



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

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

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DR. DEVARAJ K.
Principal

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EDITORIAL✍

The commencement of a new academic year is an opportunity to ponder upon the shortcomings of the past and a chance to explore better opportunities and possibilities. Some of the highlights of this quarter were: the welcoming and orientation for first year students, the formation of various associations, the inauguration of the NSS unit, the inauguration of the student council and the hosting of University level management fest 'Genesis'.



CONVENTION ON HIGHER EDUCATION

SDM College of Business Management along with Association of Mangalore University College Teachers (AMUCT) organized a convention on Higher Education at 10.30 on 26th June in the conference hall. Prof. A. James William, President, AIFUCTO in his address expressed the concern over certain regulations which will weaken higher education sector in India. Prof. Ashok Kumar Barman, General Secretary, AIFUCTO called upon the need for filling the vacant posts of teachers in colleges. Capt. Ganesh Karnik, Member of Legislative Council, Karnataka gave an outline of educational scenario in Karnataka and assured the teachers that their problem will be looked into. Dr. Kamamma V., Additional Director, DCE, Karnataka, Prof. H. R. Nataraj Urs, Joint Director, DCE, Mangalore, Prof. C. H. Murigendrappa, President FUCTAK, Sri. T. M. Manjunath, General Secretary, FUCTAK, Dr. Devaraj K, Principal of the SDM College of Business Management, Dr. A. M. Narahari, Former President FUCTAK where the other guests of honour, who expressed their concern about need for improving quality of education in the country.

Ph.D awardees, outstanding achievers and retired teachers were felicitated on the occasion. Large number of teachers participated in the convention.

SPIRITUAL TALK

Swami Namanishta Dasa of ISCON conducted a spiritual talk for all first year students. The talk was organized for each class on separate days. In his address he talked about the importance of IQ, EQ, SQ for living a better life. He made a very informative presentation on the chosen topic and showed some informative videos to the students.

REUNION OF 1991 BBM BATCH

The 1991 batch students had arranged a reunion programme on 8th July. A good number of past students who are scattered all over the world decided to meet in the campus. Most of them, who are the senior executives in various organisations, attributed their success to the alma mater. All the present staff members also joined them on the happy occasion. The former SDMITes appreciated the growth that has taken place over the years in the college.

ORIENTAION PROGRAMME

An orientation programme was organized for all the I year students on 16th June 9.30. Students assembled in the classes at 9 a.m. After the prayer and attendance, class advisors led the students to the auditorium.

At the outset, Principal Dr. Devaraj K welcomed the students and advised them to make use of all the opportunities available in the college to develop their personality so that they can excel. He pointed out the significance and scope of all three professional courses i.e. BBM, BCA and BAHRD.

BBM graduates have immense scope as they are trained in all fields and thereby they get ability to manage those areas, he said.

BCA students can perform well on the application side in the field of IT. BAHRD graduates can be instrumental in planning & developing human resources which is the back bone of any activity, he said.

Principal also explained the unique features of the college and also enlisted the various student centric programme like Synergy, Sygma, Genesis and Shresta which provide an opportunity to learn and practice soft skills.

Further, he also stressed on the need for discipline and gave examples of past students of the college, who achieved success because of the disciplined way of life and positive attitude. To motivate the students he quoted the success stories of many outstanding leaders.

ANNUAL GENERAL MEETING OF FOBMAT

The Annual General meeting of the Forum of Business Management Teachers Association was held on 17th June at 11.30 a.m.

Sudesh Poojary, Secretary of FOBMAT presented the report. Teachers who completed M.Phil degree were honoured by Chief Guest Dr. Devaraj K. He expressed his concern over management education and said that all the teachers of Management should take the social responsibility to ensure that BBM course emerges as a popular course sought by all. There is a need for introspection by all the faculties so as to improve the academic standard of students of the course which will enable the BBM graduates to meet the challenges of modern World.

Mrs. Sumalatha and Sri Vidhyadhar spoke on the occasion.



INAUGURATION OF STUDENT COUNCIL

Student council for the year 2011-12 was inaugurated on 18th July 2011 in the college auditorium at 3 p.m. Dr.Ashalatha, faculty, NITTE Institute of Management and Mr. Sudhakar Shetty DGM, Vijaya Bank were the chief guests who inaugurated the council by lighting the lamp.

In her inaugural address Dr. Ashalatha congratulated the institution for imparting value based education and shaping the destiny of many students. It should be the legacy of the students to spread the light of knowledge. Students who are the builders of the nation, can cultivate the team spirit in student council. The united team with mutual respect for each other can achieve wonders she added. Mr. Sudhakar shetty called upon the students to sustain the spirit of learning to face the ever increasing challenges. He also pointed out the numerous opportunities that are now opening up for graduates in all the fields provided they possess necessary competency.

In his presidential address, Dr. Devaraj called upon the students to cultivate and follow disciplined way of life to achieve success. Later oath was administered by Ms. Mamatha Pai, Staff advisor of the student council, to all the concerned members. All the students council members gave their self introduction and presented the plan of action of their respective associations. Unitedly they sang the college anthem to exhibit their solidarity. Gautham, president of student council, welcomed. Vasundara rendered the prayer service, Padmanabha Bhat, student secretary, proposed vote of thanks.

HOUSING LOAN MELA

Vijaya Bank had organized a housing loan mela on 2nd July 2011 at 3 p.m. in the college auditorium. Dr. Devaraj K, Principal of SDM-CBM and Dr. B.K.Ravindra Principal of SDM Law College were the chief guests. Dr. M. Ranga Pai President of Kanara Builders Association inaugurated it. Sri Sudhakar Shetty, DGM, and Channabasaiah, Chief Manager of Vijaya Bank were present on the occasion. All the staff members participated in the programme.

GUEST LECTURE ON H.R.M

On 29-6-2011 a guest lecture was held in conference hall. Resource person Dr. Rajesh Nayak, briefed about the following current H.R.M Challenges;

- ★ Building a talented work force.
- ★ Identifying skill gaps & ways to fill it.
- ★ Creating a sustainable leadership pipeline through succession on planning for key positions.
- ★ Managing performance in an objective & measurable way for merit based rewards.
- ★ Offering job satisfaction through empowerment.
- ★ Introducing an element of self service through automation of routine HR process.

