



II OM SHREE MANJUNATHAYA NAMAHA II  
**SRI DHARMASTHALA MANJUNATHESHWARA  
COLLEGE OF BUSINESS MANAGEMENT  
MANGALORE - 575 003. D. K.**

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

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*Principal*

# SYNC VISION

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## EDITORIAL .....✍

*This new year ushered in the new semester, the freshness of our energetic staff and the ever blooming students. With the new year good wishes we begin this year in anticipation of a lot of success in our approaching programs, the Fests, the National Level Conferences and many more.*

## VISHWA TULU SAMMELANA

In connection with Vishwa Tulu Sammelana, a program on Business, Industry, Education & Health Care Management was organized by SDM College of Business Management. All the staff and students actively participated in the program. Thousand together, people witnessed the program. The grand procession with elephant, colorful flags, tribal and tiger dance and other cultural dances were included in the program. Various renowned personalities also participated in the procession.

In the conference, more than 50 resource persons hailing from different parts of the country participated and presented their views Education, Commerce, Industry and Health Care Management. Dr. Devaraj K, the Principal was the convener of the program.

## STUDENT INTERNET WORLD-2009

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-2009" on 11<sup>th</sup>, 12<sup>th</sup> and 13<sup>th</sup> of November 2009 in the computer lab of our college.

The "STUDENT INTERNET WORLD-2009" was inaugurated by Mr. V. Ponnuraj, District Commissioner, Mangalore. In his inaugural address Mr. Ponnuraj 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. He also said that the main objective of the programme is to help the students to learn about computer and experience the advantages of Internet. Mr. N. Yogish Bhat, 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, AGM, BSNL also spoke on the occasion and thanked all the people who are involved in the programme.

The dignitaries on the dais were Mr. V. Ponnuraj, District Commissioner, Mangalore, Mr. N. Yogish Bhat M.L.A , Mangalore South Constituency, Mr. S. M. Hegde, A.G.M, BSNL, Mangalore, Mr. Chame Gowda, D.D.P.I, Mr. Kodandarama, Block Education Officer, Mangalore, Dr. K. V. Rao, Director Science Centre, Mangalore Dr. Devaraj K, Principal SDM College of Business Management and Mrs. Divya Uchil Co-ordinator of the programme.

The sessions were held by Mrs. Divya Uchil, Mr. Arun F. Sequeira, Mrs. Sonia V. Soans, Mrs. Shashikala S. Shetty, Mrs. Sowmya Jyothi, Mrs. Shashi Prabha and Mrs. Anasuya, the faculty members of Computer Science Department. The P.G.D.B.M. and the BCA students of the college helped the students in the lab.

The main objective of the programme was:

- ♦ To make the students aware of the uses of internet
- ♦ To teach the students regarding the method of searching information on the net
- ♦ To make the students aware of the working structure of the internet
- ♦ To impart information about E-mail, ISP etc....

Students were given information about how people can communicate with each other via computers dispersed all over the globe with a real life example and a working model. They were explained about the 3 main concepts of internet like:

- ♦ World Wide Web (WWW)
- ♦ Internet protocol address
- ♦ Web browser
- ♦ The various information's available over the internet
- ♦ Chatting

Explanation of the hardware components of the Computer system were delivered to the students. Information regarding the system of exchanging mails through computers for communicating with each other was also imparted to the students. They were also told about the other uses of internet in addition to searching of information such as payment of bills, bank transactions, exam results, sending mails.

The sessions proved to be very interesting as there was a good interaction with the participating students and the trainer. After the theory session, students were given practical exposure with regard to the session conducted. Students were given an opportunity to browse through some popular educational sites like wizkids.com, udayavani.com, google.com, yahoo.com. There was an online quiz in which the students participated. 533 students participated in the programme from 16 schools.

## SCHOOLS PARTICIPATED IN "STUDENTS INTERNET WORLD-2009"

NAME	TOTAL PARTICIPANTS
1) Narayanaguru English Medium High School	50
2) B.G.S. High School Kavoor	12
3) Crescent English Medium High School	19
4) G.H.S Attavara	16
5) Besant High School	20
6) Kittel Memorial High School	43
7) Badriya High School	78
8) Ganapathi High School	34
9) B.E.M. High School Carstreet	46
10) D.K Z.P School ,Kodical	21

11) Popai High School, Urwa	40
12) D.K Z.P School, Marakada	32
13) Ramasharma High School Konchadi	31
14) Vidya Jyothi High School, Kavor	13
15) Adarsha Bharati High School, Padeel	41
16) D.K Z. P School, Mullakadu	37

### TALK ON TELEPHONE SECTOR GROWTH IN INDIA

SDM college in association with Mangalore Management Association conducted a talk on "Telecom Sector Growth in India" by Sri Y. C. Mishra, Principal General Manager, BSNL, Mangalore on the 20<sup>th</sup> November 2009 in the college auditorium.

### OUTSTANDING MANAGER AWARD-2009

SDM College in association with MMA conferred the Outstanding Manager Award -2009 on Dr. P. Dayananda Pai, Managing Director, Century Group, Bangalore on the 16<sup>th</sup> of December 2009 in the Conference Hall. The felicitation was done by Sri A. Mohan Rao, Chief General Manager, Corporation Bank. The Guest of honour for this program was Shri K. Lakshminarayan, Group General Manager, MRPL, Mangalore.

### TALK ON COMMUNICATION FOR TEAM DEVELOPMENT

College in association with MMA conducted a talk on "Communication for Team Development" by Prof. Joslyn Lobo, faculty, Roshni Nilaya, Mangalore. The talk was held in the college conference hall.

### SWAMI VIVEKANANDA JAYANTHI-12<sup>TH</sup> JANUARY 2010

Swami Vivekananda Jayanthi was celebrated on the 12<sup>th</sup> January 2010 in the college auditorium. Eminent speakers Mr. Ganesh Karnik and Mr. P.P. Hegde were the guests of the day. Mr. Karnik spoke about the importance of the day. He highlighted various issues which need to be looked upon by implementing the teachings of Swami Vivekananda. Mr. P.P. Hegde explained beautifully, the need of the hour is how the young students can come forward to save the country from the foreign clutches by implementing the teachings of Swami Vivekananda.

Principal Dr. Devaraj honoured the guests with mementoes. The program was co-ordinated by Mrs. Gowri Shenoy.

### TALK ON TAX INCIDENCE-RISK PROFILING AND INVESTMENT MANAGEMENT

Our college in association with MMA conducted a talk on Tax Incidence –Risk Profiling and Investment Management by Mr. Norbert M. Shenoy of Arunanjali Securities on the 27<sup>th</sup> January 2010 in the college auditorium.

### POLICE STUDENT INTERACTION PROGRAMME

Police Student Interaction programme was arranged on 22<sup>nd</sup> October 2009 at 10.30 A.M. with the objective of appreciating services provided by the Police Department and also to improve the rapport between students and police. Mr. Ramesh ASP, Mr. Shivanand, PSI Barke, Mr. Vinay Gavonkar along with others from the police department conducted the programme.

Mr. Ramesh enlisted certain instances which leads to misunderstanding regarding the working of police department. Not filing FIR on time, destroying the proof, non-cooperation of the public during investigation. Exaggeration of crime may result in misgivings about police department. He took real life examples to crime and explained the steps to report and seek justice. He also explained the preventive and precautionary measures.

The talk was followed by exhibition of weapons like AK 47, Refill, Grenades, Tear gas shell rubber bullet & semi-automatic weapons etc.

The programme was successful in driving home the truth, that crime against an individual is not only a crime against a person but against the whole society.

Principal Dr. Devaraj K welcomed & gave introduction about the programme. Ananya rendered the prayer service. Mrs. Aruna Kamath proposed the vote of thanks. Dr. Harshitha compered the programme.

### LIGHT MUSICAL PROGRAMME

Karnataka Dance and Music Academy, Bangalore in association with the college conducted a Light Musical Concert in the auditorium on 27<sup>th</sup> January 2010 at 3pm. Smt. Jayadevi Jangamma Shetty from Dharwad was the singer. Principal Dr. Devaraj K, inaugurated the programme by lighting the lamp and presented a memento to Smt. Jayadevi Jangamma Shetty. Shri Nagesh A. Bappanadu, Secretary of the Academy was present on the occasion.

