



## 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 : [sdmcmb@sdm.ac.in](mailto:sdmcmb@sdm.ac.in)

**President : DR. D. VEERENDRA HEGGADE**

**SRI D. SURENDRA KUMAR  
PROF. S. PRABHAKAR**

*Vice Presidents*

**SRI D. HARSHENDRA KUMAR  
DR. B. YASHOVARMA**

*Secretaries*

**DR. DEVARAJ K.  
Principal**

# SYNC VISION

**Vol. - 32**

**Issue - OCTOBER 2012**



### EDITORIAL .....✍

*As ever the students and faculty were actively involved with various activities as the semester end was looming over the horizon. The celebration of Teacher's Day and PTA meeting were the highlights of this quarter. Hundreds of students securing cash prizes and silver medals on the occasion of PTA meeting is something that made us all feel proud. A gold medal initiated from this year by S.L Shet Jewellers for the top scorer in BAHRD stream was secured by Ms. Meghana. The end of the semester and the university examinations coincided with the welcoming of first year MBA students, who took part in the orientation programme with great excitement and expectations.*





## GENESIS 2012

GENESIS 2012, University level management fest for the first year students of various colleges of Mangalore University, was held on 23 August 2012 in the college auditorium.



Mr. Mahabaleshwar Bhat, General Manager (Development), Karnataka Bank Ltd, Mangalore and Mrs. Ashritha Shetty, Director, Laxmi Memorial Trust, A. J. Group of Institutions, also an alumni of SDMCBM, were the guests of honour. In his inaugural address Mr. Mahabaleshwar Bhat appreciated the innovative idea of the senior students to induct the first year students with management techniques which would be cherished by the students in their life. Such qualities will increase their confidence level and make them industry ready through the co-existence of learning and practice he said. Mrs. Ashritha Shetty in her chief guest's address pointed out the need for organizing events such as management fests to promote leadership with excellence to face the challenges at the global level. Dr. Devaraj K., Principal, who presided over the ceremony said that the fest is a learning arena where students should develop competitive spirit but not an attitude of defeating others. Student co-ordinator Caariappa B. N. gave a brief introduction to Genesis 2012. Tripti Maheshwar proposed vote of thanks. Vishal Bhandarkar compered the programme. Shobhitha and party rendered prayer service.

The theme chosen for this year was "Comicon", which is adapted from narratives in comic strips and comic books. The fest had events based on well known management games such as best manager, business quiz, human resource etc. A new event, Public Relations, was introduced. All the events and activities in the fest were focused on themes and characters found in major popular comics.

More than 15 teams participated in the fest. The main objective of Genesis 2012 was to initiate the students, who have opted for management and business discipline, to

the highly competitive arena of entrepreneurship and corporate leadership. Professionals in the industry were invited as judges for the event.

The valedictory ceremony was held in the evening on the same day. The chief guests for the ceremony were: Mr. Suresh Kumar Ullal, Hon. Secretary, Indian Red Cross society & Deputy director of Fisheries and Mr. Prasanna K. R., Ramanath Enterprises, Mangalore, also an Alumani of the college.

The fest was organized by the students of the college headed by the staff in-charge, Mrs. Madhumathi J. Raja and the students coordinators Cariappa B. N. and Padmanabha Bhat A. V.

## DISTRICT DISASTER MANAGEMENT TRAINING PROGRAM

SDM College of business management Mangalore in association with Indian Red Cross Society D K Dist. Branch Mangalore organized two days training program on district disaster management which was held on 4<sup>th</sup> & 5<sup>th</sup> August 2012.

This Training program was inaugurated on 4<sup>th</sup> August 2012 at 9.30 am in the conference hall by Dr. Devaraj K., Director of SDMCBM by releasing the book of Red Cross Society. In his inaugural speech he pointed out the role of Red Cross in managing the disaster by taking precautionary measures.



Mr.H.S Varadaras, Chief Fire officer, Mangalore division pointed out the various types of fire accidents and also the ways to avoid them. Dr. Devadas Pai, Vice President of Indian Red Cross Society, D K district, in his presidential address narrated the history and objectives of Red Cross Society of D K District branch.

In the 1<sup>st</sup> session the keynote speaker Dr. Kumar ULS, National disasters Management Team, Red Cross Central Office, New Delhi spoke about the Red Cross movement and principles of Red Cross Society. He mentioned the objectives of the training program and fundamentals of disasters management.





In the post lunch session, Mr. Harshavardhan Shetty, member of the Red Cross Society, D K spoke about the need for taking care of public health in emergency through various measures.

In the next session Mr. Jayaprakash member of Red Cross Society D K district pointed out first aid in emergency, psychological first aid and psycho social aspects in disaster management.

In the valedictory function held on 5<sup>th</sup> August 2012 at 5 pm Prof M. Shantharam Shetty, Chairman of Indian Red Cross Society, D K, district branch, Dr Kumar VLS and Mr. Prabhath Kalker were the guest of honor.

The guests enlisted the benefit of the training program and pointed out its significance in disaster management.

### INAUGURATION OF ROVERS AND RANGERS UNIT

Rovers and Rangers unit for the academic year 2012-13 was inaugurated on 27<sup>th</sup> August at 3.15 pm in the college conference hall. Colonel Nitte Guthu Sharath Bhandary, President of D.K District Ex-Serviceman's Association, Mr. Prathim Kumar, Rover, Scouting Leader, were the guests on this occasion.



After inaugurating the activities by lighting the lamp, inaugurator Colonel Nitte Guthu Sharath Bhandary explained the objectives of Rovers and Rangers and pointed out how nation comes first and then individuals by reading out the pledge to be taken by Rovers and Rangers.

Mr. Prathim Kumar pointed out that power of the students should be channelized in a right way. He also said that by joining organizations like Rovers and Rangers students should develop self respect and serve the society and not indulge in any type of unethical activities.

Principal Dr. Devaraj. K, in his presidential address, said that youth should try to acquire knowledge and develop social responsibilities. They should actively engage themselves in the activities of clubs like Rovers and Rangers to serve the society.



Ms.Teena welcomed the gatherings, Ms.Sadhana Gajanan compered the program. Manasvi and Dhamini rendered prayer service. Ms. Nishmitha M Sheriyan proposed vote of thanks. Mr.Thilakraj G and Mrs. Jyothi were present on the dias.

### GUEST LECTURE ON WILD LIFE CONSERVATION

NSS unit of the college had organized a guest lecture on the topic "Wild life conservation" on 8<sup>th</sup> August 2012 in college conference hall. The speaker was Dr. Rohith S Rao.

He spoke about wild life conservation through display of slides. He explained how the society is exploiting the wild life and stressed on the measures to conserve wild life.

All NSS volunteers took part in the program. NSS officers Mrs. Jeevitha and Mrs. Manju coordinated the program. Principal Dr. Devaraj K was also present on the occasion. Nikitha of II<sup>nd</sup> BBM A section welcomed the gathering. NSS volunteers rendered the prayer. Nishmitha of II<sup>nd</sup> BCA B section introduced the guest to gathering. Karthikraj of II BBM B section proposed vote of thanks.

### GUEST LECTURE ON GLOBAL BANKING SCENARIO

Dr. Rajesh Nayak, Director - Training, Central Bank of Oman's College of Banking & Financial Studies, the Guest of the Session, delivered a lecture to the students on GLOBAL BANKING SCENARIO on Friday, 17<sup>th</sup> Aug, 2012.