Talk on Specialities of MBA Programme

A presentation was done for the II Year BHRD students about the specialities of MBA Programme by Dr.Prameela S.Shetty, MBA Department, SDM PG Centre. They were also given insights about the various higher education alternatives & the importance of management programme. Details about various exams required to get into MBA institutes were discussed. Scope of various specializations in MBA was also briefed on.

Talk on Interview Preparation – Tips & Techniques

A Presentation was done on “Interview Preparation – Tips & Techniques” by Mr.Dawn Prakash, MBA Department, SDM PG Centre, on 6th July 2011 for the final year B.B.M students. It was an interactive session where focus was given on pre-interview preparations, post interview preparations. Some commonly asked questions were also stated and discussed. Frequently made errors during an interview were discussed so that the students don't repeat them. Tips on dressing etiquette, body language, eye contact etc.. was also given. A Management game was conducted to energize the students as well as to show the importance of team work, time management, street smartness, common sense etc.

Talk on How to write a Resume

A Presentation on “How to Write a Resume” was given by Mr. Prakash H.S, MBA Department, SDM PG Centre for the 3rd Year B.B.M students of “C” & “D” section. Components of Resume like objectives, experience, education, skills etc. were discussed. Apart from this information about MBA entrance and current market scenario in general was taken up.



Talk on Recent Trends in Management Education

A presentation on "Recent Trends in Management Education" was given by Mr. Vijay Kumar, MBA Department, SDM PG Centre. Current scenario in Management Education was briefed. Syllabus & Teaching Methodologies was also briefed. Various entrance tests for seeking admission in top colleges was also told. Steps to crack the entrance tests were also given & students were briefed on how to select a Top B-school.

Guest lecture on soft skills

Mrs. Sheetal and her team, Soft Skill Trainers for IJTC, Indian Institute of Job Training addressed the students about various courses that can be useful for them in future career. They spoke on the art of facing the interviews.

Talk on IELTS

An introductory session about the necessity and benefits of appearing for IELTS exam was organized by Balmata Institute of Language and Vocational Studies Institute (BILVS). The host for the session was the Director of BILVS. A special trainee from the institute addressed the students about the importance of perusing studies abroad and also about the necessity of having better language skills.

Customer Awareness Programme about Weights and Measures

Legal Metrology Department and Rotary Club in association with SDM College of Business Management conducted. A customer awareness programme about Weights and Measures on 16th July 2011, in the conference hall.

Mr. Gajendra, head of the metrology department briefed the students about the precautions to be taken to avoid fraud. He also focused on the packaged commodity act.

Performance for Namma TV's "Nanu Obba Kalavida" Programme

The students performed for Namma TV's "Nanu Obba Kalavida" Programme. The shooting was done on 19th July 2011 in the college auditorium. The programme was broadcast on Sunday 24th July at 11 a.m. More than 20 students participated in the programme.

Orientation by Students

To begin, orientation day was a wonderful day which began by invoking God's blessings by singing College Anthem. Throughout the day various activities were conducted for the freshers by the II and III year students.

Video presenting college activities was shown to all. A game named "Guess the Personality" was held to attract the attention of the crowd by showing various clips. A testing task was given for all the I years to bring out their intelligence and to elicit their optimistic replies.

A brief introduction was given about the associations in our college and it was also told how these association activities help in personality development. Students were introduced to Management games to bring out skills and talents of students in management field. Groups were formed to conduct some activities, and the main intension was to see how they cope up in group environment.

During the lunch break, simultaneously, teams had to prepare for the Game being conducted in the afternoon i.e Mad Ads (Group Event).

At 2:00 students started off with the group event. Our alumni Mr. Rakshith Shetty judged the event and also gave support and encouragement for making this competition a successful one. During break time senior students who gave a brief idea about activities held in our college. Students who conducted the orientation were :

- 1) Manjunatha Kamath
- 2) Akshith Shetty
- 3) Shushanth Ram
- 4) Suhas

Report on One Day Camp at Mangalajyothi

On 17th July 2011 NSS unit organized one day camp in Mangalajyothi Integrated School Vamanjoor. Mrs. Jeevetha and Mrs. Manju programme officers accompanied the students.

All the NSS volunteer along with the officers reached the site at 8.30am and conducted campus training programme. First year students shared their experiences after the Shramadana. Student learnt to work together in group as well as got motivation from each other to work hard.



Inauguration of NSS Activities

NSS Unit for the academic year was inaugurated on 7th July at 3 p.m in the college auditorium. Mr. B. S Hassanabba, Environmentalist and President of Bearys Academy . Prof G. N. Bhat, Principal of Canara College was the guest of honour. Chief guest inaugurated the programme by lighting the lamp. An oath was administered by NSS Officer, Mrs. Jeevitha in which the student pledged themselves to work for social and economic upliftment of the country.

In his address Dr. G. N. Bhat pointed out how experiential learning developed in NSS, improves the personalities of the students and makes them service oriented. Sri B. S. Hasanabba who spoke on the occasion & illustrated the role of NSS volunteers in protecting the greenery by planting more trees. Using poetry as a medium he conveyed several messages to the student. Ms. Veekshitha Rao, MBA student of SDM, who secured national award, shared her experience in NSS. She conveyed to the student that participation in NSS activities can be instrumental in developing all-round personality by providing ample opportunities.

In his presidential address principal Dr. Devaraj K said that the NSS provides the platform through which student get opportunity to serve the society and called upon the student to chalk out a unique programme. NSS anthem was sung by the students. NSS officer Mrs. Jeevitha, Mrs. Manju were present on the dais. Mr. Sunil welcomed the gathering. Ms. Ananya rendered a prayer. Mr. Vishwas proposed vote of thanks. Kavya compered the programme.

Programmes organized in association with MMA

The college in association with MMA and National Institute of Personnel Management organized a talk on "Management Challenges for India – A Drucker Prospective" by Mr. G. Giridhar Prabhu, Past President, K.C.C.I, Mangalore, on 12th July 2011.

The college in association with MMA and National Institute of Personnel Management organized a talk on "Strategies for Financial Planning & Retirement Planning" by Mr. Rohan Rebello, Chief Consultant, Benchmark Strategies, Mangalore, on 24th June 2011.