The 1 ½ hour music concert was a feast for the music lovers. All the staff and students were present there.

### HAMPI FESTIVAL

The students of the college participated in the "Hampi Festival" which was organized by the Government of Karnataka in order to celebrate "Krishnadevaraya's 500<sup>th</sup> Pattabhisheka Anniversary". It was held in Hampi from the 27<sup>th</sup> January 2010 to 29<sup>th</sup> January 2010.

The students performed in the programme. They presented a drama. It was appreciated by all present there. Government gifted them with Rs 25,000 as a token of appreciation. Mr. Trishanth Kumar, lecturer escorted the students.

## ASSOCIATION ACTIVITIES

### MANAGEMENT ASSOCIATION

The management association believes in bringing out young entrepreneurs and managers, and is formulated to train the students to put their management skills to practice. It emphasizes on building confidence and exposing them to the complexity of the corporate world of today. The association organized various competitions for the academic year 2009-2010 such as best manager and ice breaker.

#### ICE-BREAKER

Ice Breaker event was conducted on 11<sup>th</sup> September 2009 in the auditorium at 3.00pm-5.00pm. Here each participant was given a topic in advance and they had to present it in the form of a wackiest and humorous skit, the topic for the event was "The Making of Movies". The team consisted of 8 members and about 10 teams had participated which was a good response and made the event a great success with the participant's excellent performance. The judges for this event were

1. Mrs. Rajashree S. Kini
2. Mrs. Kavitha Prabhu
3. Mrs. Gayathri Shetty

#### BEST MANAGER

The event was conducted on 28<sup>th</sup> July-2009 at 3.00pm. Here preliminary round was conducted where more than 30 Students participated and only 12 qualified. In marketing round eight participants qualified for next round that is HR. In HR five participants qualified for final stress interview round. The event had a very good response from the students and made it success with the participants excellent performance.

The judges for Preliminary Round were

1. Mr. Thrishanth Kumar
2. Mrs. Seema S. Shenoy

The judges for Final Round were

1. Mrs. Sandhya
2. Mrs. Deepa Nayak

### FINANCE ASSOCIATION:

Finance is the science of funds management. Finance includes saving money and often includes lending money. The field of finance deals with the concepts of time, money and risk and how they are interrelated. It also deals with how money is spent and budgeted. Finance works most basically through individuals and business organizations. Finance association aims to create interest in the minds of students in finance. The activities conducted by finance association will help students develop creative thinking and practical knowledge in finance.

### ACTIVITIES CONDUCTED

#### 1. STOCK QUIZ

Stock quiz was conducted on 29<sup>th</sup> July 2009 and 15 teams participated in the event. The quiz had 30 questions only about the stock exchanges. It was a team event 2 member in a team.

#### 2. CASE ANALYSIS

A finance case was given 4 days before the event. Teams had to come up with the solution for the case. It was conducted on 31<sup>st</sup> July 2009. The judges for the event were Mrs. Savitha and Ms. Sumathi (Dept of MBA). 9 teams participated in the event.

### EVENTS TO BE CONDUCTED

#### 1. BUSINESS PLAN

The participants will be asked to come up with a business plan with a capital limit of Rs. 50 Crores. Two members make a team. It will be held on 25<sup>th</sup> Jan 2010.

#### 2. VENTURE CAPITAL

The participants will be asked to start a new venture in a particular sector. Two members make a team. Event will be held on 2<sup>nd</sup> Feb 2010.

The remaining three events namely B-Plan, Venture Capital and Mock stock will be held in the last week of January.

### MARKETING ASSOCIATION:

Marketing Management is Business discipline which is focused on the practical application of marketing techniques and the management of firms marketing resource and activities.

So it is important to train the students from grassroot level. Henceforth marketing association competitions held to mould the students and make them competent in public relation and communication etc.

This year marketing association 2009-10 have come up with four events, marketing Quiz, Flash Marketing, Product launch. Advertising. Marketing Quiz was held on 28<sup>th</sup> July 2009. The winners are as follows. Flash Marketing was held on 4<sup>th</sup> September 2009 and judged by Mrs. Seema Shenoy and Mrs. Kavitha Prabhu.

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### QUIZ ASSOCIATION:

As decided and planned by the quiz association for the academic year 2009-10, general knowledge & business quiz was conducted.

The general knowledge quiz was conducted to increase the general awareness of the students.

58 teams had taken part in this event. To measure the level of understanding of the students about the business world, business quiz was conducted on 9<sup>th</sup> January 2010. 14 teams had participated.

To bring out the fun side of quizzers & test them physically, treasure hunt will be organized on 2<sup>nd</sup> of February 2010.

Quiz association formed for the first time this academic year has been successful in its ventures & ambitions.

### FEST FORUM

It is a part of the Management Association. It is formed to give guidance to the students regarding the fest activities and to select and send the students to participate in management fests in and outside the college.

Final year students have trained the first and second year students to face the challenging fests and also win the overalls in most of the inter-collegiate and national level fests. The fest forum has given intense training in the field of human resource, quiz, finance, marketing, advertisement for a span of two months. Now our students have excelled in all the activities. Our college students have taken part in various fests and have also won prizes in most of the fests.

### LITERARY ASSOCIATION:

The elocution competition, in all the three languages-Hindi, English and Kannada - was arranged on 20<sup>th</sup> January. A considerable number of students took part in the competition. Mrs. Gayathri and Ms. Shubalaxmi were the judges for Hindi and English elocution Mrs Smitha and Mrs. Gayathri judged the Kannada Elocution. The literary club student representatives helped in organizing the programme. While proposing the vote of thanks, Mrs. Jeevitha, Kannada lecturer, announced the results. As per the instructions of Government of Karnataka, Elocution, painting and Essay competitions were conducted in the college, on the auspicious occasion of the completion of 500 years of

Krishna Devaraya's Coronation. The Literary Association organized the competitions and the prize winners are as follows,

#### Essay Competition :

- |                  |            |
|------------------|------------|
| 1. Sushma Shenoy | III BBM    |
| 2. Sukanya Rai   | II BCA     |
| 3. Soujanya K    | II BA(HRD) |

#### Painting Competition :

- |                     |         |
|---------------------|---------|
| 1. Jayaprakash      | III BBM |
| 2. Shwetha Karkera  | III BCA |
| 3. Prathima Poojary | II BCA  |

#### Elocution Competition :

- |                          |         |
|--------------------------|---------|
| 1. Deepak B              | II BBM  |
| 2. Preethi Seema D'souza | III BBM |
| 3. Suhas                 | I BBM   |

The winners of the three competitions were send to Roshni Nilaya for the District Level Competition. Mr. Jayaprakash III BBM won the 1<sup>st</sup> place in Painting in the District Level.

#### KANNADA STORY WRITING COMPETITION

Kannada story writing competition was conducted on 21<sup>st</sup> January, 2010 in room no 302 at 3pm. There were many participants, who participated with a lot of enthusiasm.

#### REPUBLIC DAY - PATRIOTIC SONGS COMPETITION

On the occasion of Republic Day, Literary Association conducted patriotic songs competition, both group and solo, on 25<sup>th</sup> January, 2010 at 3 pm. Mrs. Madhumathi and Mrs. Shashikala K. G., Lecturers, judged the competition.

#### HINDI CLUB COMPETITIONS

On 28<sup>th</sup> January, 2010 Hindi Club Competitions were conducted. The events were

- Finding the objectives in hindi
- Pick and speak in hindi

Many students took part in this competition. It was held from 3 pm to 5 pm, in room no 302. Mrs Gayathri Shetty and Miss Mamatha, Lecturers, judged the competition.

#### TOM, DICK AND HARRY

Tom, Dick and Harry competition was conducted on 29<sup>th</sup> January, 2010. at 3 pm, in room no 302. A huge number of students took part in this event. It was conducted by Mr. Uday, Lecturer of SDM Law College, Mangalore. We appreciate his kindness and thank him for spending his precious time with us.