The session mainly highlighted the current scenario and recent trends in global banking sector. The following aspects were covered

- ▶ Recession- Is the worst over?
- ▶ US – corporate piracy in Wall Street.
- ▶ Europe – euro or no euro?
- ▶ India and China – new economic powers?
- ▶ Alternate Banking Model.

He explained how the US is trying to overcome recession but still it is not able to overcome it at the expected level,





and also added that there might be another economic recession in the years to come. He expressed the hope that India and China might be the new economic powers in future, but this may not happen at an expected pace due to corruption, inefficient administrative system and many other such factors. He also explained about alternate banking model, by giving the example of Islamic banking. Students of 1st BBM A & B section participated in the program.

### **GUEST LECTURER ON THE CURRENT SCENARIO OF INDIAN BANKING SYSTEM**

Dr. Rajesh Nayak, Director - Training, Central Bank of Oman's College of Banking & Financial Studies, the Guest of the Session, delivered a lecture to the students on **The Current Scenario of Indian Banking system** on Friday, 17<sup>th</sup> August, 2012.

A clear picture of the Indian Banking System was given by throwing light on following issues

- ▶ Reserve Bank of India
- ▶ Nationalized Banks
- ▶ Private Banks
- ▶ Foreign banks

He explained about the entry of Private Banks such as ICICI, etc. in the banking sector and about its efficient and competent performance at present in the field of banking. He also pointed out about investments made by foreign banks and the tough competition provided by them.

He explained the **Key Areas of Careers in Banking Sector** such as

- ▶ Sales
- ▶ Marketing
- ▶ Wealth management
- ▶ Human resource management

Thus, the session was very useful and informative as students were given a detailed and clear picture of the present scenario in banking sector. It was an eye opener and a golden opportunity for the students to choose a career of their interest in the field of Banking.

### **RELEASE OF SYNC VISION**



College quarterly magazine Sync Vision August issue was released on 23<sup>rd</sup> August in the inaugural function of Genisis. Mrs. Ashritha Shetty, Director, Laxmi Memorial Trust, A. J. Group of Institutions, also an alumni of SDMCBM released it.

### **RELEASE OF COLLEGE ANNUAL**



College Annual Dynamism insignia 2011-12 was released on 15<sup>th</sup> of August 2012 by Mrs. Rajeshri Kini Lecturer at MITE, Mijar. The college annual giving a detail picture of all the activities of the college was distributed to all the students.

### **ASSOCIATION ACTIVITIES**

#### **MANAGEMENT ASSOCIATION**

Inter class business personality competition was conducted by management association on 26<sup>th</sup> July 2012 at 3 pm in 302 room.

Business personality is a competition where a famous business personality was given and the participants should speak about that personality, give their background, achievement, financial standing and their life style towards society.

The names of business personality included in the competition were:

1. Anil Ambani
2. Anurag Dikshit
3. Azim Premji
4. Kumar Mangalam Birla
5. Kushal Pal Singh
6. Lakshmi Mittal
7. Mukesh Ambani
8. Pallonji Mistry
9. Sunil Mittal
10. Tulsi Tanti





## FINANCE ASSOCIATION

Finance association conducted 'MONEY TALK ' on 19-07-2012. It was conducted to enhance the awareness of the students in the field of finance. A random topic was given to the participants. They were asked to speak for 2 minutes. Mrs. Veena D. Kotian & Miss. Shashikala K.G were the judges for the event. There were totally 18 contestant for this event.

On 8 August 2012 finance association conducted 'CROSSWORD' competition. Time allotted for each contestants was half an hour. A simple crossword related to finance was given to them.

Finance association conducted AUDIT on 30<sup>th</sup> August. A problem based on final accounts were given to the contestant and they had to come up with the Profit And Loss A/C with Balance Sheet .

## QUIZ ASSOCIATION

Quiz association conducted Logo Quiz on 7<sup>th</sup> August 2012 in room no. 202 at 3:00 pm. 19 teams participated in the event. It was a team event, two members were allowed in each team. Quiz had 30 logos relating to various aspects of the business world.

Quiz Association conducted Personality Quiz on 14<sup>th</sup> September 2012 in Room no. 202 at 3:30 p.m. Participants were given list of facts relating to personality through which they have to identify the personality.

## LITERARY ASSOCIATION

Literary association conducted the following activities:

**English handwriting competition :** This competition was conducted on 28<sup>th</sup> of August in room no 302. More than 80 students participated in this event.

**Kannada pick and speak :** This competition was conducted on 13<sup>th</sup> of August at 3 p.m in room no 302 at 3pm. Topics were based on politics, students and language.

**Hindi pick and speak :** This competition was conducted on 17<sup>th</sup> of August at 3 p.m in room no 302 at 3pm. General Topics were given.

**Literary quiz :** This event was conducted on 27<sup>th</sup> of August at 3 p.m in room no 302. Two participants made a team. Topics were based on current affairs and literary works

**Hand writing competition ( Kannada and Hindi):** This competition was conducted on 6<sup>th</sup> of September in room no 302 & 303. More than 60 students participated in this event.

**English story writing competition :** This competition was conducted on 13<sup>th</sup> of September in room no 303 at 3 pm. The topic given was "life away from home" and "a bend in the road".

**English poem writing :** This competition was conducted on 13<sup>th</sup> of September in room no 303 at 303. The topic given was "monsoon rain" and "city life"

## FINE ARTS ASSOCIATION

Fine Arts Association conducted Singing competition on 10<sup>th</sup> August 2012 at 3.00 pm. There were Eastern and Western categories in Solo as well as Group. Many participants came up with melodious songs. The judges of this competition were Miss. Mamatha Pai and Mrs. Shaini Naveen.

## Independence day celebrations

Independence Day celebration began with march-past at 8 a.m. on 15<sup>th</sup> Aug. 2012 on the college grounds. Each class, in the special uniform designed for the march-past, marched with pride in the background of the band played by the students. They held placards with meaningful messages.



Mr. Sandesh Kumar, a student of II year MBA was the chief guest. Mr. Sandesh Kumar, as a NSS volunteer, had secured Indira Gandhi national Award and Best Volunteer State Award. He was recently given Youth Achievers Award by Volunteer for Better India, Mangalore. In his address he spoke about the importance of achieving success in life. He gave examples of famous achievers who attained success because of their dedication and hard-work. He concluded his speech with a message that being successful in life is the best gift that we can give to the nation.







Students, staff and guests saluted the flags with utmost reverence and pride. Patriotic song sung melodiously by the students evoked the spirits of unity in the crowd. Our Principal Dr. Devaraj K & Principal of Law College Dr. B.K. Ravindra were present on the occasion. Sneha and party rendered prayer service. Dhiren Anand welcomed the guests. Swathi Rao introduced the guests. Tanusha Das proposed a vote of thanks, Swathi compered the programme. Sweets were distributed to the students.

**Inter class College anthem singing competition**

Fine arts association organized interclass College Anthem competition on 14th August 2012 at 1.00 p.m. in the college auditorium. Professor Vedavathi, who is the composer of college anthem and other experts in the music field were invited for judging the event. Students from all the classes participated with competitive spirit, presented in creative way and sang melodically, seeking the blessings of Lord Manjunatheshwara.