The college in association with MMA and National Institute of Personnel Management organized a talk on "Be a Professional Change Manager" by Mr. Kedige Aravinda Rao, M.D., Nova Meditech Pvt. Ltd, Mangalore, on 8th June 2011.

Observation of International Anti-Drug Day

International Anti-Drug Day was observed by the students of SDM College of Business Management, Mangalore on 5th July 2011. Street plays were

performed in various parts of the city and outskirts to create awareness about de-addiction, the objective of the programme was to reach to the street children, slum dwellers and lorry drivers who are most susceptible to Drugs and HIV.

Street plays demonstrated the consequences of drugs abuse. It also depicted the cause for the spread of HIV & preventive measures to be taken. The programme was conducted in local languages reached out to the rural masses and was successful in creating awareness. Large number of public also witnessed the street plays which was an effective platform to convey the message to say no to drugs. Mrs. Jeevitha and Mrs. Manju, faculties of SDM College of Business Management, co-ordinated the programme.

Guest Lecture on respecting National Flag

Volunteers of Hindu Janajagruthi Samithi, Smt. Laxmi Pai and Mr. Ramesh Nayak addressed the students on 26th July 2011 at 11 a.m. in the conference hall. They enlightened the students on the importance of flag and how to avoid the disrespect shown to the flag even unknowingly. The talk was very relevant as the Independence Day celebration is nearing and the National flag used during the celebration needs to be respected. A programme of this nature will go a long way in protecting the honour of flag. Principal Dr. Devaraj K. presided over the function which was co-ordinated by Mr. Muralidhara Rao K.S.

GENESIS - 2011

"Genesis" is a University Level Management Fest for first year BBM students organized by SDM College of Business Management, Mangalore. It will be held on 6th August 2011. Motto of "Genesis" is "**Live as if you were to die tomorrow. Learn as if you were to live forever**". Theme for Genesis 2011 is "Egyptian Civilization". Genesis is an opportunity to ignite great dreams, to pursue and achieve the impossible. The objective of Genesis is to get the students ready for the corporate world. To get into it one should develop various skills and be familiar with cutting-edge techniques. This can only be done when some practical exposure is given. Genesis is a one time opportunity and the best available one to those who are spreading their wings to take the flight to success. More than ten colleges from Mangalore University are likely to participate in Genesis 2011. Judges for the event are drawn from the corporate world. Staff Co-ordinator is Ms. Mamatha Pai. The student co-ordinators are: Manjunatha M. Kamath, Siddharth Vasani and Suhas Bhat.



FINE ARTS ASSOCIATION

"ART IS MUCH LESS IMPORTANT THAN LIFE, BUT WHAT A POOR LIFE WITHOUT IT".

Education is not involving in subject, but it is an overall, all-round development of an Individual. Art, as they say is a better way of enriching your talents and creativity. Therefore fine arts association provides a platform for the emerging talents of S.D.M. Fine arts association has been a gathering place for individuals to learn, to create, enjoy and appreciate the arts. "Fine Arts" is that in which the hand, head and the heart of the person go together

The Association helps the students in overall development of personality, through interaction team work and Communication.

Lecturer in Charge : Mrs. Shashikala Shetty
: Mrs. Renutakshi
: Mrs. Deepa D Hegde

Students and

Cultural Fest In Charge: Saiheel Rai III BA(HRD)

Plan Of Action : (Competitions)

- ▶ Painting
- ▶ Pencil Sketch
- ▶ Mehendhi
- ▶ Collage
- ▶ Rangoli (Powder And Non Powder)
- ▶ Flower Arrangement
- ▶ Singing : Eastern (Group And Solo)
: Western (Group And Solo)
- ▶ College Anthem Singing
- ▶ Variety Entertainment
- ▶ Traditional King and Queen
- ▶ Dance Competetion
- ▶ Nail Art
- ▶ Photography Competetion
- ▶ Mime Act
- ▶ Clay Modelling
- ▶ Cooking Competetion
- ▶ SDM has got talent

LITERARY ASSOCIATION

Lecturer in Charge : Mrs. Aruna Kamath
: Mr. Ashwin Mendonca
: Mrs. Jyothi
: Mrs. Shalini
: Mrs. Renuthakshi
: Mrs. Shainey
Co-ordinator : Karthik S. III BBM 'B'

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

This year the activities that will be conducted are:

In the English category

★ CREATIVE MINDS CLUB:

The activities are :

- ▶ **Strike when the iron is hot:** It is a competition of various rounds comprising of Dumb Charades, Pictionary, Tom Dick & Harry.
- ▶ **Comedy of Errors:** It is a inter class skit competition where humour plays a vital role along with language and expression.
- ▶ **Just A Minute (JAM):** Which enhances the talking skill among the students. Students can speak for a minute and can be jammed by co-participants if they stammer, stutter or go wrong grammatically.
- ▶ **Innovative signature:** It is a inter class signature competition, it gives ample opportunity to increase the creativity of the students

★ WRITERS CLUB:

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

- ▶ English Essay writing
- ▶ Kannada Essay writing
- ▶ Hindi Essay writing
- ▶ Slogan writing

★ SPEAKERS CLUB;

It aims at identifying good orators in all languages so as to use their talents for any of the programmes in their college.



- ▶ English speakers club : This conducts: Elocution.
- ▶ Tulu Speakers club : Encourage the development of tulu language and literature.
- ▶ Konkani Speakers Club: Motivate the students to use Konkani language in communication and to develop writing skills in Konkani.

★ **KAVYA LOKA CLUB:**

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

Singing competition is also a part of this club.

Kannada : Bhavageetha (group and individual)

English : Group and individual

Hindi : Patriotic song

★ **HASYA BARAHAGARA SANGHA:**

Humor is the essence of life. So this club invites humorous articles from the students.

★ **ASHUKATHA SPARDHA CLUB:**

Imagination has no limits so this club encourages story writers. this is in all three language that is English, Hindi, Kannada.

★ **CHITRA NODI KATHE BARI SANGHA:**

Students can view or frame their own story based on a given picture.

★ **PRESS CLUB:**

This club is responsible for publishing a quarterly in house magazine called SYNC VISION in order to update the students and staff about the latest happenings in the college. This club is also responsible for publishing the college annual, "DYNAMISM INSIGNIA"

LIBRARY ASSOCIATION

Lecturer in Charge : Mrs. Deepa Nayak
: Mr. Muralidhar Rao
: Mr. Jeevandhar Kumar
: Mr. Prakash. K

Student Co-ordinator : Aisha Reshma

Books constitute capital. A library book lasts as long as a capital.

