on 8th, 9th and 10th December 2011 organised by RVIM, Bangalore*

Student Activities

An Interclass Elocution competition was conducted on the topic "Prevention of corruption in corporate sector" by Corporation Bank in association with Anti Corruption Forum.

Winners were Ist place – Shilpashri A., II MBA, IInd place – Greeshma Rao, I MBA, IIIrd Place- Sumanth Prasad, IInd MBA. Shilpashri A. will be participating in the Inercollege competition to be held on 2nd November 2011.

Bopanna B.J and Poonam from MBA won first place in finance event in the National level MBA fest organized in Srinivas college on 21st October 2011.

SDM MBA students won the Overall Championship in the South India Level Management fest at AJ Institute of Management on 29th October 2011. Preetham Amin was the Best Manager, Olivia Pinto and Venecia Crsasto won first place in HR game, Sagar Jain and Daral Moras won first place in Marketing game

You are cordially invited to a one day
**NATIONAL CONFERENCE ON
 GLOBAL MINDSET**
 Preparing the Youth to
 face the challenges of
 the world

**YOUTH
 EMPOWERMENT**

06 Feb, 2012

ORGANISED BY
**SDM POST GRADUATE CENTRE FOR
 MANAGEMENT STUDIES & RESEARCH**
 Mangalore - 575003, D.K.

TECHNICAL SESSION I
 11:15am - 12:15pm
*Developing Right Attitude To Face Challenges
 Of Globalisation*

Mr.Susir Kumar
 Chief Executive Officer
 Intelnet Global Services Limited, Mumbai

TECHNICAL SESSION II
 12:15pm - 01:15 pm
*Developing Global Mindset - Adapting To Different Cultures
 In Work Place*

Dr. Neetha Inamdar
 Head, Manipal centre For European Studies, Manipal

TECHNICAL SESSION III
 02:15pm - 03:15pm
Bringing Excellence In Management Education

Dr. Sudhir Jain
 Prof. & Head, Department of Management Studies
 IIT, New Delhi

PAPER PRESENTATION
 03:30pm - 04:30pm

INAUGURATION
 at Conference Hall
 Monday, February 6th, 2012. 09:30am - 11:00am

Inaugurator
Mr. Ajai Kumar
 Chairman and Managing Director
 Corporation Bank, Mangalore

Chief Guest
Mr. M Narendra
 Chairman and Managing Director
 Indian Overseas Bank, Chennai

Guest Of Honour
Mr. V S Chandrashekar
 (Alumni SDMCBM)
 Country Advisor
 David & Lucile Packard Foundation, New Delhi

VALEDICTORY
 Monday, February 6th, 2012. 04:30pm - 05:30pm

Chief Guest
Mr. Max E Rasquinha
 International Business Consultant
 Houston, USA

Guest of Honour
Ms. Bindu
 Alumni SDMCBM
 Assistant Professor
 Govt. First Grade College, Balmatta

SPIRITUAL DISCOURSE
 06:00pm - 07:00pm
 By: **Swami Shantatmananda**
 Secretary, Ramakrishna Mission, New Delhi

Felicitation to Kendra Sahitya Academy Awardee(Konkani Language)
Mr.Melvyn Rodrigues
 (Alumni SDMCBM)
 Director-Operations, Daijiworld Media Pvt. Ltd., Mangalore

CULTURAL PROGRAMME FOLLOWED BY DINNER
 07:00pm - 08:30pm

Program Co-ordinators

Dr. Prameela S Shetty
 Organising Secretary

DR. DEVARAJ K.
 Director

Student Co-Ordinators
Arjun Jayakumar
Suraksha Disha Jain



UGC sponsored National Conference on Challenges of Supply Chain Management in 21st Century



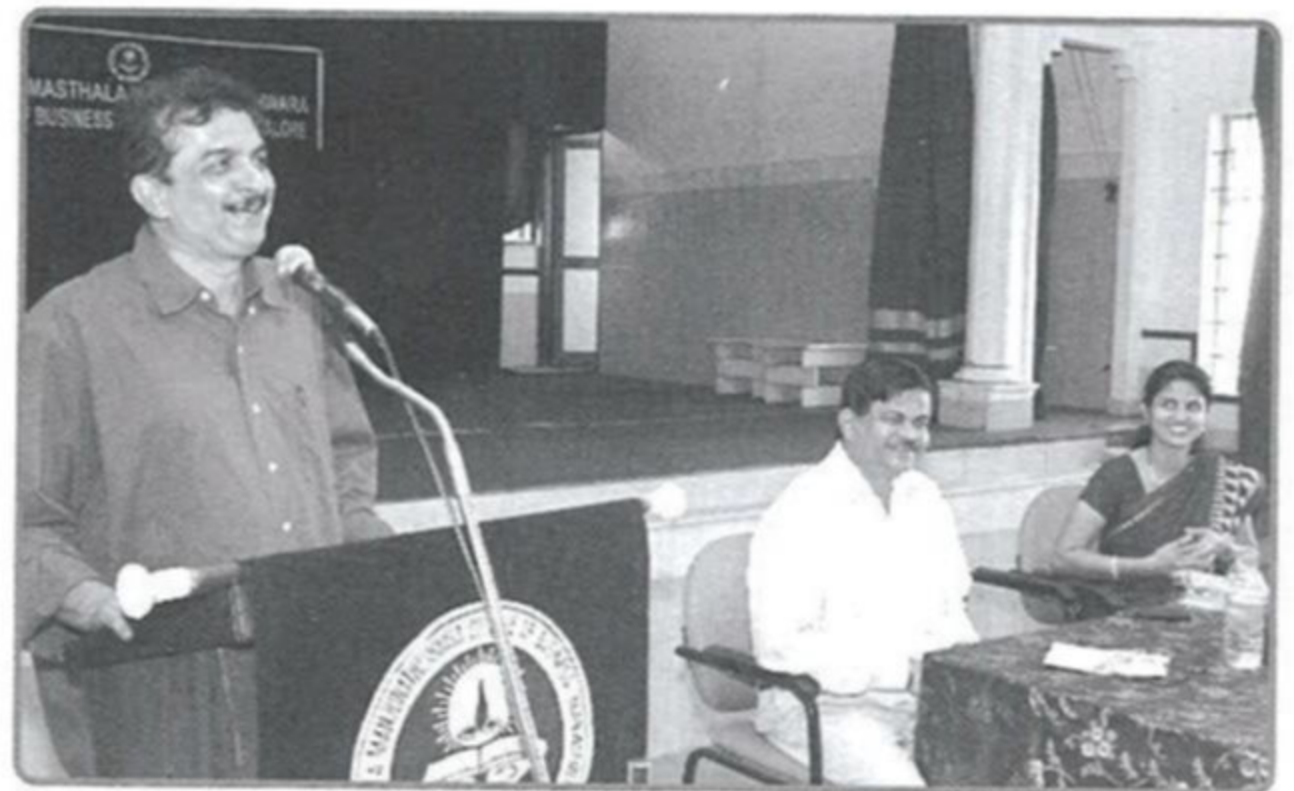
UGC sponsored National Conference on Impact of WTO Agreement on Higher Education in India



UGC sponsored National Conference on Recent Trends in Cloud Computing



Guest Lectures





Collaborative Programme



NSS Activities





BBM Curriculum Revision Workshop - 24-12-2011