**Variety entertainment**

Fine arts association conducted the most competitive event of the year inter-class variety competition on 15<sup>th</sup> August 2011. The theme of the competition was Patriotism.



All the classes were given 17 minutes for performance and 3 minutes for stage setting. Students presented patriotism through various skits, mime shows, dances.

The student's of each classes performed the show with discipline and unity. The main objective of the event was to bring in healthy competition, provide an opportunity to each students of the college to bring out creativity and hidden talents and finally invoke spirit of patriotism. Classes depicted the past glory of the country, cultural diversity and some of the present problems faced by our country related to communalism, corruption etc. They highlighted on the role to be played by the citizens of the country in overcoming many problems faced by the country. At the end of the day prizes were announced to the winners.



**SCAN ASSOCIATION**

**Toggle toggle :** This event was conducted on 17 August 2012. In this event a word of dual meaning was given to the participants on the spot. The participants had to speak about the topic on both the grounds when asked to toggle by the judges. It was an individual event. Time limit given to the participants was 30 seconds to think and 1 minute to speak.

**Guess the part :** The event was conducted on 27 August 2012. This event was basically to test the knowledge of the participants about the hardware and different components of the computer system. The object for the test contained new and old parts of the computer system. The participant





who get the most names correct was the winner. It was a solo event and the time limit was 10 minutes. The number of participants present for this event was 51.

### **Sports Association Activities**

Inter-class Chess tournament was conducted in the first week of July. About 35 students took part in the tournament. The chess team to represent the college in inter-collegiate tournaments was selected on the basis of the performance of the students.



### **EXTENSION ACTIVITIES**

Mangalore Management Association (MMA) in association with SDM college of Business Management had organized a talk on 'RURAL MANAGEMENT' on 8<sup>th</sup> August, 2012 in SDMCBM, Mangalore. Dr. L. H. Manjunath, Executive Director Shri Kshethra Dharmasthala Rural Development Project (R) DHARMASTHALA highlighted various important issues like,

- ▶ Development of Infrastructure.
- ▶ Women Empowerment.
- ▶ Electricity facility to all the houses especially in rural areas.
- ▶ Giving opportunity to students to interact with rural people and train them in rural area through case-study.

Our students and faculty members attended the programme.

### **Factory Visit**

On 11<sup>th</sup> Aug, 2012, our college students visited different factories to get an exposure about the industry. All I year students visited Canara Work Shop, Maroli, Mangalore, II<sup>nd</sup> year students visited Karnataka Milk Federation (KMF) Kulshekar, Mangalore and Final year students visited CAMPCO, Puttur. The staff members escorted the students. Mr. Thrishanth Kumar, Faculty and Placement Officer, coordinated the programme.

### **Voters Registration Guidance Programme**

A program was conducted by the district election officer on 24<sup>th</sup>, 25<sup>th</sup> of August 2012 in the seminar hall for II year and III year students, to discuss about the importance of election in a democracy. Participants were shown informative documentaries. The resource person explained the procedures of enrollment of young voters who are studying in the college. About 150 students participated in the program and all the participating students filled the Form No. 6 to enroll their names in the voters list. Bharath Kumar Jain Physical Director was appointed as Nodal officer to speed up the process of registering the voters in our college.

### **Workshop on Moral policing and Indian Culture**

Students of the college attended a workshop on 'Moral policing and Indian Culture' organized by Mahatma Gandhi Shanthi Souharda Vedike at Sahodhaya Hall, Shanthi Nilaya, Balmatta on 11<sup>th</sup> August, in connection with the recent home stay attacks in Mangalore. I and II year students of our college attended the programme. Founder president of the Vedike Mr. Ravishankar Shetty had taken up the initiative to organize the programme. Many experts were invited to express their views on the incident. A question answer session was held for the public and students to voice their views.

### **Guest Lecture on Franklin Templeton Investment Products.**

A talk was organized for the faculty by Franklin Templeton executives to explain the importance of mutual fund investment. A general introduction was given about the different mutual fund investment products available in the market. The benefit of such investment was explained through the help of charts and slides. The executives also spoke about the importance of having a diverse investment portfolio.

### **Radio Mirchi program**

Radio Mirchi conducted "Campus Stars" in association with Maple-Apple, Air Asia and Frankflin at SDM College of Business Management, Mangalore on 30<sup>th</sup> August, 2012 in the college Auditorium. Students actively took part in many events like singing, dancing, mimicry and displayed their talents. They won gift hampers by the sponsored organization.





### NSS ACTIVITIES

#### Campus Cleaning

NSS volunteers had organized a Campus cleaning programme in the college on 21<sup>st</sup> August 2012, NSS officers Mrs. Jeevitha and Mrs. Manju coordinated the program. NSS volunteers cleaned up the campus and surroundings. The camp cleaning succeeded in promoting awareness about the need to keep the surroundings clean.



#### Blood grouping camp

NSS Unit of SDMCBM conducted blood grouping camp on 27<sup>th</sup> August 2012 in the college auditorium along with Nandikur lab. Staff. Nearly 110 students were benefited from this program.



#### Aids Awareness Programme

On 15<sup>th</sup> Sept. 2012 NSS unit had organised essay and slogan competition on "AIDS AWARENESS" in room no: 303 students actively participated in the event.

#### Jail visit by NSS volunteers

Jail visit was organized on 21<sup>st</sup> Sept. 2012, NSS volunteers along with NSS officer Mrs. Manju and faculty members Mr Thrishanth and Mr. Adarsh Devadiga visited the Jail

#### Teacher's day celebrations

In our country and culture, teachers are still held in great honour and esteem. They are considered as a foundation of all knowledge and source of great ideals. They are the torch bearers of the society. The students look up to them with faith and hope to seek their guidance through their versatile personalities. To honour the teachers of our esteemed institution and to pay reverence and gratitude for their selfless efforts in shaping the career of students, teacher's day was celebrated in our college on 5<sup>th</sup> September, 2012.



The day's celebration started with a prayer to god to reflect back the radiance of his worth.

Mr Dhiren Anand, the student council president of the college delivered the welcome speech & welcomed the gathering on this august occasion.

An introductory speech was delivered by Ms Bhagya of III BBM 'A' and Mr. Vernon of II BA (HRD) enunciating the importance of celebrating teacher's day. They explained that the main reason behind celebration of teacher's day was to honour and pay respect to Dr S.Radhakrishnan, a great philosopher and teacher, on his birth anniversary.

It is the presence of the chief guests on the occasion which makes any event more special, successful and a memorable one. The retired higher primary teachers of Ganapathi High school, Mangalore - Smt. Vasanthi Balakunje and Smt. Meera Bai who are recognised even today for their selfless sacrifice, teaching and endless love towards their





students were the honourable chief guests on the occasion. They were honoured by our beloved principal, Dr. Devaraj K.

He rendered his heartfelt gratitude to them and said that they are role models to the teachers.

Thereafter, Smt. Vasanthi Balakunje, one of the chief guests addressed the gathering. She admired the tradition of the institution of honouring the retired teachers and enlisted the qualities of a good teacher. Smt. Meera Bai, the other chief guest spoke subsequently and she emphasised the importance of a teacher and their teachings. She stressed on the important values which every student has to inculcate i.e. respect for mother who is the first teacher of every child and the one who shapes the future of a child by instilling good values and culture in them. She also emphasised on respecting and showing love for our mother land which has given us everything in life. She highlighted the importance of sharing love with others and emphasised on learning from others and their experiences. She inspired and blessed everyone with her kind words.