Plan of Action For The Year 2011-12:

- ▶ Two days orientation program for First Year students
- ▶ Book exhibition

- ▶ Briefing activities and opportunity
- ★ **Inter Class Competition:**
 - ▶ Sudoku Competition
 - ▶ Cross-word competition on Management
 - ▶ Dumb Charades
 - ▶ Treasure Hunt
 - ▶ Quotation Writing
 - ▶ Memory Test
- ★ **Up keeping of Student Information sharing Board**
 - ▶ Know Them
 - ▶ Thought For the Week
 - ▶ Funny Facts and Jokes
 - ▶ Joint Project with Fest Forum

MANAGEMENT ASSOCIATION

Plan of Action of various Management Associations

Good Management is the art of making Problems so interesting and their solutions so constructive that everyone wants to get to work and deal with them

The objective of Management association is to develop managerial and entrepreneurial skills, to imbibe and encourage the skills to manage stress, orgainse events and take initiative. The activities conducted by different associations as follows:

MANAGEMENT : Under this Association various activities are conducted towards developing team effort as well as how an individual leads the organization. The various activities under this Association are:

- ★ **Ice-Breaker** : This event tries to bring out the creativity in presenting a group to the audience through performing an act.
- ★ **Moot Court** : This is an event regarding business laws. It helps one develop the knowledge about laws pertaining to business. .
- ★ **Best Manager** : Here series of round will be conducted which relates to responsibilities of a manager. It consists of mainly analytical skills, ability to face the crowd, decision making skills etc. This activity tests an individual's presence of mind
- ★ **B-Plan Presentation** : Here every individual will present a business plan, bringing out innovative business ideas and plans.
- ★ **Group Discussion** : This helps one know how to speak in a group and also how can one put forward his view and ideas in a crowd. Its about how an individual's words can make an impact on the group of people he is speaking to.



★ **Mock Press** : Here an individual has to enact a personality given to him and answer to questions that would be asked relating to the personality he is acting mind.

FINANCE :

Finance is the art of passing currency from hand to hand until it finally disappears.

Under this association various activities are conducted to develop knowledge of finance. Also activities relating to trading of shares are conducted. The various activities conducted under this association are:

★ **Golden Goose** (investment portfolio)

Here a team of two people will have to solve a case designing the most productive structure of investment pattern to the given case. It is about making the utmost use of one's money or resources.

★ **Mock Stock** : Here a team of two will have to trade with the other teams making highest profit. It helps individual develop the art of making money by buying and selling of shares.

★ **Venture Capital** : Here a team of two will present a venture capital report bringing out innovative ideas.

★ **Finance Quiz** : This is to increase knowledge pertaining to financial aspects in the current business world.

MARKETING:

The aim of marketing is to know and understand the customer so well that the product fits in and sells itself.

Under this activities will be conducted relating to marketing aspects of business world will be conducted as follows:

- ★ Marketing Power Point presentation
- ★ Radio Jingle Competition
- ★ Abstract Product Launch
- ★ Pinnacle
- ★ AD GURU
- ★ Flash- Marketing

QUIZ:

Quiz is a place where knowledge is ignited and shared with others.

Quiz is about how well the facts are interpreted innovatively and how much knowledge individuals

posses within. It includes many fields namely business, Finance, marketing, General Affairs and so on. Following aspects will be covered

- ★ General Knowledge and Current Affairs
- ★ Business Quiz "Bingo"
- ★ Logo Quiz
- ★ Brand Quiz
- ★ Advertisement Quiz
- ★ Bang your Head
- ★ Business Debate.

FEST FORUM :

"If opportunities are not tapping your Doors then create many doors"

To match potential with opportunities is the main objective this Forum. Encouraging, Developing and facilitating the best team to represent SDM in many fest and events outside to other college. In that process, to make many fest successful the Fest forum has planned towards making many preparation. The Main Plan of Action are:

Report Basket: The Fest forum has planned to organize reports which will help the participants to submit in such Fest and events. This will be done according with Association of Library.

Preparation of Reports: The forum is taking initiative in preparing reports to the participants representing SDM.

Lecturer in Charge : Mrs. Gayathri K.

Student Coordinator : Praveen Kamath

SCAN ACTIVITIES FOR THE YEAR 2011-12

Lecturer in Charge : Mr. Arun F. Sequeira

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

❖ **Color -your-skill(ms-paint)**

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



★ Keyboard-master(quick-hands)

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

★ Designing Quest

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

★ Vega(power-point)

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

★ Sculptor (clay modeling)

Here a clay will be displayed on the computer screen and the participants will have to design a model using that clay on the screen as per the given design

★ Freaky-Fonts

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

★ Tile-Teaser

Participants have to solve the crossword with the given clues.

★ Brain twister(quiz)

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

★ **Hunt-for-the-pride** : This is a treasure hunt event where participants will have to find the treasure hidden using a set of clues. This event is meant only for girls.

★ **Find the files** : Here the different files will be stored in a drive and the participants will have to find the files in a given time.

★ Phantasia (IT Advertising)

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

★ Tweet-Up (IT Debate)

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

★ Toggle-Toggle

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

★ Gaming

Here the gaming event will be counter strike 1.6 . This event is meant only for boys.

★ IT-Collage

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

★ Posit (Programming)

This is a programming competition where in the participants will have to use of any programming language. The participants will have to write a code for a given program output.

★ Mock-Up (Web Designing)

Here the participant has to design a web page using using BLOG space provided. Topics will be provided on the spot.

★ Bug the Bug (Debugging)

A program consisting of errors will be given and the participants are expected to debug the errors.

SPORTS ASSOCIATION

Staff in Charge	: Mr. Bharath Kumar Jain
	: Mr. Thrishanth Kumar
	: Mr. Vasanth Naik G
	: Mr. Arun Sequira
	: Mrs. Kavitha Prabhu
	: Mr. Prakash

Plan of action for the Academic Year 2011-2012

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

- ▶ Athletics (Men & Women)
- ▶ Chess (Men & Women)
- ▶ Table Tennis (Men & Women)
- ▶ Shuttle Badminton (Men & Women)
- ▶ Volleyball(Men & Women)
- ▶ Kabaddi



- ▶ Football
- ▶ Basketball
- ▶ Cricket
- ▶ Throwball(Women)
- ▶ Swimming(Men & Women)

Our Association will conduct the following Inter-class Competitions during the year 2011-12.