#### PICTIONARY

The Creative Minds Club of the Literary Association organized the much awaited event Pictionary on 1<sup>st</sup> February

2010. It was conducted by Mr. Udaya Kumar, Lecturer, SDM Law College, Mangalore. A lot of fervent students participated in the event.

### **SCAN ASSOCIATION:**

The SCAN association began the semester with the event TILE TEASERS on the 16<sup>th</sup> January 2010. Students were seen enthusiastically solving the online crosswords designed by Ashwath Hegde of II BCA 'A'.

The students were seen advertising the IT products in the event Phantasia - IT-Advertising which was held on the 18<sup>th</sup> January. IT Debate conducted by the SCAN association saw the students participating enthusiastically in the events. The I.T Quiz, the online software developed by the B.C.A Students, was conducted on the 20<sup>th</sup> January.

### **FINE ARTS ASSOCIATION:**

#### **INTER GROUP COMPETITIONS**

Rangoli competition was held on 18<sup>th</sup> January 2010 in the college auditorium. The competition was classified into two categories namely Powder & Non-Powder. Totally ten groups participated.

#### **Cooking (without fire) Competition**

This competition was conducted on 19<sup>th</sup> January 2010 in the college auditorium. There were 16 groups who participated in this competition.

#### **Dance competition**

It was held on 20<sup>th</sup> January 2010 in the college auditorium. There were 7 groups who participated in this competition.

### **FINE ARTS FEST RESULTS OUTSIDE COLLEGE**

#### **Sandhyotsava-2010:**

Poornapragna College Udipi 15<sup>th</sup> and 16<sup>th</sup> January

1<sup>st</sup> place Moc Press

2<sup>nd</sup> place Group Singing (patriotic)

2<sup>nd</sup> place Film Song

2<sup>nd</sup> place Film Dance (group)

2<sup>nd</sup> place Add Makers

#### **Competition Conducted by NSUI in Town Hall:**

Date- 18-01-2010

1<sup>st</sup> place Group Singing      1<sup>st</sup> place Skit

3<sup>rd</sup> place Painting

### **NATIONAL SERVICE SCHEME (NSS) :**

#### **FIRST AID TRAINING:**

On 28<sup>th</sup> October 2009, First Aid Training was given to the NSS students who were attending the special camp. First Aid training was given by a team from the KMC Hospital.

#### **ANNUAL SPECIAL CAMP**

The annual special camp of S.D.M College of Business Management was held at Govt. Higher Primary School, Mudumarnadu, Mudabidri D.K from 23<sup>rd</sup> December 2009 to 29<sup>th</sup> December, 2009. 101 volunteers participated in this camp.

The inaugural function was held on the 23<sup>rd</sup> December 2009. Shri. Jagadish Adhikari, Ex. Zilla Panchayat member Mangalore, Shri. Sainath Malligemadu, Nodal Officer NSS Mangalore University, D.K., Shri Satish Shetty, president of Nethaji Yuvakamandala Mudumarnadu, Smt. Usha.K. Headmistress of the School, Shri Harishchandra Acharya President SDMC, Shri Buja Bali Hegde, Businessman Nilabandasale, Dr. Devaraj. K Principal SDMCBM Mangalore, NSS Officer: Gowri Shenoy, Thrishanth Kumar were the dignitaries present on the dais. Shri K. Jagadish Adhikari inaugurated the camp by lighting the lamp and gave a formal start to the programme. Mr. Deepak NSS volunteer compered the programme. Mr. Nithin Raj welcomed the gathering. The other dignitaries present on the dais, wished success for the camp. Mr. Thrishanth Kumar NSS Officer delivered the vote of thanks. After the inauguration, the principal gave a formal start for Shramadhan by Gudhali pooja.

Later there was a meeting where the volunteers were briefed thoroughly on the programmes and the activities for 7 days.

On 24<sup>th</sup> December 2009 the flag was hoisted by Shri Harishchandra Acharya, president SDMC. Later the volunteers participated in public relations, cleaning and village survey. The day ended with the cultural programmes for which Shri Buja Bali Hegde was the chief guest. Shri. Jayagopal Bhat, Shri. Krishna Shetty were also present. The cultural events were performed by the NSS volunteers.

On 25<sup>th</sup> December 2009 the flag was hoisted by Shri Prashanth Amin, President, Milk Co-Operative Society, Kelputhige Dargudde. A guest lecture was delivered by Bujabali Hegde regarding "The History of Mudumarnadu". Later the cultural programme was inaugurated by Shri Pradeep Shetty, Ex-president, Nethaji Yuvakamandala, Mudumarnadu, Shri Karnakar Poojary SDMC Member, Shri Sadhanand Poojary, Girija Bai, Headmistress Higher Dargudde were the guests for the evening. Special attraction of the day was the cultural programme performed by the NSS volunteers on Tulunada Vaibhava.

On 26<sup>th</sup> December 2009, the flag was hoisted by Shri

Shanthiraj Shetty, Padmanilaya Murumarnadu. The NSS volunteers visited agricultural farms in the vicinity. The cultural programme was inaugurated by Shri. Ramesh Shetty Vice President, Grama Panchayat Mudumarnadu, Shri Jayakumar Gram Panchayat member Mudumarnad, Smt. Kushala Anganavadi Secretary Mudumarnadu were the guests of the evening.

On 27<sup>th</sup> December 2009 the flag was hoisted by Shri Jagathpal S. Hedge B.P.M. Mudumarnadu. Later a Quiz was conducted by Mr. Anup George student of SDMCBM, which included management games, audio-visual rounds, puzzles and others. The cultural programme was inaugurated by Shri Ashok Shetty, member of APMC, Mangalore. Shri Seetharama Acharya, President, Vishwa Kalika Sangha, Mudumarnadu, Shri Shekar Sapaliga, Businessman, Smt. Shobha Acharya and Smt. Jayanthi members of SDMC were the guest of the evening.

On 28<sup>th</sup> December 2009 Monday the flag was hoisted by Shri Surendra Kumar. Ajiri, Ex-President, Nethaji Yuvakamandala. At 2:30p.m. the police of Mudabidri addressed the students regarding rules and regulations of traffic and various situations of crime. A streetplay was conducted to create awareness among the public. Later the cultural programme was inaugurated by Shri Subhaschandra Chouta Ex. Vice President, Grama Panchayat Daregudda. Shri Bharath Kumar Jain, Secretary, Milk Co-operative Society, Kellaputtige, Daregudda. Shri Sainath, Grama Panchayat Member, Mudumaarnadu, Shri Sudhakar Shetty, agriculturist Bagalthakattte Ervatturu and Smt. Vasanthi SDMC member were the guest.

The guest lighted the Shibir Jyothi and various programmes were given by the NSS volunteers.

On 29<sup>th</sup> December 2009, the Annual Special Camp came to an end with a formal valedictory function. Shri K. Amamatha Shetty, Ex-Minister, Karnataka Presided over the function. Shri K. Santhosh Bhandary, President, D.K Zilla Panchayat Mangalore, Shri Sriyala. J. Hegde Vice President Taluk Panchayat Mangalore., Shri Sina Nayak, CRP, Shri Srinath, member Gramma Panchayat, Mudumarnadu, Smt Padmavathi Member Grama Panchayat Mudumamadu. Smt Sureka social worker, Shri Dhamastala gramabivradhi yojana Mudumamadu. Were the dignitaries on the dias accompanied by the the NSS prog officers and the student –Secretaries.

During the 7 days camp each day began with prayer and meditation at 5:30a.m and flag hoisting at 6:00a.m by respectable local persons. This was followed by shramadhan till 12:00 noon. Educational program and various competitions were organized from 2:30p.m to 5:00p.m. after 6:30p.m till 10:00p.m various cultural programmes were been conducted. Each day came to an end with day's

evaluation. During annual special camp AIDS Awarness jatha and programmes, etc., were organized.

### TRAFFIC SAPTHAHA

Police Department and District Administration conducted the "Traffic Sapthaha" from 13<sup>th</sup> to 19<sup>th</sup> January 2010 in which 19 NSS Students participated.

NSS students performed various street plays in many colleges and streets relating to the traffic problems.