Recognising the work of some outstanding students in the institution and honouring them is a tradition followed in SDM on the occasion of teacher's day. Hence, following 10 final year students were felicitated by the chief guests and the staff & management of the college on the occasion:-

Name of the student	Class & section
Milan Kotecha	III BBM 'A'
Divyashree P M	III BBM 'B'
Manjunath	III BBM 'C'
Megha	III BBM 'D'
Padmanabha Bhat A V	III BCA 'A'
Akshay	III BCA 'B'
Manikantan	III BA (HRD)
Deepika Salian	II MBA 'A'
Arjun Kapikad	II MBA 'B'
Dhiren Anand	III BBM 'A'

The chief guests and the principal also honoured the teaching and the non-teaching staff by presenting mementos as a token of love and appreciation as they are the pillars of strength and support for the institution and are instrumental in moulding the character of students by instilling good values and knowledge.

To show gratitude and to thank the gathering, the vote of thanks was proposed by Ms Swathi Rao, the student council secretary.

### PTA ANNUAL GENERAL MEETING

Annual general meeting of the Parents Teachers Association was held on 15th September 2012. Principal Dr. Devaraj K in his welcome address pointed out the role of PTA in implementing the programmes needed for promoting the overall development of the students. 148 students who secured distinction were awarded a silver medal and certificates. 280 present students who scored 85% and above in various subjects were given cash prizes.



A gold medal instituted from this year by S.L.Shet Jewellers for scoring highest marks in Mangalore University BAHRD examination was given to Ms. Meghana.

Some outgoing students in their feedback thanked the institution for shaping their future by giving ample opportunities.



The outgoing President of PTA Mr. Ravindra Shet in his address thanked the PTA and the college for co-operation and support. He also talked about how education moulds and develops the character and behaviour of the students. New office bearers for this academic year were elected. The programme ended with vote of thanks by Mr. Muralidhara Rao K S, Secretary of PTA. Mrs. Aruna P Kamath compered the programme.





**OFFICE BEARERS OF PTA**

- ▶ President : Mr. Koragappa Gowda
- ▶ Vice President : Dr. Devaraj K., Principal
- ▶ Secretary : Mr. Muralidhara Rao K. S.
- ▶ Joint Secretary : Mr. Peter Alwyn D'Souza
- ▶ Treasurer : Mr. Jeevandar Kumar

**Parent-Representatives:**

- ▶ Mr. Abdul Rasheed
- ▶ Mr. Ramesh K.
- ▶ Mrs. Molly Soares
- ▶ Mr. Peter Alwyn D'Souza
- ▶ Mr. Yashwanth K.
- ▶ Mr. S Srinivas
- ▶ Mr. Narayana T.
- ▶ Mrs Latha Kamath
- ▶ Mrs. Meni Sadashiv
- ▶ Mr. P. M. Naik

**Teacher – Representatives**

- ▶ Mrs. Madhumathi J Raja
- ▶ Mrs. Kavitha Prabhu
- ▶ Mrs. Supreetha A
- ▶ Ms. Shashikala K G
- ▶ Mrs. Shashikala Shetty
- ▶ Mrs. Shashiprabha
- ▶ Mrs. Manju
- ▶ Mr. Prasanna Kumar
- ▶ Ms. Sowmya
- ▶ Mr. Thrishanth Kumar
- ▶ Mrs. Aruna P Kamath
- ▶ Mrs. Divya Uchil
- ▶ Mrs. Deepa D. Hegde
- ▶ Mrs. Gayathri K
- ▶ Mrs. Vasudha
- ▶ Mrs. Smitha
- ▶ Mrs. Deepashree G Shenoy
- ▶ Mr. Thilakraj G
- ▶ Mr. Arun F. Sequeira
- ▶ Mrs. Sowmya Jyothi
- ▶ Mr. Muralidhar Rao K S
- ▶ Mrs. Smitha

**Guest lecture**

College organized a guest lecture on "Creating Patriotic Citizen" in the conference hall. Mr. T. N. Ramakrishna addressed the students about the contribution of Madan Mohan Malviya, a freedom fighter.

**PARTICIPATION IN SESSION WITH SHIV KHERA**

A programme was arranged at TMA Pai Convention Centre in collaboration with Rotary Mangalore Hillside Charitable Trust® on 30<sup>th</sup> September, 2012 for the benefit of poor and needy students of primary schools. The world famous Management/Motivational Guru Mr. Shiv Khera was the speaker.

All the faculty members, MBA students and II year BBM students participated in it. Shiv Khera spoke about self esteem, goal setting, leadership, values, vision moral commitment, positive thinking with positive effort right parenting and mentoring, and good citizenship.

He cited many examples from great achievers like Helen Keller, Ace Swimmer Mike Phelps, famous Wrestler Mohammad Ali, so on.

The interactive session was very useful in creating a good foundation for improving ones own life.

**STUDENT INTERNET WORLD-2012**

SDM College of Business Management, in association with Govt. of Karnataka Information Technology and Bio Technology and D.K District Administration, hosted an internet awareness programme, "STUDENT INTERNET WORLD-2012" on 3<sup>rd</sup> of October 2012 in the conference hall of our college.



The "STUDENT INTERNET WORLD-2012" was inaugurated by Smt. Philomena Lobo, Principal and Joint Director, C.T.E., Mangalore. In her inaugural address Smt. Philomena Lobo opined that information technology is essential in every sector and there is a need to create internet awareness in the young minds that are responsible in shaping the nation. She also said that the main objective of the programme is to help the students to learn about computers and experience the advantages of the Internet. She cited some examples of primary students who found Internet useful in their studies. Mr. Moses Jayashekar, Deputy Director of Public Instructions, D. K., Mangalore in his presidential address said that the exposure to computers and internet is capable of changing lives and the future of





our country. Mr. S.M. Hegde, A.G.M, B.S.N.L, Mr. K.M.Shetty, Additional G.M.,B.S.N.L., and Ishwara Bhat, SDE Internet, BSNL, also spoke on the occasion and said about uses internet and thanked all the people who are involved in the programme.



Dr. Devaraj K., in his address, expressed his happiness about the opportunity provided to host a helpful student programme in the college. He also advised the student to work hard and reach great height in the years to come.

The dignitaries on the dais were Smt, Philomena Lobo, Mr. Moses Jayashekar, D.D.P.I, Mangalore, Mr. S.M.Hegde, A.G.M, Mr. K.M.Shetty, Additional G.M., Mr. Ishwara Bhat, SDE Internet, B.S.N.L., Dr. Devaraj K, Principal SDM College of BBM and Mrs. Divya Uchil Co-ordinator of the programme.

The inaugural ceremony began with a prayer by Miss. Shobitha from III BCA. Mr. Arun F. Sequeira, Lecturer, welcomed the guests and the gathering. Mrs. Anasuya, Lecturer, proposed the vote of thanks. Mrs. Renuthakshi K, Lecturer, compeered the programme.



The sessions for children were held by the P.G.D.B.M. students and BCA students of the college. There were theory sessions for the children. After the theory session, children were taken to the lab to give them hands-on experience to use computers and internet.