❖ INDOOR GAMES:

- ▶ Chess(Men & Women)
- ▶ Table Tennis(Men & Women)
- ▶ Shuttle Badminton(Men & Women)
- ▶ Carrom(Men & Women)

❖ OUTDOOR GAMES:

- ▶ Kabaddi
- ▶ Football
- ▶ Cricket
- ▶ Volleyball(Men & Women)
- ▶ Throwball(Women)
- ▶ The College Annual Athletic Meet Will Be Conducted in the Month of December 2011.

Our College has proposed to conduct the following Inter-Collegiate Competitions for the Academic Year 2011-2012.

- ▶ Swimming(Men & Women)
- ▶ BasketBall(Men)

NATIONAL SERVICE SCHEME

The motto of National Service Scheme is 'NOT ME BUT YOU'.

This expresses the essence of democratic living and upholds the need for selfless service and appreciation of other man's point of view and also to show consideration for fellow human beings. It underlines that the welfare of an individual is ultimately dependant on the welfare of the society as a whole. Therefore it should be the aim of NSS to demonstrate this motto in its day to day program.

Staff in Charge : Mrs. Jeevitha
: Mrs. Manju
: Mr. Thrishanth

: Mrs. Shashiprabha
: Mrs. Shalini
Camp Secretary : Neesha., II BBM D
: Chethan K., II BCA B
Secretary : Prakyath., II BBM D
: Arpana., II BBM B

PLAN OF ACTION

N.S.S: National Service Scheme means education through community service.NSS was introduced to arouse the essence of democratic living and to uphold the need for selfless service and apperception of the other man's point of view and also to show consideration to fellow human beings. The motto of NSS is "NOT ME BUT YOU" which expresses the same essence.

Proposed programs for the academic year 2011-12

- NSS activity inauguration
- Yuva jagrithi-youth lifestyle
- Environmental awareness
- Women's empowerment program
- Visit and study of old age, hospital and jail
- Social economics survey
- Support to physically challenged children
- Programs with NGO's
- Road safety program
- Guest lecture on eye donation
- Green campus-green city-tree plantation program
- Annual Special Camp
- Certificate course on Yoga and Meditation
- One day camp (Mangaljyothi)
- Blood donation and blood grouping camp
- Seminar on prospects in rural areas
- Talk on Deforestation
- One day camp on personality development program
- Family life education program
- Creating rural awareness about Rural Health & Hygiene



STAFF ACHIEVEMENT

Dr. Devaraj K.

- ❖ Participated in the 4th International Online Conference on Business & Management (10CBM, 2011) for the presentation of a paper on the title, "Customer Centric Report Strategy – A New Milestone for Super Market Retails in India" along with Smt. Seema Shenoy and Dr. Aloysius H Sequeira (NITK). Online arrangement was made in the college.
- ❖ Attended 2 days training programme on "Improving Transparency & Accessibility in Govt. through effective implementation of Right to Information Act" held at Zilla Panchayath, Mangalore as per the direction of Joint Director, Collegiate Education.
- ❖ Attended a meeting of P.G. College Principals held at Syndicate Hall, Mangalore University.
- ❖ Invited to be the Chief Guest on the "AMUCT Conference on Higher Education"
- ❖ Invited to be the Chief Guest on the occasion of "Housing Loan Mela" organized by Vijaya Bank, Mangalore.
- ❖ Invited to be the Chief Guest of Mangalore Chapter Investor Awareness Programme organized by ICWAI.
- ❖ Attended SDM Dental College 21st Convocation held at Sri. D. Veerendra Heggade Kalakshethra, Dharwad.

Mr. Thilakraj G.

- ❖ Participated in the 7 days faculty "Development Programme" on "Research Methods in Business Management and Social sciences" Organised by St. Aloysius Institute of Management and Information Technology held from 11th to 17th July 2011.

Mr. Ashwin Mendonca

- ❖ Attended one day syllabus workshop, on 11 July, conducted by the English Teachers Association of Mangalore University at Vijaya College, Mulki.
- ❖ Attended one day workshop at Nitte Management Institute on the topic "Futures Markets" held on 29th July.

STUDENT ACHIEVEMENT

- ❖ Mr. Chethan Kumar and Mr. Abhishek of III BBM attended the selection camp.
- ❖ Mr. Dipin M. Peter of second BCA and Ms. Neesha of second BBM attended Leadership Training Camp conducted by Mangalore University held on 15th July 2011 to 21st July 2011.
- ❖ Mr. Dipin M. Peter of second BCA and Ms. Arpana of second BBM attended two days camp held at Agoli Manjama Janapada Kendra, Paving on 30th July 2011.

SAMSKRITIKA UTSAVA :

Students secured II place in Cultural Fest. Team Members are

Saiheel Rai	III 'BA [HRD]'
Ananya	II BBM 'B'
Vasundara	III BBM 'B'
Sharanya	IIIBBM 'A'
Sruthi	III BBM 'C'
Ritheh	III BBM 'C'
Vijesh	III BBM 'D'
Dhanashree Shenoy	II BBM 'C'
Karishma	II BBM 'B'
Rahul	II BBM 'B'
Shabarish	III BBM 'C'
Preetham	III BBM 'C'
Prajwal	III BBM 'C'
Navya	I BBM 'B'
Priyanka	I BBM 'B'
Chaitanya	I BBM 'B'

The Fest was organized on account of "Diamond Jubilee" of Bajpe Airport at Town Hall, Mangalore. The College team secured II prize in that competition.



