



**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 has been another incredible and fruitful quarter. All the curricular and co-curricular activities organized in this quarter have been successful due the remarkable involvement and interest on the part of our students and staff. The PTA annual meeting held on 10<sup>th</sup> September was a highlight : a good number of parent attendance, the huge number of prizes given out to students, useful and praiseworthy suggestions and opinions from parents and formation of a new PTA governing body.*

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### **Guest lecture on Recent trends in HRM**

A guest lecture on recent trends in HRM was delivered to BBM students by Mrs. Deepa Nayak, Faculty of SDM PG Centre for Management Studies & Research. An interesting insight was given into the factors affecting HRM and changes that have come about in the approach of HRM. The lecture was concluded by showing a couple of videos on the subject.

### **Programmes organized in association with MMA :**

The college in association with MMA and Bharatiya Vidyabhavan conducted a lecture on "Economic Turmoil in USA & its implication on Indian Economy". Mr. B.R. Bhat, Chief General Manager, Corporation Bank was the resource person. Mr. M. R. Vasudeva, Director, Mangalore International Airport & Hon. Secretary of Bharatiya Vidya Bhavan presided over the function. It was held on 12th Aug. 2011.

### **Celebration of birth anniversary of freedom fighters:**

A special lecture was organized on 30th August 2011 in the conference hall on the occasion of 175th birthday of Jhansi Rani Lakshmi Bai, 125th birthday of the founder of Indian National Army, the revolutionary freedom fighter Ras Bihari Bose and birth centenary of revolutionary freedom fighter Barrister Attavar Yellappa.

Mr. T N Ramakrishna, the president and convener of Rashtra Gaurava Samrakshana Parishath was the speaker. In his powerful address, he recalled the sacrifices made by the 3 eminent freedom fighters- Ras Bihari Bose, Barrister Attavar Yellappa and Jhansi Rani Lakshmi Bai. He quoted several incidents from the lives of these great people who sacrificed their life for the nation. He called upon the students to remember their sacrifices and paid tribute to them by working towards achieving their dreams.

Principal Dr. Devaraj K, in his presidential address thanked the Parishath for their noble task of spreading the message of unity through series of lectures about the freedom fighters. Mr. Prabhakar Das, nephew of Barrister Attavar Yellappa was present on the occasion. Portraits of the freedom fighters were exhibited on the occasion.

This programme motivated the students to be pro-active and participate in nation-building activities. Harshitha rendered the prayer service. Oralia Rego compeered the programme, Vishal Bhandarkar welcomed the gathering and Parvathy proposed the vote of thanks.

### **Release of College Annual**

"Dynamism Insignia" the college annual of the academic year 2010-2011 was released on 15th August 2011 in the College Auditorium. Dr. Iqbal, Asst. Professor, Kingdom University, Bahrain, who was formally teaching in our college, released it. He appreciated the college annual for its wide coverage of events in the institution and also the opportunity given to the students to express their thoughts.

### **Guest Lecture on the topic 'Power of Positive Thinking**

A guest lecture was organised for III and I year students on the topic 'Power of Positive Thinking' on 27th August 2011 at 10 AM in the college auditorium. The speaker was an international trainer Prof. Raghotham Rao who is a Director of SEEK Bangalore.

He spoke about the soft skills, ABC Morales and effective way to lead the life. He stressed on the need for developing positive thought which will result in positive attitude and culminates into positive behavior which can enable people to be good individuals in the society. Through several illustrations and real life examples he called upon the need to be pro-active in all the situations. The session was followed by lively question answer session which was very interactive. Principal Dr. Devaraj K in his presidential address called upon the students to benefit from the experiences shared by the speaker. Mr. Gautham G Pai welcomed, Mr. Praveen Kamath compered the programme and vote of thanks was delivered by Ms. Prachi.

### **Guest Lecture on Recent Trends in Financial Management**

A guest lecture was arranged for BBM second year students on the topic "Recent trends in financial management" on 2-8-2011, By Ms. Savitha, Faculty of MBA, SDM College of Post Graduate and Management Studies, Mangalore.