### SPORTS ASSOCIATION:

#### Annual Athletic Meet

Our college Annual Athletic Meet was held on 22<sup>nd</sup> January 2010 at Mangala Stadium. All the students actively participated in the march fast and all the events Mr. Sunil Shetty an international Athlete inaugurated the meet by hosting the flag. In his inaugural address he said that participating in physical activities and physical exercises develops the discipline in student's life. He quoted that he was very happy about the disciplined march fast. Our beloved Principal garlanded and handed over the mementoe to the guest as a token of love and affection. Guest Mr. Sunil Shetty, Principal Dr. Devaraj K, Physical Director Mr. Bharath Kumar Jain, Student Council President Ms. Hanica and Sports Secretary Mr. Pratheeb were the dignitaries on the dias.

Ms. Pooja rendered the prayer, took the gods blessings. Ms. Joseline welcomed the gathering, Mr. Pratheeb gave vote of thanks and Ms. Chandini compeered the programme. The students actively participated in all events and last Mr. Jashwin, III BBM 'A' and Ms. Haseena, II BBM 'B' won the individual champion in the men and women sections respectively.

All the staff members were present there in order to encourage the participants.

The sports meet was co-ordinated by Mr. Bharath Kumar Jain.

**College Inter Class Kabaddi Tournament** was conducted on 27<sup>th</sup> & 28<sup>th</sup> Jan 2010. All the classes participated in the Tournament including M.B.A. On 27<sup>th</sup> January, 16 matches were conducted and on 28<sup>th</sup> January, 7 matches were organized. Finally II B.C.A 'A' section won the match and I M.B.A 'A' won the Runners Up trophy.

#### Volley Ball Match

**Interclass volley Ball Match** was conducted at Mangala Stadium Volley Ball Court on 30<sup>th</sup> January 2010. All the B.B.M, B.C.A, B.H.R.D & M.B.A classes participated in the tournament enthusiastically.

The Inter Class Cricket Tournament was held on the 2<sup>nd</sup> February 2010 on Urwa Grounds, Mangalore. A large number of students participated either to play or to cheer their class.

## NEW MEET RECORD IN HIGH JUMP EVENT

In the 29<sup>th</sup> Mangalore University Inter Collegiate Athletic Meet held at Alva's College Moodabidri between 19<sup>th</sup> to 21<sup>st</sup> January 2010, in the High Jump Event, **Mr. Supreeth** of I BCA 'A' set a record of 2.05mts, breaking the record of 2.04mts set by Mr. Rohith Kumar Kateel of Bhuvanendra College, Karkala in the year 1988-1989.



## PLACEMENT ASSOCIATION ACTIVITIES:

### HP NON-VOICE PLACEMENT DRIVE BY FIDES GLOBAL ACADEMY:

Fides Global Academy conducted a placement drive in SDM College Mangalore for the well known company HP on the 23<sup>rd</sup> December 2009. A large number of students from various colleges participated and many of them got placed.

The programme was co-ordinated by Mr. Thilak Raj in association with Mr. K. K. Pai.

### PLACEMENT DRIVE BY LIVEWEL AVIATION SERVICES

Livewel Aviation Services conducted a "Human Talent Acquisition Drive" for catering to the manpower requirement for the positions of "Customer Service Avitants" for Mumbai International Airport. Students of all faculties were invited to participate.

The first hour comprised of a seminar about the company and job profiles. Later the students were asked to introduce themselves followed by their interview.

### IT JOB FAIR

The placement Association will organise an IT Job Fair for the BSc and BCA Students of all Colleges affiliated to Mangalore University on 5th March 2010 in the SDM College Auditorium.

## Rank Students of Mangalore University April 2009 Examination



**Anusuya Baliga**  
PGDBM  
1<sup>st</sup> Rank



**Shubha Pai**  
III BBM 'A'  
2<sup>nd</sup> Rank



**Sowmya**  
III BCA 'B'  
4<sup>th</sup> Rank



**STAFF ACHIEVEMENTS****Dr. DEVARAJ K**

*Invited to be the chief guest to inaugurate "Awareness programme in Zero Tolerance to Ragging" on 11.10.2009 organised by NITK, Surathkal. Conducted training programme for MESCOM Engineers.*

*Invited to chair the paper presentation session of UGC sponsored & national seminar on "Hubs of 21<sup>st</sup> century life" -How should universities & colleges adopt to a changing world organized by Besant Women's College (24/10/2009) Mangalore.*

*Vice Chancellor nominated as the Nodal officer to represent Mangalore University to Karnataka Jnana Aayoga, Govt. of Karnataka. 7/11/2009.*

*Was invited as the chief guest in the Besant Women's College Annual Sports Meet held at Mangala Stadium, Mangalore on 20<sup>th</sup> January 2010.*

*Was invited as the Chief Guest in the Regional Conference of The International Association of Lions Club on the 24<sup>th</sup> January 2010, at Kundapu*

*Mangalore University appointed as the members of Affiliation Commission for setting up new Colleges in Commerce and Management namely St. Sebastian College, Ullal, Milagres College, Mangalore and St. Joseph's College, Jeppu.*

*Co authored with Dr. Gopal Krishna who presented a paper on the topic "Regional disparities in Human Development", Global & Indian Scenario at Pondicherry University.*

*Co authored with Dr. Vidyavathi an article on the topic "Soft Skills for Rewarding Successful Career", published in a proficient International Journal of Management, Jahnavi publications, Jaipur, Jan 2010,*

*Co authored with Dr. Gopal Krishna, these articles on the topic*

*Human Development in Karnataka, Inter district disparities,*

*Human Development Global and Indian Scenario, Human Development, A Comparative Study of China, India & Regional disparities which also got accepted for publications in reputed journals.*

**Mr. Muralidhar Rao**

*Attended two-day National Conference on "Recession Recovery and Resurgence: Responses in the Indian Economy" held at Justice K.S Hegde Institute of Management NITTE on 29<sup>th</sup> & 30<sup>th</sup> January 2010 and presented a paper on Marketing Strategies for Bancassurance in Dakshina Kannada District, Karnataka State.*

**Mr. Trishanth Kumar**

*Participated and escorted the students for "Hampi Festival" which was organized by the Government of Karnataka to celebrate Krishnadevaraya's 500<sup>th</sup> Pattabhisheka Anniversary. It was held in Hampi on 27<sup>th</sup> January 2010 to 29<sup>th</sup> January 2010.*

**Mr. Ashwin M**

*Attended 3 days workshop on "Drupal and Moodle at SDMIMD, Mysore (Dec 9,2009 -Dec11,2009)*

**Mrs. Sonia Soans**

*Attended a symposium on "Data Warehouse" in MIT Engineering College on 20<sup>th</sup> November 2009.*

*Was invited as a guest and judge to Cambridge English High School, Mangalore on 14<sup>th</sup> Nov.2009 and gave a talk to the children on the occasion of Children's Day. Attended a workshop on service oriented Architected (SOA) in St Joseph's college vamanjoor from 28<sup>th</sup> Jan to 30<sup>th</sup> Jan 2010*

*Was Invited as the guest of honour to Canara English Higher Primary School on Republic Day - 26<sup>th</sup> Jan. 2010, to do the honours of hoisting the flag.*

**Mrs. Deepa Nayak P**

*Attended a National Seminar at PA Engineering College on "Competency Mapping" on 16<sup>th</sup> Oct. 2009.*

**Mr. Thilak Raj**

*Attended 12 day's faculty Development program from 07-12-2009 to 18-12-2009 at Besant Women's College, Mangalore organized by NITK-STEP, Surathkal in association with EDII, Ahmedabad & Besant Women's College, Mangalore.*

**Mrs. Kavitha Prabhu**

Attended National level seminar on "Changing Frontiers of Industrial Development in India" at Srinivas Institute of Technology Valachil, Mangalore on October 14<sup>th</sup> 2009.

**Mrs. Manjushree**

Attended 2 days Conference at Roshni Nilaya on "Human Resource Management" on 23<sup>rd</sup> & 24<sup>th</sup> Oct. 2009.