Office Bearers of Student Council 2011-12

President	:	Mr. Gautham G Pai
Secretary	:	Mr. Padmanabha Bhat A V
Joint secretary	:	Ms. Kavya M N
CEO- Genesis	:	Mr. Manjunath Kamath
CEO- Synergy	:	Mr. Siddharth J Vasani
CEO- Sygma	:	Mr. Vishal V Bhandarkar

Class	Class Advisors	Class Representatives	
I BBM A	Mr. Ashwin Mendonca	Abdul Waheed	Nishmitha
I BBM B	Dr. Harshitha	Abhishek Anchan	Prathiba
I BBM C	Mrs. Gayathri K.	Abhishek Surathkal	Swathi Rao
I BBM D	Ms. Sashikala K. G.	Krishma Rao	Suhail Rehman
II BBM A	Mrs. Kavitha Prabhu	Mohammad Ziyad	Lovina Nerlin
II BBM B	Mr. Vasanth G. Naik	Dhiren Anand	Divya P M
II BBM C	Mrs. Veena Kotian	Kaushal	Milgreenia A D'souza
II BBM D	Mrs. Ramya D. Shetty	Stalin	Shruthi
III BBM A	Mrs. Aruna Kamath	Manjesh Nayak	Soundarya D
III BBM B	Mrs. Smitha	Akshith Shetty	Priya
III BBM C	Mrs. Shwetha Y.	Pranav Pai	Dhanashree Shenoy
III BBM D	Mr. Vasanth Naik	Ajmal	Varsha Pai G
I BC A A	Mrs. Sowmya Jyothi	Vipin B Rai	Riddi Vasani
I BC A B	Mrs. Deepa Hegde	Pawan	Shruthi R Baliga
II BC A A	Ms. Sashikala Shetty	Abilash Rao	Neha Rai
II BC A B	Mrs. Shashiprabha	Akshay	Ankitha Kamath
III BC A A	Mrs. Divya Unchil	V B Shabinesh	Rakshitha Salian
III BC A B	Mr. Arun Sequira	Mangesh Nayak	Jyothishree
I BHRD	Mr. Thrishanth Kumar	Narendra Nayak	Sana Kausar
II BHRD	Mrs. Madhumathi J. Raja	Ankitha	Fahad Patel
III BAHRD	Mrs. Muralidar Rao	Shazim saheb	Meghana



ASSOCIATION SECRETARIES 2011-12

MANAGEMENT ASSOCIATION		FINE ARTS ASSOCIATION	LITERARY ASSOCIATION	LIBRARY SECRETARIES	MARKETING ASSOCIATION	QUIZ ASSOCIATION
I BBM A	Kavana	Neil	Asma	S Kiran Kumar	Anusha	Valeed Hussain
I BBM B	Razeen	Shreyas	Akshitha	Salman	Asad	Shravan Nayak
I BBM C	Prince	Chaithanya	Akshatha	Shriraj	Prince	Shahmoon
I BBM D	Jainalabidin Ijaaz	Milhoz Attavar	Manjushree	Abhishek S	Avanthi	Shashank
I BCA A	Shravya	Kajol	Shreemukha	Sudeep K Holla	Maya S	Pawan
I BCA B	Hamid Sinan	Arshalan	Dinesha	Ubaidulla D	Soniya Joseph	Deeksha
I BHRD	Rakshith Ullal	Vernon	Monisha	Mishal Soans	Akhil	Aaron
II BBM A	Nadisha	Pallavi	Vivek	Deeksha	Theekshna	Jasmine
II BBM B	Pavithra	Adish	Monisha	Mounika	Deekshith	Cariappa
II BBM C	Jabir	Swathi.j	Manjunatha	Krupali	Prashanth	Jayashree.Bhat
II BBM D	Lohith	Sneha	Vaishali	Megha	Arshad	Samreen.Rasheed
II BCA A	Shashank Rai	Shruthi Suvarna	Vnahil Neethu	Veeksha	Vinaya J Rai	Sujay
II BCA B	Jawad	Pooja Shetty	Yajna	Vishakha	Aishwarya	Harshitha
II BHRD	Vishnupriya	Varsha	Sharanya	Thrupthi	Athul	Bharath
III BBM A	Priyanka D'souza	Nithhesh	Manjunath Kamath	Aisha Reshma	Shreya	Adit Salian
III BBM B	sushanthram	Nishwith	KarthiK.S	Shrikanth	Shreyad	Nityanand Pai
III BBM C	Ranjan	Preetham	Niva	Ashwini Ganesh Pai	Sharathram	Anil Karthik
III BBM D		Rashmi	Ashwini	Farooq	Ruksana	Vaishali.Sharma
III BCA A	Rachan	Chaithra	Naseema		Vignesh Pai	Anusha
III BCA B		Manasa	M.M.Sharin	Peter	Kayon Mathias	Neha
III BAHRD	Rahul Kunder		Aneesha	Rakshitha	Safwan	Akshatha

	FINANCE ASSOCIATION	FEST FORM ASSOCIATION	SCAN ASSOCIATION	SPORTS ASSOCIATION	HRD ASSOCIATION	NSS ASSOCIATION
I BBM A	Prajwal Shetty	Thanusha Das	Srikhanth	Pran	Prathiksha Bhat	Jeevan
I BBM B	Rakshith	Ajay Prabhu	Adarsh	Rahul	Deeksha Samartha	Ramya
I BBM C	Shahik Hamza	Rajashree Shet	Rahul	Nishanth Mallya	Shunali D'souza	Zakkiya
I BBM D	Prayad Gowda	Amogh Hegde	Zaid	Mahesh Shenoy	Raksha Raj	Shashanth
I BCA A	Nifali	Nishmitha Prabhu	Amith	Shahrukh	Rishikesh	Devi
I BCA B	Nidhi putram	Gladson.H.Sarao	Sachin Shenoy	Abdul Muyeed	Naeem Khan	Nishmitha
I BHRD	Sanjana k.v	Rameeza	Sahil	Nidhish	Bindiya Shetty	Swathi
II BBM A	Milan Kotecha	Sampruthi	Enold	Varadaraj Shenoy	Shifali	Vishwas
II BBM B	Neha Shetty	Sangam Bhat	Rajkumar.S	Manheeth	Poornaja	Sumit
II BBM C	Abhishek	Nihal	Akash	Deekshith	Clara Sharon	Vishak
II BBM D	Shreya Bhakta	Swathi K	Jesel	Idayath	Sahil	Rakesh
II BCA A	Joshika	Jigar Joshi	Prajwal	Jawad.m.s	Sarika	Dipin
II BCA B	Sachin	Zoya	Prabhat Amin	Tilak Shetty	Nithya B	Thrishanth
II BHRD	Nesara	Daphny	Shwetha Mendon	Yathin	Krithika Prithviraj	Tripithi
III BBM A	Naufal	Chaitra.C.Tallur	Puneeth	Manju.m.r	Asehl D'souza	
III BBM B	Ankita	Sushanth.Ram.J	Prathvi raj	Vivek D'souza	Aswini Bhat	
III BBM C	Jagruthi	Praveen.Kamath	Raj	Sajan Shetty	Deeksha Shereen	
III BBM D	Prachi	Syed Ahmed Laabid	Prajwal Shetty	Praveen		
III BCA A	Remya	Rakesh.A.Rao	Shruthi k	Supreeth	Fasil Ibrahim	
III BCA B	Rachna	Pallavi.K	Karan Gathani	A.r.mufid		
III BAHRD	Ahmed amin	Nikita Pai	Sachin	Rohan Rai	Krysha Lobo	