### Seminar on Recent Developments in Higher Education in India

Assoication of First Grade College Principals, Mangalore University, Mangalore,Karnataka in association with S.D.M Institution organized a one day seminar on "Recent Developments in Higher Education in India", on 5<sup>th</sup> October 2012 in the conference hall. Rt.Rev.Dr.J.S Sadananda, Bishop, CSI-Karnataka Southern Diocese and Chancellor(Master) Serampore University, West Bengal presided over the function. Prof.(Dr.) S.Ramananda Shetty, Vice Chancellor of NITTE University, Mangalore and Former Vice Chancellor of Rajiv Gandhi University of Health Sciences, Bangalore was the Chief Guest. Prof. Y. Bhaskar Shetty, President, Federation of Degree College Principals Associations in Karnataka was the Guest of Honour. Retired Principals were felicitated on this occasion. Dr. B. Yashovarma, President, Rec.Fr.Xavier Gomes, Secretary of the associate and Dr.Devaraj K, principal were present on this occasion.

### STAFF ACHIVEMENT

#### DR. DEVARAJ K.

- ◆ Invited as Chief Guest in the 18<sup>th</sup> Annual Celebrations of Natyaradhana Kalakendra in association with Kannada & Culture Dept. held at Town Hall, Mangalore. (12.8.2012)
- ◆ Attended Ifthar Party organized by students at Women's Resource Centre, Balmatta, Mlore. (13.8.2012)
- ◆ Invited to be the Chief Guest to inaugurate Trionix IT Solutions held at Hotel Maya International, Mangalore (16.8.2012)
- ◆ Participated in STATECON 2012 organised by CREDAI at TMA Pai International Convention Centre, Mangalore (25.8.2012)
- ◆ Escorted 26 MBA students to NIPM Annual National Conference held at Le Meridien Convention Centre, Kochi (6th to 8th Sept. 2012)
- ◆ Invited to be the Moderator in a state level seminar on "Right to Education" organized in connection with "Founders Day Celebrations" of Narayana Guru College, Mangalore (24.9.2012)
- ◆ Attended a talk by Mr. Shiv Khera at T.M.A Pai Convention Center on Sunday 30<sup>th</sup> September at 2 P.M

#### Mrs. Aruna P. Kamath

- ◆ Attended a talk by Mr. Shiv Khera at T.M.A Pai Convention Center on Sunday 30<sup>th</sup> September at 2 P.M





**Mr. Muralidhar Rao**

- ◆ Published article in the book published by Justice K.S.Hegde Institute of Management Nitte-574110 on development challenges in the 12<sup>th</sup> five year plan-issues, concerns and deliberations. On the topic "Marketing Efficiency is the key for bank assurance-an empherical study". (Book edited by P. G. Aquinas and Ashalatha ISSN 2231-6043. )
- ◆ Attended a talk by Mr. Shiv Khera at T. M. A Pai Convention Center on Sunday 30<sup>th</sup> September at 2 P.M

**Mrs. Smitha**

- ◆ Attended a talk by Mr. Shiv Khera at T.M.A Pai Convention Center on Sunday 30<sup>th</sup> September at 2 P.M

**Mrs. Madhumathi Raja**

- ◆ Attended a talk by Mr. Shiv Khera at T.M.A Pai Convention Center on Sunday 30<sup>th</sup> September at 2 P.M

**Mrs. Jeevitha D.**

- ◆ Attended a talk by Mr. Shiv Khera at T.M.A Pai Convention Center on Sunday 30<sup>th</sup> September at 2 P.M

**Mrs. Kavith Prabhu**

- ◆ Attended a talk by Mr. Shiv Khera at T.M.A Pai Convention Center on Sunday 30<sup>th</sup> September at 2 P.M

**Ms. Shashikala K.G.**

- ◆ Attended a talk by Mr. Shiv Khera at T.M.A Pai Convention Center on Sunday 30<sup>th</sup> September at 2 P.M

**Mr. Tilakraj G.**

- ◆ Attended a talk by Mr. Shiv Khera at T.M.A Pai Convention Center on Sunday 30<sup>th</sup> September at 2 P.M

**Mrs. Shaini Naveen**

- ◆ Attended a talk by Mr. Shiv Khera at T.M.A Pai Convention Center on Sunday 30<sup>th</sup> September at 2 P.M

**Mrs. Manju H.**

- ◆ Attended 2 days national conference on " A Tale of Successful Marketing" held on 24<sup>th</sup> and 25<sup>th</sup> August 2012 organized by Father Muller Centre for Hospital Administration, Mangalore.
- ◆ Attended a talk by Mr. Shiv Khera at T.M.A Pai Convention Center on Sunday 30<sup>th</sup> September at 2 P.M

**Mr. Ashwin Mendonca**

- ◆ Attended a talk by Mr. Shiv Khera at T.M.A Pai Convention Center on Sunday 30<sup>th</sup> September at 2 P.M

**Ms. Rashmi T.**

- ◆ Attended 2 days national conference on " A Tale of Successful Marketing" held on 24<sup>th</sup> and 25<sup>th</sup> August 2012 organized by Father Muller Centre for Hospital Administration, Mangalore.
- ◆ Attended a talk by Mr. Shiv Khera at T.M.A Pai Convention Center on Sunday 30<sup>th</sup> September at 2 P.M

**Mr. Thrishanth Kumar**

- ◆ Attended a talk by Mr. Shiv Khera at T.M.A Pai Convention Center on Sunday 30<sup>th</sup> September at 2 P.M
- ◆ Escorted 30 students to Mysore for State level Cultural Fest " Saamskrithika Habba-2012" organised by 'Vishwa Maanava Vidyarthi Vedike' on 31st Aug,2012 and 1st Sept, 2012 an won 4th time Overall Championship.

**Mr. Prasanna Kumar T.**

- ◆ Attended 2 days training programmed on District Disaster Response Training organized by Indian Red Cross Society in association with SDM College of Business Management, Mangalore held on 4th & 5th August 2012.
- ◆ Attended a talk by Mr. Shiv Khera at T.M.A Pai Convention Center on Sunday 30<sup>th</sup> September at 2 P.M

**Mrs. Renuthakshi**

- ◆ Attended 2 days training programmed on District Disaster Response Training organized by Indian Red Cross Society in association with SDM College of Business Management, Mangalore held on 4th & 5th August 2012.
- ◆ Attended a talk by Mr. Shiv Khera at T.M.A Pai Convention Center on Sunday 30<sup>th</sup> September at 2 P.M

**Ms. Mamatha Pai**

- ◆ Presented paper titled "HR capabilities - A key for Corporate Sustainability" in a International Conference organised by Amity University Jaipur, Rajasthan. The paper is also published in a edited book titled " Management Perspectives-2012, Strategies for Business Continuance, Growth and Sustainance" ISBN No:978-93-82062-53-0
- ◆ Attended a talk by Mr. Shiv Khera at T.M.A Pai Convention Center on Sunday 30<sup>th</sup> September at 2 P.M

**Mrs. Jyothi**

- ◆ Attended a talk by Mr. Shiv Khera at T.M.A Pai Convention Center on Sunday 30<sup>th</sup> September at 2 P.M

**Ms. Preethika**

- ◆ Attended a talk by Mr. Shiv Khera at T.M.A Pai Convention Center on Sunday 30<sup>th</sup> September at 2 P.M





**Ms. Sowmya Hegde**

- ◆ Attended a talk by Mr. Shiv Khera at T.M.A Pai Convention Center on Sunday 30<sup>th</sup> September at 2 P.M

**Mrs. Gayathri K.**

- ◆ Attended a talk by Mr. Shiv Khera at T.M.A Pai Convention Center on Sunday 30<sup>th</sup> September at 2 P.M

**Mrs. Deepashree G. Shenoy**

- ◆ Attended a talk by Mr. Shiv Khera at T.M.A Pai Convention Center on Sunday 30<sup>th</sup> September at 2 P.M

**Mrs. Supreetha A**

- ◆ Attended a talk by Mr. Shiv Khera at T. M. A Pai Convention Center on Sunday 30<sup>th</sup> September at 2 P.M

**Mrs. Nayana Pai**

- ◆ Participated in a International Conference on Management Perspectives-2012 , Strategies for Business Continuance, Growth and Sustainance” organised by Amity University Jaipur, Rajasthan.