**Mrs. Jyothi**

Attended two day National workshop on Hindi held on 25<sup>th</sup> & 26<sup>th</sup> September 2009 at Vijaya College, Mulki

**Mrs. Gowri**

Attended the state level seminar on "Empowerment of women in local Governance: Issues and Challenges" held at Mulki Sunder Ram Shetty College, Shirva on 15<sup>th</sup> October 2009.

Attended 2 days NSS programme officers training workshop on "Effective Implementation of NSS activities" held on 13<sup>th</sup> & 14<sup>th</sup> November at Karantha Bhavana University College, Mangalore.

**Mrs. Anasuya**

Completed Msc. (IT) course, from the KSOU, in the year 2009 and secured first class.

**Mr. Jeevandhar**

Participated 21 days Refreshers courses in Library Science from 25/8/09 to 15/8/09.

Participated 5 days training program in Gulbarga University, Gulbarga from 4.01.10 to 8.01.10.

**Mr. Bharath Kumar Jain**

Participated in the M.U.I.C. Table Tennis Tournament in the month of Sept. at Bhuvanendra College, Karkala.

Attended the special physical Director's meeting at Mangalore University campus, Konaje on 7/10/09

Selected for the selection committee member for Mangalore University Swimming Team. Attended the M.U.I.C. Kabbadi Tournament on 28<sup>th</sup> and 29<sup>th</sup> Oct. 2009 at Nebaru Memorial College, Sullia.

Selected for the selection committee member for Mangalore University Volley Ball Team for the academic year 2009-10. Participated as Chief official in the Tulu Atta & Koota at ground for the Tulu Sammelana.

Escorted Mangalore University Volley Ball team to the South Zone Inter University Volleyball Tournament from 28<sup>th</sup> December to 2<sup>nd</sup> January 2010, won the Runnersup in South Zone and Entered in to the All India Inter Zonal's Volley Ball Tournament.

Attended 2days International Conference on Talent Identification and Development in Physical Education and Sports held at SMS College, Brahmavar on 29<sup>th</sup> & 30<sup>th</sup> January 2010.

**Mrs. Merciline D'souza**

Participated in one day training programme on "HRMS Software" held at JRS College, Bangalore organized by Collegiate Education, Bangalore (17.12.2009).

**Mrs. Ramya Jinesh**

Participated in a training programme on "ERPMS Software at SDME Society, Ujire on 1.1.2010.

**Mr. Adarsh D. Devadiga**

Participated in a training programme on "ERPMS Software at SDME Society, Ujire on 1.1.2010.

**Mrs. Geetha Jain**

Participated in one day training programme on "HRMS Software" held at JRS College, Bangalore organized by Collegiate Education, Bangalore (17.12.2009).

Participated in a training programme on "ERPMS Software at SDME Society, Ujire on 31.12.2009.

**Mr. Edwin Mendonca**

Participated in a training programme on "ERPMS Software at SDME Society, Ujire on 29<sup>th</sup> and 30<sup>th</sup> December 2010.

**Mr. Nithin**

Participated in a training programme on "ERPMS Software at SDME Society, Ujire on 1.1.2010.

**STUDENT'S ACHIEVEMENTS:**

1. **Supreeth** of I BCA 'A' secured 1<sup>st</sup> place in the 25<sup>th</sup> Karnataka State Junior Athletic Championship held at Kanteerava Stadium in Bangalore on 5<sup>th</sup> November 2009 (1.93mts)
2. **Supreeth** of I BCA & Championship held at Anna University Chennai. On 28<sup>th</sup> December 2009 to 31<sup>st</sup> December 2009. **Supreeth** won the IV place with the height of (2.03 mts)
3. **Vivek D'souza** I BBM, **Anoop Basti** II BCA & **Sanjay Kamath** I MBA are participated in the South Zone Inter University Basketball Championship at Visweshwarayya Institute of Technology Vellore, Andra Pradesh.
4. **Subas Bhat** of II BCA participated in All India Inter University Power lifting Competition held at Gurunanak Dev University Amrithsar from 21<sup>st</sup> to 23<sup>rd</sup> January 2010.
5. **Gautham Pai T** of II BCA 'A' has won 2<sup>nd</sup> place in Duet Singing Competition held at PPC Udupi on 16<sup>th</sup> as part of 'Sandhyotsava'.
6. **Nihal Hussain** of II BA(HRD) has participated in 'Aura' Fest in Amity, Noida(Delhi) as a Best Manager on 11<sup>th</sup> & 12<sup>th</sup> of February 2009-10.
7. **Jayaprakash** of III BBM'C' section has participated in District Level Painting Competition conducted with regard to celebrations of 500 years of Vijayanagar Empire and won First prize and also been selected for State Level Competition.

"CHRONICLES-10" a fest conducted by COLACO College-KankanadyVimal and Nishanth of III BBM "B" won II place in Quiz.

**Preetham** of III BHRD & **Pavan** of III BBM "B" secured I place in College event. **Rakshith Shetty** of III BCA A secured I place in Turn Court event. **Rakshith Shetty** of III BCA A, **Kripa** of III BHRD, **Anup Pai** of III BBM A secured II place in Dumb Charades event.

**Rakshith Shetty** of III BCA, **Anup&Vimal** of III BBM B & **Preetham Amin** of III BHRD secured II place in Mad Ad event.

The team secured "Runners up" in the fest.

**Results of Various fests participated by our students outside the college.**

1. "Virtuoso 09" – St Joseph's, Bangalore

2. "Esprit 09" Christ University Bangalore 16<sup>th</sup> & 17<sup>th</sup> Sept. Prizes Won-3<sup>rd</sup>- Business Quiz

3. "Vistas 09"- PES Bangalore, 24<sup>th</sup>, 25<sup>th</sup>, 26<sup>th</sup> Sept. 2009. Prizes Won- 2<sup>nd</sup> Prize- Human Resource - Hanica Strategy– Shrinidhi Chandra

- 3<sup>rd</sup> Prize-Quiz, Marketing, Finance, Advertising, Overall Championship

4. "Arbitrium 09"-Jyothi Nivas College, Bangalore, 25<sup>th</sup> And 26<sup>th</sup> September 2009

Prizes Won-1<sup>st</sup> Prize-Marketing- Krupa, Preetham, Adit

5. "Aura 09"-Amity University Noida, 28<sup>th</sup> And 29<sup>th</sup> January 2010

**MANAGEMENT FEST**

National Eora Amity Fest -2010 was held on 28<sup>th</sup> and 29<sup>th</sup> January 2010 at Amity College. Eight students have represented the college.

Mr.Thilakraj , Staff incharge escorted the students.

Name of the students who participated for the Fest.

- |                       |   |        |
|-----------------------|---|--------|
| 1. Anurag Prabhu      | - | II BBM |
| 2. Rabul Rajesh       | - | I BBM  |
| 3. Aswin Raj          | - | I BBM  |
| 4. Subas A            | - | I BBM  |
| 5. Adit Salian        | - | I BBM  |
| 6. Siddharth J Vasaki | - | I BBM  |
| 7. Sachin             | - | II BBM |
| 8. Nithyananda J Pai  | - | I BBM  |

**FINE ARTS**

"Sandhyotsava"-Fest was conducted by PPC Evening College at Udupi on 15<sup>th</sup> and 16<sup>th</sup> January. Our college has won I place in Mock Press, II place in Mad Ads, II place in Solo Singing, and II place in Dance. Our college has also won overall Runners-up Prize.

"FISHCO"- Fest conducted by Fisheries College, Mangalore. On 21<sup>st</sup>, to 24<sup>th</sup> January. Our college has won:

- I prize in Folk dance
- I prize in Mad Ads
- I prize in Mime
- I prize in Group dance
- III prize in Group singing
- I prize in variety
- II prize in Western singing
- II prize in Pencil Sketching
- III prize in collage

III prize in Clay Modeling  
 III prize in Quiz  
 III prize in Kannada Lyrics  
 Best MC  
 Overall II Runners-up.

MSUI conducted various competitions at Town Hall on 18<sup>th</sup> January 2010. Our college has won

I Place in Group singing  
 I Place in Drama Competency  
 III Place in Painting

### COLACO FEST:

This fest was conducted by Colaco Institution on 25<sup>th</sup> January 2010.