She highlighted certain issues relating to financial management such as:

Business as a simplified cyclical system

Financial goals and strategy

Long term financial sources

Shift to foreign borrowings

Economic value added

Banking regulations and changes in mutual fund industry.

Students actively participated and were interactive.



## **SADBHAVANA DAY CELEBRATIONS**

*Sadbhavana Day to promote communal harmony was observed on 19th August in the conference hall. Sri Krishna Upadhyaya social activist of Jago Bharath was the resource person. In his powerful address, he stressed the fact that when patriotism is strongly rooted in our hearts, we tend to forget all the difference in caste, creed. He gave many examples and shared their experience to illustrate this. He called up on the students to fill their minds with good thoughts and bring about positive changes in and around their surroundings. Ms. Jeevitha D, NSS officer, administered Sadbhavana oath in which the students pledged to live and spread message of unity. Ms. Aruna P Kamath and Ms. Manju faculty members of the college were present on the occasion. Ananya rendered prayer service. Arpana compered the programme and proposed vote of thanks.*

## **INDEPENDENCE DAY CELEBRATIONS**

*Independence Day celebration began with march-past at 8 p.m. on 15th August 2011 on the college grounds. Each class, in the special uniform designed for the march-past, marched with pride in the background of the band played by the students. They held placards with meaningful messages like "Eradicate corruption", "Protect girl child", "Save trees" and so on.*

*Mr. Rahul Kodikal, Manager HDFC, Bangalore, an alumnus of SDMCBM hoisted the flags. In his Chief Guest address he called upon the students to cultivate the spirit of patriotism and work in unity for the betterment of the motherland. Students saluted the flags with utmost reverence and pride. Patriotic songs sung melodiously by the students, evolved the spirits of unity in the crowd. Our Principal Dr. Devaraj K & Principal of Law College Dr. B.K. Ravindra were present on the occasion. Sync Vision, a quarterly magazine was released on the occasion. Ananya rendered prayer service. Goutham welcomed, Kavya proposed vote of thanks, Rakshitha compered the programme. Sweets were distributed to the students.*

## **GENESIS 2011**

*University level Management Genesis 2011 was inaugurated on 6th August 2011 at 9.P.M. in the college Auditorium. Mr. M.V.C.S.Karanth, General Manager, Karnataka Bank Ltd. Mangalore inaugurated it by lighting the lamp. In his inaugural address he appreciated*

*the institution to take the lead & initiate the students into practical field of management in the first year itself. This skill can enable the future managers to manage the difficult time. Chief guest Mr. Sameer Puranik, Station Head, Radio Mirchi, Mangalore(Alumni of SDMCBM) remembered his student days and said that exposure given during the college days in the form of fests and competition has shaped the future of many average students like him.*

*Principal Dr. Devaraj K. in his presidential address said that learning the art of management from mere text-book is not sufficient. He said that as the Synergy National level management fest of the college gave more opportunities only to final year students of management, Genesis was started to provide exposure to first year students.*

*Mr. Manjunath Kamath gave an outline of the management fest Genesis. Ms. Ananya rendered prayer service. Ms. Kavya proposed vote of thanks. Mr. Ashel compered the program. Staff co-ordinator of Genesis Ms. Mamatha Pai was present on the occasion.*

*Genesis is a University level Management Fest conducted for the I year management students of SDM College of Business Management every year. The objective of the fest to give the students as exposure to realistic situation by conducting a number of competitions related to the practical management.*

*More than 15 colleges of Mangalore University participated in the fest. Day long programme consisted of various competition specially designed to test the skill of participants in various action of functional management like Finance, Quiz, Marketing, H.R. etc.*

*The day came to an end with valedictory function held at 6 p.m. in the college Auditorium. Mr. G.G.Mohandas Prabhu, Businessman & Former President, KCCI, Mangalore and Ms. M.Divya Pai, Store Manager, Fab India, Bangalore (Alumni of SDM CBM) were the guests of honour. Participation certificate were distributed to the students. Participants shared their feed-backs. Prizes were distributed to the winners.*