**Mrs. Shashiprabha**

- ◆ Attended a State Level Seminar on “Right to Education” organized by Narayana Guru College, Mangalore & Akhila Bahratha Billavara Union, Mangalore, in connection with “Founder’s Day Celebrations” on Monday, 24 Sept. 2012.

**Mr. Shekar Madival**

- ◆ Participated in STATECON 2012 organised by CREDAI at TMA Pai International Convention Centre, Mangalore (25.8.2012)

**Mrs. Jayalaxmi**

- ◆ Participated in STATECON 2012 organised by CREDAI at TMA Pai International Convention Centre, Mangalore (25.8.2012)

**Mrs. Vimala**

- ◆ Attended a talk by Mr. Shiv Khera at T.M.A Pai Convention Center on Sunday 30<sup>th</sup> September at 2 P.M

**Mr. Adarsh Devadiga**

- ◆ Participated in STATECON 2012 organised by CREDAI at TMA Pai International Convention Centre, Mangalore (25.8.2012)

**Mr. Shailesh D.**

- ◆ Participated in STATECON 2012 organised by CREDAI at TMA Pai International Convention Centre, Mangalore (25.8.2012)
- ◆ Attended a talk by Mr. Shiv Khera at T.M.A Pai Convention Center on Sunday 30<sup>th</sup> September at 2 P.M

**STUDENTS ACHIEVEMENT : Mysore Fest report :** A team of 30 students participated in ‘samskruthika habba’, an Inter collegiate State level competition. It was a 2 days fest where we participated in 17 events and won 14 prizes with a overall shield. Out of the 30 students, 17 were from final years, 5 from II years and 8 from 1 years.







**PRIZE LIST of the MYSORE FEST**

S.No	NAME OF THE EVENTS	PLACE	STUDENT PARTICIPANTS
1	Mr. Mysore	I <sup>st</sup> place	Rahul
2	Ms. Mysore	I <sup>st</sup> place	Chaitanya Nayak
3	Group Dance	I <sup>st</sup> palce	Karishma Amin, Chaitanya Nayak, Priyanka PK , Megha Revankar , Gawthami S. Soujanya , Sanchitha , Rahul
4	Classical Dance solo	I <sup>st</sup> place	Chaitanya Nayak
5	Kuvempu Group Dance	I <sup>st</sup> place	Karishma Amin ,Chaitanya Nayak, Priyanka PK , Gawthami S , Soujanya, Sanchitha , Saiheel Rai
6	Bhavageethe solo	I <sup>st</sup> place	Kirthan Nayak
7	Classical group dance	I <sup>st</sup> place	Karishma Amin, Chaitanya Nayak, Priyanka P.K , Gawthami S , Soujanya , Sanchitha
8	Folk dance group	II <sup>nd</sup> place	Adish N, Sujith S, Nihal Shetty, Prajwalraj, Vignesh, Jairaj Kottari, Rakshith Shettyan
9	Mime group	II <sup>nd</sup> place	Adish N, Rahul, Deepak K, Mithil shetty, Vishak Alva, Ashish shetty, Sumith
10	Fancy dress	II <sup>nd</sup> place	Saiheel Rai
11	Group singing	II <sup>nd</sup> place	Shobitha, Keerthana Nayak, Shabhari Y Ganiga, Shalini Pai, Manasvi
12	Ms Mysore	II <sup>nd</sup> place	Karishma amin
13	Folk song solo	II <sup>nd</sup> place	Deekshith kumar attavar
14	Kuvempu singing	II <sup>nd</sup> place	Shobitha, Keerthana Nayak, Shabhari Y Ganiga, Shalini Pai, Manasvi







**Report on Bequest 2012**

Besant College's Annual Management and Cultural Fest 'Bequest 2012' was held at their college on 6<sup>th</sup> and 7<sup>th</sup> of September, 2012. This year's theme was 'The Culture Crisol'. The team from SDMCBM was also a part of this event and secured **Championship**.

Our team consisted of a maximum of 15 members and the students had to do multi-tasking. This required the participants to constantly run around.

Our team took part in all the competitions and secured the following prizes.

**PRIZE LIST of BEQUEST 2012-13**

- Pot Decoration :**  
Shabari Alva, Kavya Nagaraj 1<sup>st</sup> place
- Mad Ad :**  
Rahul amin, Shreyas, Shifali, Prajwal, Jigar, Akshay 1<sup>st</sup> place
- Dance compition :**  
Samprthi, Shreyas, Meghana, Soumya, shifali 1<sup>st</sup> place
- Group discussion :**  
Samprathi alva 11<sup>st</sup> place
- Venture capital :**  
Prajwal Shet, Monisha Maben, Kavya nagaraj 11<sup>st</sup> place
- Decoding :**  
Jigar doshi, Akshay 11<sup>st</sup> place

**Management and IT Fest**

In Genesis 2012, an inter-collegiate management fest conducted by our college for 1<sup>st</sup> year degree students, the college secured **runners-up**. But being the host college the trophy was handed over to the next college - St. Aloysius College (BBM department). Apart from this Dishant Ullal, and Adarsh Shetty secured 1<sup>st</sup> place in quiz, Vignesh Kamath and Swathi secured 1<sup>st</sup> place in finance and Karshini Tyagarajan and Shalini Pai secured 1<sup>st</sup> place in human resource.

**CULTURAL FEST**

Our students participated in "Dance Warriors", a reality show held by Namma T.V. on 23/8/2012 at Town hall, Mangalore and won 2<sup>nd</sup> place which consisted a cash award of Rs.30,000.

**Swarnakshri Dance Warriors**

The swarnakshri dance warriors was a state level inter collegiate dance competition conducted by **namma tv** which was held at town hall.

The competition consisted of 3 rounds in which we stood 1<sup>st</sup> in the first 2 rounds and came out as **runners** in the grand finale.



JCI moodbidri conducted a state level inter college dance competition in padmavathi kala mandir on 16/9/2012.

We participated in the above mentioned fest and secured 1<sup>st</sup> place in it out of 15 colleges.

**STUDENT PARTICIPATION**

Asma K. of 11<sup>nd</sup> BBM(A) attended career guidance seminar scheduled at the "BCF Education Scholarship Meet, Mangalore 2012" on 26/8/2012 at St.Aloysius P.U.College.