Our students participated and won many prizes.

#### Dumb Charades - II Place

1. Krupa H - III BA(HRD)
2. Anoop Pai - III BBM 'A'
3. Rakshith Shetty - III BCA

#### Quiz - II Place

1. Nishanth M Rao - III BBM 'B'
2. Vimal - III BBM 'B'

#### Collage - I Place

1. Pawan - III BBM 'B'
2. Preetham - III BA(HRD)

#### Google Togle

- Rakshith Shetty - III BCA

#### Treasure Hunt - I Place

1. Anurag - III BBM 'A'
2. Atul - III BBM 'B'

Our college has also won Runners-up.

26 students were deputed and participated for "An Awareness Programme On Zero Tolerance To Ragging" organized at NITK, Surathkal. Dept of Mining Engineering on the occasion of Anti Ragging Day in India held on 11-10-2009.

The following students have attended one day workshop on Personality Development "PERSONA" held on 18<sup>th</sup> January 2010 at St. Agnes College, Manglore.

- |              |   |                     |
|--------------|---|---------------------|
| Ravindra     | - | 3 <sup>rd</sup> BBM |
| Rajashri     | - | 3 <sup>rd</sup> BBM |
| Binitha      | - | 3 <sup>rd</sup> BBM |
| Babitha      | - | 3 <sup>rd</sup> BBM |
| Anoop George | - | 3 <sup>rd</sup> BBM |
| Suraj        | - | 3 <sup>rd</sup> BBM |

Students who attended half day seminar on "Bar Coding" held on 21<sup>st</sup> October 2009 at District Small Scale Industries Assosiation (Regd) Yeyadi, Manglore.

- |                  |   |                     |
|------------------|---|---------------------|
| Ravindra Poojary | - | 3 <sup>rd</sup> BBM |
| Anup George      | - | 3 <sup>rd</sup> BBM |
| Rajashri         | - | 3 <sup>rd</sup> BBM |
| Babitha          | - | 3 <sup>rd</sup> BBM |
| Binitha          | - | 3 <sup>rd</sup> BBM |
| Suraj            | - | 3 <sup>rd</sup> BBM |
| Alwyn            | - | 3 <sup>rd</sup> BBM |
| Suresh           | - | 2 <sup>nd</sup> BBM |
| Sandesh          | - | 2 <sup>nd</sup> BBM |
| Ganesh           | - | 2 <sup>nd</sup> BBM |
| Pratheek         | - | 2 <sup>nd</sup> BBM |

BCA students have participated in FISHCO FEST and won the following prizes:-

- |           |   |                     |
|-----------|---|---------------------|
| Prajna    | - | 2 <sup>nd</sup> BCA |
| Shobith   | - | 2 <sup>nd</sup> BCA |
| Deekshith | - | 2 <sup>nd</sup> BCA |
| Suban     | - | 2 <sup>nd</sup> BCA |
| Deepak    | - | 2 <sup>nd</sup> BCA |

First place in Mime

First place in Mad Adds

First place in Variety

And also participated in AGNO FEST and won second place in dance.

### INDIVIDUAL ACHIEVEMENTS

Anup Basti of 2<sup>nd</sup> BCA 'B' section has participated in district level basket ball competition held at Madikeri and has secured Second Place and also participated in District Level Table Tennis Competition and was selected for the University Table Tennis Team.

Charan Raj of 3<sup>rd</sup> BBM, Shraavan of 1<sup>st</sup> BBM, Pratheek of 2<sup>nd</sup> BBM, Sneha Pallavi of 2<sup>nd</sup> BBM have received medals for their participation for attending National Level NSS Camps at Manglore University, Konaje

Supreeth of 1<sup>st</sup> BCA 'A' participated in the 29<sup>th</sup> Manglore University Athletic Meet. He secured gold medal in high jump breaking 22years old record by clearing 2.05mts.

Shivshankar of 2<sup>nd</sup> BCA 'B' has participated in Intercollegiate FISHCO FEST and won IInd place in Pencil Sketching, IInd in Clay Modeling and Collage and Ist in Variety.

He also won IInd place in Painting in SVS College.

He has also secured 1<sup>st</sup> place in tshirt painting at Agno FEST in Agnes

Subas Bhat of II BCA 'A' section has participated in ALL INDIA INTER UNIVERSITY POWER LIFTING COMPETITION at Punjab and secured IV Place,

State Junior power lifting competition and won II Place held at Davangere,

State Bench Press Lifting competition held at Mulki and won II Place.

Sagar Balu of III BCA 'A' section participated in Roshni Nilaya fest and won Ist Place in Quize and in Mime.

Jaycee- overall Runners up , Best costume won Ist Place.

Pawan Kumar of III BCA 'A' and Ashish Jain of III BBM 'D' section participated in Roshni Nilaya fest and won I st Place in Treasure Hunt.

Jaycee - Best costume Ist Place.

M. R. Manju of I BBM 'A' participated in Mangalore University Athletic Meet and won Ist Place in 400 mt. burdles, 3<sup>rd</sup> in 400 mt and 2<sup>nd</sup> in relay and also selected for All India Inter University Athletic Meet held at Chennai.

Ahmed Aslam of I BBM 'A' participated in All India National Tournament held at Rajasthan , Participated in All India National Tournament held at Bihar.

Won the match , got Ist Place

Participated in Mangalore University Volley Ball tournament held at Mangalore Stadium.

Vasundhara K of Ist BBM 'B' participated in PPC Competition and Fishco got IInd and IIIrd Price.

Scholarship from Karnataka Government

Participated in National Level Classical Music and won IInd price.

Participated in Town Hall Patriotic Group and won Ist Place.

Ashwini S Bhat of I BBM 'B' won 7 Gold medals in Inter-University Swimming competition and secured individual championship.

Ananya Harish of I BBM 'B' participated in PPC Film Solo and won IInd Place.

Participated in Town Hall Patriotic and won Ist Place.

Participated in PPC Patriotic Group and won IInd Place.

Participated in "Meri Awaz Suno" and won Ist Place.

Participated in Best Voice and won Ist Place.

Participated in Fishco Kannada Lyrics and won IIIrd Place.

Participated in Fishco Eastern Group and won IIIrd Place.

Pooja Nayak P. A participated in Alvas Fest group song and won Ist Place.

Participated in PPC Patriotic Group and won IInd Place.

Participated in Town Hall Group and secured Ist Place.

Rakshitha of II BBM 'B' won Ist Place in Filmy group dance conducted by Adarsha College Image 2009, Won IInd Place in Folk Dance competition conducted by Alvas College.

Prajna of II BCA 'B' won IInd Place in Fashion designing.

Won IIIrd Place in Face Painting conducted by Agnes College. Participated in Agno Fest and won IInd in group dance conducted by Roshni Nilaya.

Dhanashree Shenoy B of I BBM 'C' won Ist Place in group dance for Mysore Fest.

Won Ist Place in group dance in PPC.

Won Ist Place in group dance (open university) FISHCO.

Won Ist Place in group dance (Variety) FISHCO.

Preethi Seema participated in district level competition conducted by Karnataka Government in Roshney Nilaya College, Mangalore.

Deepak B. J of II BBM 'C' participated in district level competition conducted by Karnataka Government in Roshney Nilaya College, Mangalore.

Santhosh Moras of II BHRD and Deepak B.J of II BBM 'c' participated in Inter College Debate competition held in SDM Law College and secured Ist Place and selected for District Level competition.

6. Asbrith

7. Namrutha

8. Harish

9. Sagar

10. Abhilash

11. Poonam

Participated & won the Prize in Bangalore Fest conducted by PES College at National level. [Contemporary & Western Dance].

Karan & Gauthami of 1<sup>st</sup> year BCA 'B' attended in RHYTHM-2009, University level Intercollegiate Competition held at Sri Venkataramana Swamy College, Bantwal on Wednesday 23<sup>rd</sup> September 2009. [Debate & Quiz].

## GROUP ACHIEVEMENT:

1. Swarnalatha, 2. Preethesh 3. Neha 4. Rakesh 5. Shilpa 6. Ashrith 7. Namrutha 8. Harish 9. Sagar
10. Abhilash 11. Poonam

Participated & won the Prize in Bangalore Fest conducted by PES College at National level.{Contemporary & Western Dance}.