MBA

Staff Achievement

- ❖ **Ms. Seema S. Shenoy** : Ms. Seema S. Shenoy, Dr. A. H. Sequeira and Dr. Devaraj K. made a virtual presentation of their research paper titled "Customer Centric Strategy. A new paradigm for supermarket retailers in India" for the 4th IOCBM conference on 27th July 2011
- ❖ **Dr. Prameela S. Shetty**: Research paper titled 'Women Empowerment & Cooperatives' published in International Journal of Research in Commerce and Management", vol.2(2011), June, Issue No.-6, ISSN 0976-2183
- ❖ **Dr. Jomon Lonappan** : The paper "Paedagogical Innovations in Teaching Entrepreneurship", was accepted for publication in the IUP Journal
Published a Paper on "The role of Management Control System in the process of organizational renewal"
Published a Paper on "Corporate Governance practices in Hospitals in DK"

Summer Internship Presentation

Students of 2nd year MBA had to undergo summer internship training for 45 days after the second semester examination in order to reduce the gap between theoretical knowledge and practical knowledge as well as to give them a feel of corporate culture. Students presented their study report and work experience in the conference hall from 18 to 22, July, 2011

Proposed Value Addition Programme to MBA Students 2011-2012

ACTIVITY	STAFF INCHARGE
Guest Lecture	Mrs. Savitha & Mrs. Deepa Nayak
Creativity Club	Dr. Jomon
Soft Skill Club	Mrs. Deepa Nayak
Article Review	Mrs. Seema Shenoy
Group Discussion	Mr. Dawn Prakash
General Seminar	Dr. Savitha
3 C Report	Dr. Prameela
Shreshta	Mr. Dawn Prakash & Mrs. Ramya Shetty
Avalanche	Mrs. Deepa Nayak
Conference	Dr. Prameela
Placement	Mr. Dawn Prakash
MBA Club, Research publication, Half yearly Publication	Mr. Dawn Prakash
Factory visit & Industrial Tour	Dr. Jomon & Dr. Savitha
Staff Advisors - I MBA 'A'	Dr. Savitha
I MBA 'B'	Dr. Jomon
II MBA 'A'	Mrs. Deepa Nayak
II MBA 'B'	Mrs. Savitha
Time Table	Mr. Prakash H.S.
Internal / University Examination	Dr. Prameela & Mrs. Seema Shenoy
Discipline Committee	Dr. Prameela & all the class advisors

Guest Lecture to BBM/BCA/BA(HRD) students by MBA Faculty

Faculty	Topic
Dr. Prameela Shetty	- MBA Programme Specialities
Mr. Vijay Kumar Dhannur	- Management Education Recent Trends
Mrs. Deepti Shetty	- Opportunities to MBA students
Mrs. Seema Shenoy	- Recent Trends in Marketing Management
Mrs. Deepa Nayak P	- Recent Trends in Human Resource Management
Mrs. Savitha	- Recent Trends in Financial Management
Mr. Prakash H S	- How to write a resume ?
Mr. Dawn Prakash	- How to face an Interview ? – Tips & Techniques



**OVERALL DISTINCTION STUDENTS OF MBA
IN THE MANGALORE UNIVERSITY MAY 2011 EXAMINATION**



Ashray Bhandary P.