### SPORTS EVENTS

The college swimming team participated in the Mangalore University level Inter-collegiate swimming compition organised by St. Agnes (Automouns) college, Mangalore at Mangala Swimming Pool, Lalbagh, Mangalore on 13 August 2012. Our college mens swimming team won the **Over All Championship** by 9 golds, 4 silver and 1 bronze medals and the college team also secured 3 gold medal in the 3 relay events. The following members participated in the swimming competition:

1. NARENDRA NAYAK, II BAHRD (5 Gold, 3 Silver, 3 Relay Gold)
2. NISHANTH MALLYA, II BBM C (4 Gold, 1Silver & 3 Relay Gold)
3. GAGANDEEP, I BCA A (1 Bronze, 3 Relay Gold)
4. NITESH KUMAR, I BBM C (3 Relay Gold)

Varadaraj Shenoy and Abhilash, III BBM, participated in the 24<sup>th</sup> Karnataka state junior and senior athletic championship 2012 held at Kateerava Stadium Bangalore on 9th, 10th and 11th July 2012. Varadaraj Shenoy won the bronze medal in 400 mts race in the age group of 20 years.

Inter-class football tournament was held at Nehru Maidan, D.K. Dist. football ground on 4th 5th and 6th July 2012. 9 teams participated in the event. The college football team was selected based on the performance of the players, to participate in Independence cup football tournament.

The college football team participated in the Independence cup football tournament at Nehru maidan organised by the D.K. district football association on 31 July 2012 against Kanachur Institute of Mgt. The college team won by 4-0 goals. On 5 August 2012 the college team played against St. Joseph's College, Jeppu. The college team won the match for 2-0 goals. In the quarterfinal the college lost the match against Dr. NSAM FGC Nitte in a tie breaker by 3-5 goals.

### Variety Entertainment Competitions



### Variety Entertainment Competitions







## **MBA Page**

### **MS. SUMATHI**

- ◆ Presentation to BBM students on "Basics of Stock Trading" on 17th July 2012
- ◆ Attended one-day Executive Development Programme on "Unleashing Mind Power for High Performance Leadership" organized by Justice KS Hegde Institute of Management on 7th Sept 2012.

### **DR. PRAMEELA S. SHETTY**

- ◆ Published article titled "Measuring the performance of Hypothetical Ltd. Using Z-score model" in Indian Journal of applied Research, listed in International ISSN Directory, Paris. ISSN-2249-555X, volume -1, Issue-10, July 2012. Pp.108-110.
- ◆ Conducted 1 day Leadership Development workshop to SDM BBM student council members on 14th July 2012 at SDM Law Auditorium.
- ◆ Presentation to BBM students on the topics "Introduction to stock Market" on 16th July 2012.
- ◆ Attended 6 days FDP on Research Methods for Business Management and Social Sciences from July 23rd - 28th, 2012 at Sahyadri College of Engineering and Management, Mangalore

### **DR. SAVITHA PEREIRA**

- ◆ Presentation to BHRD students on "Communication Skills" on 16th July 2012.
- ◆ Conducted a session on "Competencies and HR Management skills for HR professionals", during the workshop organized by the Department of Social work, Ujire.
- ◆ Attended the 31st NIPM Annual National Conference on "Aligning HR for the triple bottom-line- People, Planet and profit" at Kochi from 6th to 8th September 2012.
- ◆ Attended a one day workshop on "Professional HR - A performance enhancement workshop" held at Ocean Pearl on 22nd September 2012.
- ◆ Visited Mangalore Prison to interact with the prisoners along with Swaroop School and Sankalpa an NGO from Mangalore

### **DR. JOMON LONAPPAN**

- ◆ Published research paper titled " A study on consumer behavior towards Airtel mobile services at Mangalore city" in Global Research Review - Peer reviewed refereed bi annual Research Journal of Finance and Management. ISSN - 2250-2521
- ◆ Presented and published paper at international conference on Accounting and finance (ICAF-2011) titled "Corporate Governance practice in hospitals of O.H" (Karnataka) ISBN 93-80697 - 76 -7.
- ◆ Presented and published paper at International conference on Accounting and finance titled "The role of Management central system in the process of organizational renewal", ISBN - 93-80697-76-7

### **DR. HARSHITHA**

- ◆ Presentation to BHRD students on "Impact of culture on International Business" on 16th July 2012.
- ◆ Attended one-day Executive Development Programme on "Unleashing Mind Power for High Performance Leadership" organized by Justice KS Hegde Institute of Management on 7th Sept 2012.

### **DR. SEEMA SHENOY**

- ◆ Presented a paper titled "HR Capacities: A key to corporate sustainability" at the two day International Conference on "Management Perspective: Strategies for business continuity, growth and sustenance" on 6th and 7th September, 2012 at AMITY UNIVERSITY, Jaipur. The paper is also published in the edited book.





### **MS. DEEPA NAYAK P.**

- ◆ Presentation to BBM students on the topic " Team work and stress management" on 17th July 2012
- ◆ Presented a paper titled" HR Capacities: A key to corporate sustainability" at the two day International Conference on "Management Perspective: Strategies for business continuity, growth and sustenance" on 6th and 7th September, 2012 at AMITY UNIVERSITY, Jaipur. The paper is also published in the edited book.
- ◆ Attended a one day workshop on "Professional HR - A performance enhancement workshop" held at Ocean Pearl on 22nd September 2012.

### **MR. PRAKASH H. S.**

- ◆ Presentation to BBM students on the topic "Importance and emergence of marketing" on 17th July 2012.
- ◆ Attended 2 day National Conference on "A tale of successful marketing" organized by Father Muller Medical college on 24th and 25th August 2012.

### **MS. RAMYA SHETTY**

- ◆ Presentation to BHRD students on the topic "New concepts of HR" on 18th July 2012.
- ◆ Attended two days workshop on "A journey towards HR destination" organized by Department of PG Studies and Research in Social Work, SDM College, Ujire.
- ◆ Attended a one day workshop on "Professional HR - A performance enhancement workshop" held at Ocean Pearl on 22nd Sept.2012.

### **MR. DAWN PRAKASH**

- ◆ Conducted session on "Interview preparation and techniques" along with resume preparation and communication skills in Roshni Nilaya college of social work on 6th July 2012.
- ◆ Conducted training programme to BBM student council members on "Leadership Development" on 14th July 2012 at SDM Law Auditorium.
- ◆ Presentation to BBM students on the topic "Interview tips and techniques" on 16th July 2012.
- ◆ Attended 6 days FDP on Research Methods for Business Management and Social Sciences from July 23rd - 28th, 2012 at Sahyadri College of Engineering and Management, Mangalore
- ◆ Conducted and judged an event in Roshni Nilaya on 4th August 2012
- ◆ Conducted and judged an event in Srinivas College on 28th August 2012 for MCAs
- ◆ Conducted session on "Soft Skills" in Roshni Nilaya College of Social Work on 17th August 2012.
- ◆ Conducted session on "Communication Skills" in Roshni Nilaya College of Social Work on 24th Aug 2012.

### **STUDENT'S ACHIEVEMENT**

- ◆ **Mr.Sandesh Kumar** from II MBA won Indira Gandhi National award in NSS for the year 2009-10.He won the best volunteer state award for NSS. He also won the Youth achievers award 2012, constituted by Art of Living foundation.