Karan & Gauthami of 1<sup>st</sup> year BCA 'B' attended in RHYTHM-2009, University level Intercollegiate Competition held at Sri Venkataramana Swamy College, Bantwal on Wednesday 23<sup>rd</sup> September 2009.{Debate & Quiz}.

## PROGRAMMES FOR THE FUTURE

The college is duly preparing for various other activities too. Synergy 2010 a National Level Fest and Sygma 2010 the IT Fest will be conducted on the 4th and 5th February 2010.

The MBA department plans to host a One Day national Conference on "Small and Medium Enterprises" an engine of growth on 20th February 2010. As a part of the Conference paper presentations will also be held for which the institute has already received several research papers from scholars all over India. With eminent speakers from all over the country taking part in the conference it is certainly going to be an eventful one.

The MBA Department has also planned to host Two Days National Level Management Fest "SHRESHTA" on February 25th and 26th 2010. The Management Fest will enable the students to showcase their skills in organizing an event. It will also give students a chance to interact with other B Schools scholars. The Fest will also build in confidence of the students and also provide them a stage to bring out their managerial skills.



Student Internet World



President Dr. D.Veerendra Heggade honouring Dr. Devaraj K. for successfully Organising the conference in Connection with Vishwa Tulu Sammelana 2009



Our Principal was invited to be the Chief Guest to the Decennial Programme of Mata Amritha Maya Vidyalaya, Mangalore

## **MBA PAGE**

### **GUEST LECTURES**

Prof. Mallikarjunappa, Dean, Department of Business Administration, Mangalore University, addressed the MBA Students on the topic of 'Global Meltdown', on 6<sup>th</sup> Oct. 2009. He mainly spoke on the reasons for the global meltdown. He started off by explaining the history of financial meltdown. He briefed the students on the saving habits of the people in U.S.A. in comparison with Indians which was one of the main reasons for global meltdown.

Prof. Raghunandan, faculty of S.V.S. College, Bantwal Enlightened the Students of MBA on the topic 'Career Planning', on 20<sup>th</sup> Oct. 2009. He basically spoke about the application of business from a social perceptive and briefed on the topics like Labour Consultancy, Law, Micro Power stations, environmental protection, Agricultural Consultancy, Anti corruption etc.

Mr. Gerald D'souza, Management Consultant, enlightened the MBA Students on the topic 'Changing definition of Management', on 27<sup>th</sup> Dec. 2009. He gave certain instructions to prepare our students to embrace the challenges in the corporate sector. He highlighted the importance of hard work, adaptability through the strong example of Ambani brothers.

Prof. Pakkeerappa, Mangalore University, addressed MBA Students on the topic 'Role of HR's in Global Meltdown', on 03<sup>rd</sup> Nov. 2009. He basically spoke on the workforce diversity and the challenges faced by the HR managers during global meltdown.

Ms. Joselyn Lobo, President AMUCT, Faculty, Roshni Nilaya School of social work conducted a workshop for MBA Students on communication skills for MBA Students on 12<sup>th</sup> Nov. 2009. The workshop enhanced the communication and interpersonal skills of students.

Dr. Rajaram Subbian Psychosocial consultant, briefed the Students on the topic 'Conflict Management', on 26<sup>th</sup> Nov. 2009.

Exercises like Johari Window Analysis and Personality Evaluation were Conducted for MBA Students to evaluate the strength and weakness of a personality, thereby to improve the interpersonal relationship.

Prof. K.J Shenoy, Management Consultant, addressed the MBA Students on the topic 'Industrial Relations', on 01<sup>st</sup> Dec. 2009. He highlighted the differences between the Traditional and modern way of directing and controlling the subordinates.

Dr. K.U Mada, Economists, conducted a session for MBA Students on the topic 'Corporate Governance', on 08<sup>th</sup> Dec. 2009. He spoke on the duties and responsibilities of independent directory. He highlighted the case of Satyam as an example for wrong governance and compared the corporate governance system of India with the other developed countries.

Dr. Shashikala Gurpur, Principal, Symbiosis Law School, Pune, enlightened MBA Students on the topic 'Changing trends in management education', on 15<sup>th</sup> Dec. 2009. She primarily spoke on Corporate Social Responsibility, Business ethics and gave live examples on the above topic. She also advised the students to be more dynamic with adequate knowledge on the current issues.

### **PLACEMENT ACTIVITY**

Campus Select, placement consultant conducted two days workshop for the final year MBA students on 'Corporate Readiness Program' on 16<sup>th</sup> and 17<sup>th</sup> of Nov. 2009 which enabled the students to prepare themselves for the final placements.

## **STAFF ACHIEVEMENT**

Ms. Deepa Nayak, faculty of MBA presented a paper on 'Indian Banking System-A Paradigm Shift' on 14<sup>th</sup> Oct. 2009 at Srinivas Institute of Technology, Dept of MBA at the National Seminar on 'Changing Frontiers of Industrial Development in India'.

Ms. Seema Shenoy and Ms. Deepa Nayak, faculty of MBA attended an FDP on 'Performance Management & Competency Mapping' on 16<sup>th</sup> October 2009 at PA College of Engineering.

Ms. Seema Shenoy has presented a paper on the topic 'Use of spiritual symbols and its influence on consumer buying behavior' in an International Conference on 'Doing Business in India', conducted by IIFM, Bangalore on 17<sup>th</sup> December 2009.

Mr. Vijay Kumar Dhannur & Mr. Prakash H. S. Participated in a two day National level conference on "Governance & Development-Challenges ahead" at Vignana Jyothi Institute of Management, Hyderabad on 9<sup>th</sup> & 10<sup>th</sup> Oct. 2009.

Ms. Deepa Nayak has Participated in FDP organized by Besant Womens College, Mangalore from 07<sup>th</sup> December 2009 to 18<sup>th</sup> December 2009. This program was sponsored by dept of science and technology, Govt of India, New Delhi.

Ms. Shantha, Ms. Deepti Shetty, Ms. Seema Shenoy, Ms. Savitha, Ms. Deepa Nayak and Ms. Sumathi actively Participated in a National Conference on 'Managing technical education for leveraging innovation and entrepreneurship', held during 18<sup>th</sup> December 2009 at NITK, Surathkal.

Ms. Savitha has presented a paper on 'Health for All: The Role of Health Financing in Mitigating Iatrogenic Poverty' in an International Conference organized by Manipal Institute of Management held at Manipal from 21<sup>st</sup> to 23<sup>rd</sup> of January 2010.

Dr. Gopalakrishna B.V. in association with Dr. Devaraj K. has presented a paper on topic 'Regional Disparities in Human Development: Global and Indian Scenario' in the two days National Seminar hosted by Pondicherry University on 22<sup>nd</sup> and 23<sup>rd</sup> January 2010.

Recently three articles written by Dr. Gopalakrishna B.V. in association with Dr. Devaraj K. on the topic 'Human Development in Karnataka: Inter District Disparities'; 'Human Development: A Comparative Study of China and India' & 'Regional Disparities in Human Development: Global and Indian Scenario' got accepted for publication in the reputed journals.

Dr. Vidyavathi attended a Conference at Justice K. S. Hegde. Institute of Management on the topic Recession Recovery and Resurgence Responses in the Indian Economy on the 29<sup>th</sup> and 30<sup>th</sup> January 2010.

Published an article in association with Dr. Devaraj K. with topic "Soft Skills for Rewarding Successful Career", Published in a proficient International Journal of Management, Jahnvi publications, Jaipur, Jan 2010.

## **STUDENT ACHIEVEMENT**

The team of 9 students from MBA Dept. attended a Management Fest at JSSCMS, Mysore on 12<sup>th</sup> October to 15<sup>th</sup> October 2009. The students of first year MBA had the privilege to attend an International Level Management Fest at PES College, Bangalore on 9<sup>th</sup> to 12<sup>th</sup> October 2009.

Students of MBA department Participated in a Cricket Tournament Conducted by Dakshina Kannada Cricket Association.