Lenita Quadros



Muralidhar Baliga



Neethi Nithyanand



Nisha.U



Sharada Chandrahas
Laxmi



Shyamala Shenoy U



Kavitha A Nayak



Kavitha D.L



Pearl Annabel Tauro



Rachna Denisia Saldanha



Rohit Jagadish Nanu
Meena



Shilpa Chandrahas Laxmi



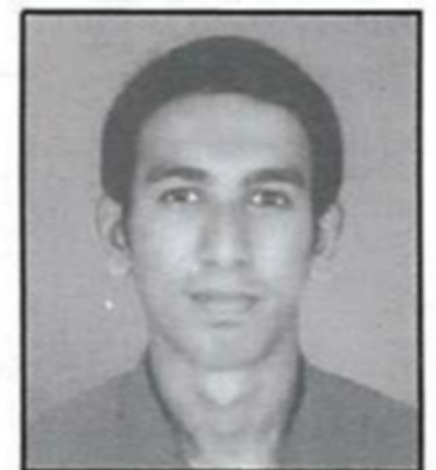
Shruthi.S



Supriya



Thanushree Karkera



Valerian Nelson Moras

**OVERALL DISTINCTION STUDENTS OF BA(HRD)
IN THE MANGALORE UNIVERSITY MAY 2011 EXAMINATION**



JOSLENE MARIETTE PEREIRA



RAKSHITHA B M



KANNIKA T S



WAZEefa



POOJA BHAT A



SHEREEN IBRAHIM



AMULYA H N



MALLIKA RANI



DIVYA R BHAT P



**OVERALL DISTINCTION STUDENTS OF BCA
IN THE MANGALORE UNIVERSITY MAY 2011 EXAMINATION**



SHAMA N



GEETHA



SALMAN YUNUS
CHAMADIYA



PRAMOD



RAKSHITHA BANGERA



GEETHA S DHOPLÉ



KRATHIKA BHAT



SEEMA M



VIVEK U BANJAN



HEMA DAS T



SWETHA S



PREETHIKA



MEENA



DEERAJ V



VIDYASHREE T



ANUPAMA PAI B



ULLAS P J



AKSHITHA C



DIVYA SHENOY



LASYA N MURTHY



ANUP BASTI



AISHWARYA S ACHAR



SUMANGALA



SHILPA SHREE



LAKSHMI ANAND PAI N



SUPRIYA



TAZMEEN ASSADI



SRIJEETH KUMAR GATTY



PAVITHRA T



RAZMEEN



VIDYA S SHETTY



KAVYA SALIAN



NAMITHA



MANDANNA C K



PRATHIKSHA JAIN S



KISHAN DEVADIGA



ASHWITH HEGDE H



RAMEEZ



RADHIKA RAI K J



SRIDEVI



SHRUTHI PRABHU S



NITHINRAJ



**OVERALL DISTINCTION STUDENTS OF BBM
IN THE MANGALORE UNIVERSITY MAY 2011 EXAMINATION**



APARNA MALLYA S



PRAJNA P KAMATH



PRANITHA V SHETTY



SONALI MALLYA



NIRMALA SHARMA



VANDITHA D



NIDHI P SAVALIA



ROHAN J PINTO



YASHICA Y RAICHURA



FIDA RASHEED



SUSHMA B



BHAVISH S SALIAN



CHARITRA R



K GREESHMA RAU



PALLAVI PRABHU K.



HARSHITA V AIL



SUPREETHA B



ANUSHA B



DEEKSHA SHETTY



AKSHATHA



AKHILESHA K



NATASHA P RAO



RADHIKA PAI B



JYOTSNA R. SHETTY



JATHIN R BANGORIA



SHAMNA



SATHVIKA H SHETTY



ALIMATH SULALA SHABEEN



PRAJNA S SHETTY



ABDULLAH HASHIR ASHRAF



SUSHMA BALIGA B



SUSHAN S K



PRATHVI R



PRASHANTH SHET K



ARAFAS TASNEEM



SUJITH BHAT



FATHIMATH SAFFANA SAYYED UMBICHI



MEGHANA J



VENKATESH PRAMOD BADAL



SWAPNIL KHANDARE



ASHA



APEKSHITA ALVA



SUSHMA PRABHU I



SAGAR ALVA



TRISHA GIRISH



PRAVISH LAINAL D'COSTA



SHAROON B SHETTY



VIDYANIDHI K



SWATHI V BHAT



VIDYA M M



SUMITH BALAKRISHNAN



MADHAV NAYAK HAREKAL



HARSHITHA RAO



PRATHAM J SHENOY



ARATHI NAYAK



SHRINITH



STUDENT COUNCIL INAUGURAL FUNCTION



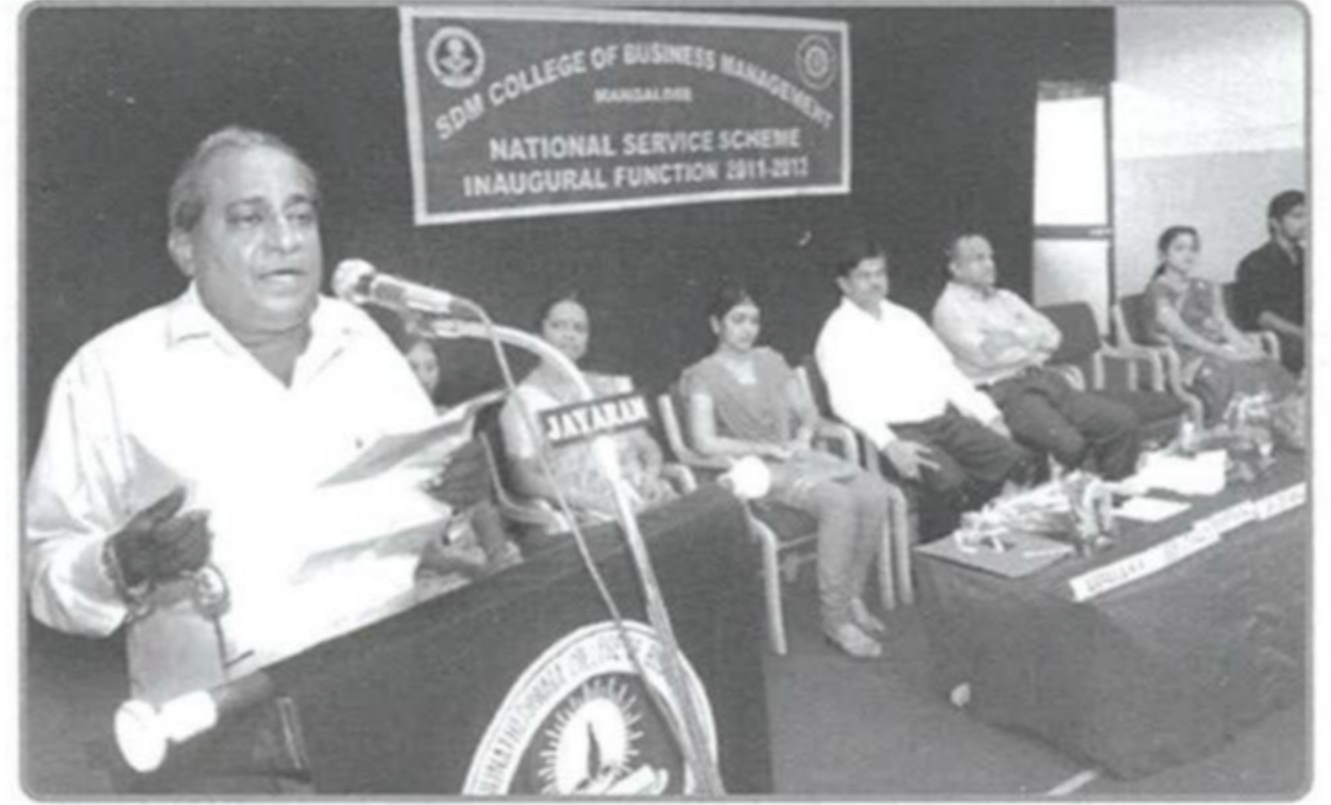


CONVENTION ON HIGHER EDUCATION



ORIENTATION TO I YEAR STUDENTS

NSS INAUGURATION & ACTIVITIES





NSS ACTIVITIES



GUEST LECTURES



STUDENT REUNION