### **ACADEMIC ACTIVITIES**

#### **Guest Lectures**

- ◆ Dr. Rajesh Nayak, Director, Training, Bank of Oman delivered a lecture on "Global Banking Scenario and Career in Banking" on 21st August 2012
- ◆ Dr. T. H. Iqbal, Dean, Kingdom University, Bahrain delivered a talk on "Global Economic crisis and its impact on Indian Economy" on 23rd August 2012
- ◆ Dr. Rajesh Bhat , Cardiologist and Ms. Aruna Pai, Dietisian from KMC, Mangalore gave awareness regarding the heart diseases and proper diet on 1st October.2012 in connection with World Heart Day .





- ◆ Prof. Radhakrishna, Syndicate Member of Mangalore University gave a talk to students on the topic "Business Etiquettes and Mannerisms" on 11th Sept. 2012.
- ◆ Dr. P. A. Bhat, Retired Professor, Canara College, Mangalore delivered a lecture on "Fundamental Rights and Duties" on 17th Sept. 2012.
- ◆ Ms.Priyanka D'Souza had an interactive session with MBA students on "Comparative survey on the effectiveness of the curriculum structure of MBA and PGDBM" on 17th Sept. 2012.
- ◆ Mr.Prasanna Shenoy, Chartered Accountant delivered a lecture on "Credit Rating of Institutions" on 25th Sept. 2012.
- ◆ Mr.Srinivasan Premkumar- American Library Association, Chennai, US Consulate General briefed about the e- library facilities available.
- ◆ Mr.Jaychandra , Ranstad consultancy, gave a talk on 'Interview tips and techniques' on 4th Oct. 2012.

## **OTHER**

- ◆ **JANMOTSAVA** : MBA students organized "Janmotsava" on 3rd September 2012 in connection with Srikrishna Janmastami celebration. The programme was organized very meticulously. Various competitions like breaking the pot, Addakamba and tug of war were conducted for the students of the entire college.

## **Academic Activities**

- ◆ MBA faculty and students attended a one day Personality Development Programme organized at Ramakrishna Mission, Mangalore in connection with 150th Birth Anniversary of Swami Vivekananda on 24th September 2012
- ◆ MBA faculty and students attended A session with Shiv Khera, at TMA Auditorium on 30th September.

## **Industrial Tour**

- ◆ An Industrial tour of 7 days was organized for the final year MBA students in Pune & Goa from 9th October to 15th October 2012. There were a total of 89 students along with 4 faculty members. The companies visited were Tata Motors, Oxyrich, UMW - Pune, Weikfield, & Mahindra & Mahindra. This gave the students a practical exposure and a realistic picture about the actual functioning of the industries. Mr.Prakash HS organized the tour. Dr.Prameela Shetty, Dr.Harshitha, Mr.Dawn Prakash accompanied the team.

---

## **MBA Rank students of Mangalore University Examination - May 2012**



**ANNET SHILPASHRI A**  
M.B.A - 1st Rank(Finance)



**PREETHIKA P. C.**  
M.B.A - 11th Rank

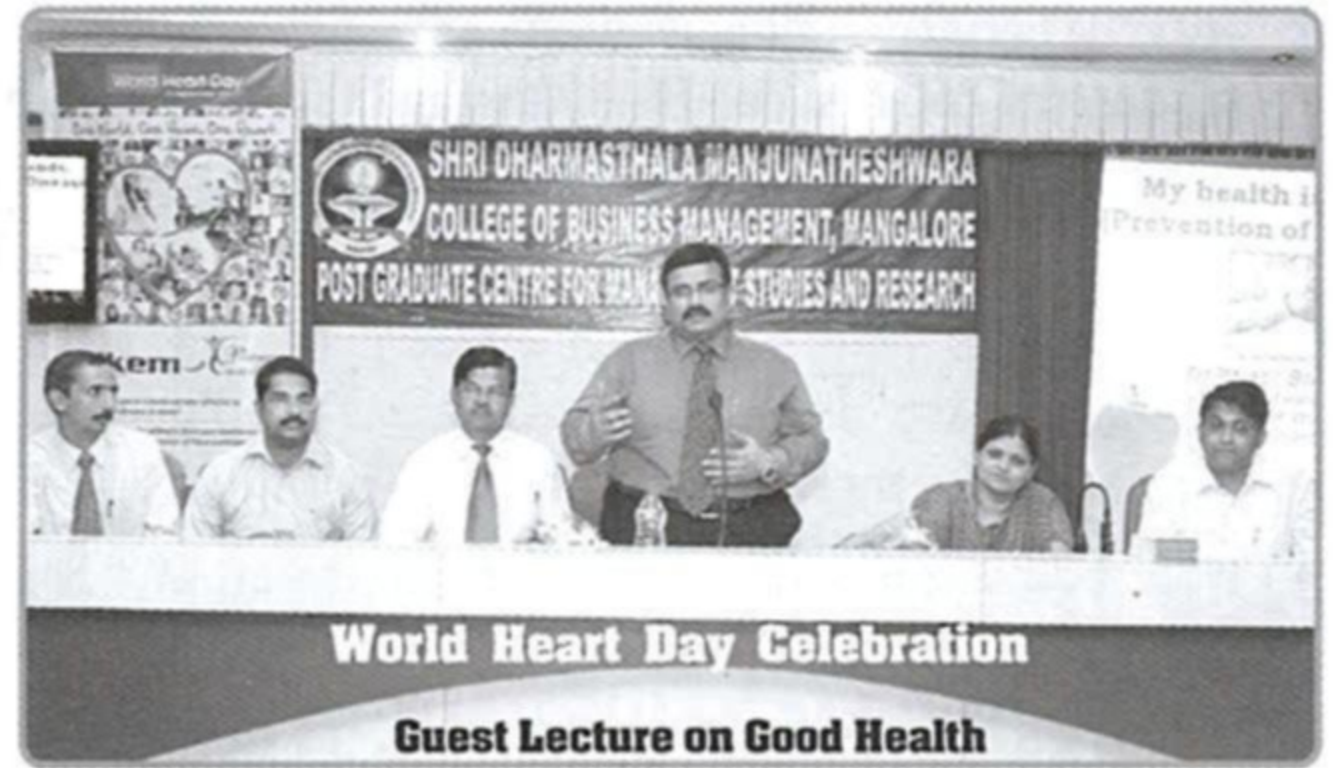


**SMT. USHA PRABHA KAMATH**  
M.B.A - 14th Rank





**Independence day celebrations**



**PTA Annual General Meeting**







**PTA Annual General Meeting**



**GENESIS 2012**



**Variety Entertainment Competitions**







**Rank students of Mangalore University Examination - April 2012**



**SHWETHA**  
BBM - 7<sup>TH</sup> Rank



**VARSHA PAI**  
BBM - 10<sup>TH</sup> Rank



**MEGHANA**  
BA(HRD) - 1<sup>ST</sup> Rank



**SHREYAS C. SALIAN**  
BA(HRD) - II<sup>ND</sup> Rank



**SOWMYA S. SHETTY**  
BA(HRD) - III<sup>RD</sup> Rank



**AFSANA**  
PGDBM - 1<sup>ST</sup> Rank



**SWATHI BHAT B.**  
PGDBM - II<sup>ND</sup> Rank



**SHASHIPRABHA**  
PGDBM - III<sup>RD</sup> Rank