Sanjay Kamath, 1<sup>st</sup> year MBA 'B' Represented University in Basketball for this Academic year and the Team of 10 from MBA 1<sup>st</sup> year got runners up in Basketball Match held by Mangalore University for this academic year.

Team of nine students from MBA Participated in inter collegiate Throw Ball match (women) at University Level and won first place in the same.

Akshay B. from 1<sup>st</sup> year MBA 'A' won first place in Gaming Event which was conducted by NITC in Calicut, Kerala for this academic year.

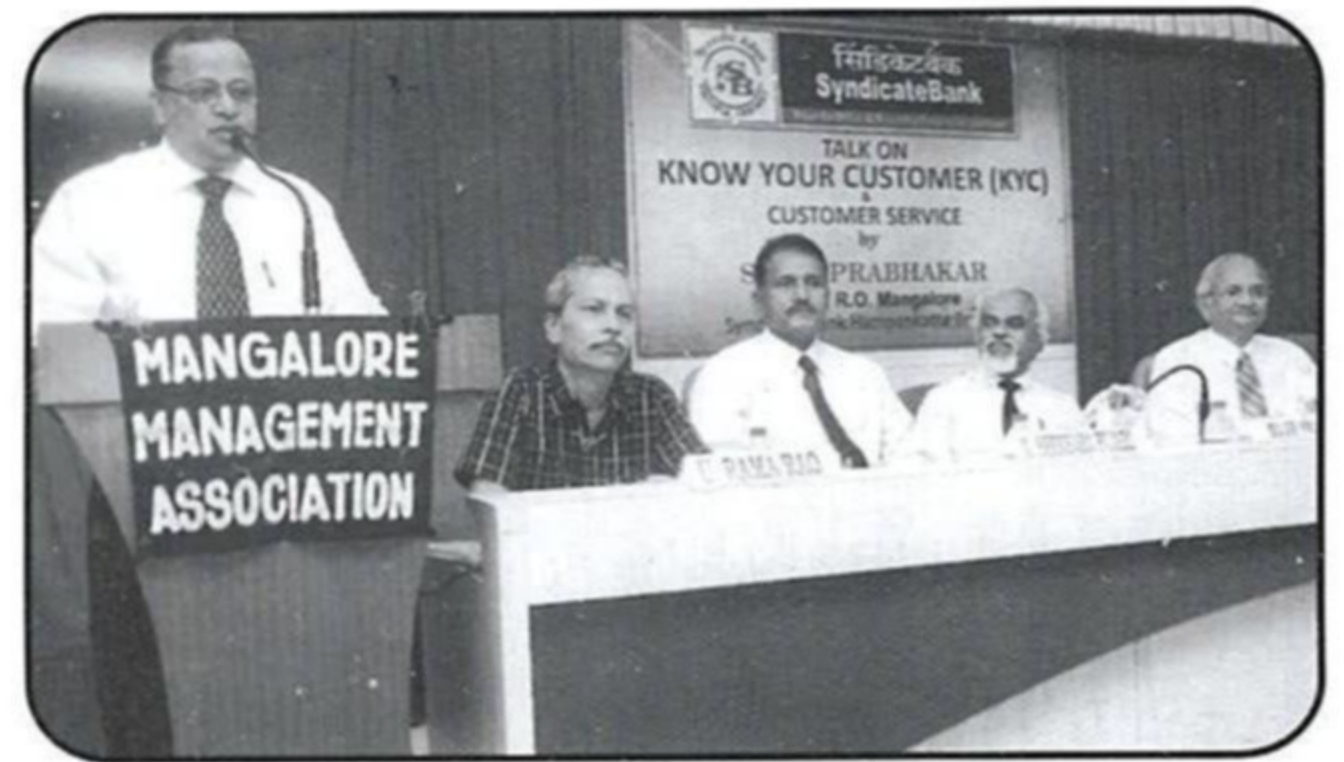
Rajesh Shet of 1<sup>st</sup> year MBA, 'A' won 3<sup>rd</sup> place in CSR Junior Essay Competition held in November 2009 for the Topic 'Mother Teresa' and article was accepted and got Published in General Knowledge Today.



GUEST LECTURES

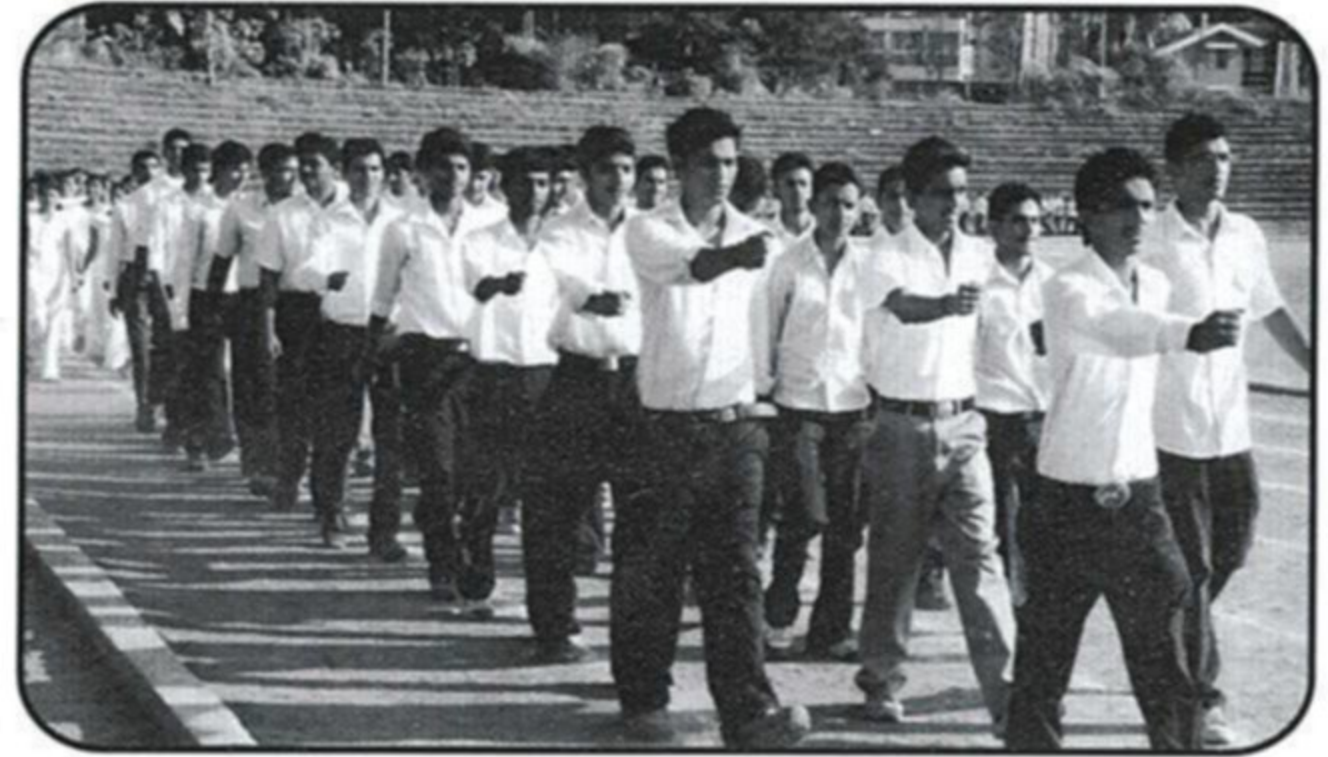


MANGALORE MANAGEMENT ASSOCIATION IN SDM COLLEGE



SWAMI VIVEKANANDA JAYANTHI CELEBRATION

SPORTS DAY



BLOOD DONATION CAMP



LIGHT MUSIC CONCERT



FAREWELL TO VICE CHANCELLOR



HAMPI FESTIVAL



VISHWA TULU SAMMELANA



Inauguration by - Nitte Dr. Vinaya Hegde



Procession Inauguration by Hon'ble Mayor Sri Shanker Bhat, M.C.C.



Tiger Dance



SDMCBM Students



Book release by Dr. D. Veerendra Heggade written by Dr. Devaraj K. & Dr. C. K. Hebbar



Valedictory function