## **GUEST LECTURE ON RECENT TRENDS IN MARKETING**

*Ms. Seema S Shenoy delivered a guest lecture on 2nd August to students of final BBM on the topic of "Recent Trends in Marketing". The topics covered were*



- ◆ *Micro Customisation*
- ◆ *Rural Marketing*
- ◆ *Ambush Marketing*
- ◆ *Green Marketing*
- ◆ *Mobile Marketing*
- ◆ *Internet Marketing*
- ◆ *Film Merchandising*

### **TREE PLANTATION PROGRAMME**

*A Tree plantation program was organized at Government Primary School, Bejai, Kapikad on 1st August, 2011. NSS unit of SDMCBM in association with Malabar Gold, Lions club and Municipality Corporation, Mangalore. 100 plants pits were dug by NSS volunteers.*

*Mr. Lancy Lot Pinto, Bejai ward corporation, Mayor Mr. Praveen Kumar, MCC, Mr. Ronald Colaco, President of Lions club and Mr. Zakir, Malabar Gold marketing director were the chief guests present on the dais.*

*Ms. Jeevitha and Ms. Manju accompanied 50 NSS volunteers for the tree plantation program.*

### **ONE DAY CAMP**

*NSS unit of SDM College of business management in association with "MATHA AMRITANANDAMAYI MATHA" organized a program of CLEAN CITY, HEALTHY CITY at central railway station on 28th August 2011.*

*The objective of the program was to minimize the use of plastic and encourage the use of disposable paper, sorting of waste and general environmental protection with the theme of "AMAL BHARATAM". Large number of students led by NSS officers, Ms. Jeevitha and Ms. Manju participated in the programme. Programmes of this nature promote the participation of students in keeping the surroundings clean, and thus promotes civic sense.*

### **TEACHERS DAY CELEBRATIONS**

*Teachers Day was celebrated on 5th of September 2011 at 3 p.m. in the conference hall. Prof. A. Rajendra Shetty former Principal of SDM Law College was the Chief Guest. In his Chief Guest address he recalled his pleasant experiences as a teacher. A teacher becomes teacher only because of the students. So a teachers day without the involvement of student is not meaningful he added. He also appreciated the teachers for their dedicated services.*

*Dr. Devaraj K. who presided over the function pointed out how an effective teacher touches the lives of students and the teachers dream is realised only when students achieves success. Teaching and non-teaching staffs were honoured on the occasion by giving memento. Ten best students from final year were honoured.*

*Suhas spoke on the importance of Teachers Day. Praveen Kamath rendered prayer service. Padmanabha Bhat gave the vote of thanks. Arpith compered the programme.*

### **PTA ANNUAL GENERAL MEETING**

*Annual general meeting of the Parents Teachers Association was held on 10th September 2011. Principal Dr. Devaraj K in his welcome address pointed out the role of PTA in implementing the programmes needed for promoting the overall development of the students. 126 students who secured distinction were awarded a silver medal and certificates. 250 present students who scored 85% and above in various subjects were given cash prizes. Faculty members Mr. Ashwin Mendonca and Mrs. Jyothi who completed M.Phil were also honoured.*

*Two outgoing students Greeshma and Vanditha in their feedback thanked the institution for shaping their future by giving ample opportunities. In the interactive session some of the parents appreciated the role of institution in developing the personalities of the students.*

*The outgoing President of PTA Mr. Raghavendra M. in his address thanked the PTA for co-operation extended by all the members. New office bearers for this academic year were elected. The programme ended with vote of thanks by Mr. Muralidhara Rao K S, Secretary of PTA. Mrs. Aruna P Kamath compered the programme.*

### **OFFICE BEARERS OF PTA**

1. *President : Shri Ravindra Shet*
2. *Vice President : Dr. Devaraj K., Principal*
3. *Secretary : Mr. Muralidhara Rao K. S.*
4. *Joint Secretary : Mr. P. M. Naik*
5. *Treasurer : Mr. Jeevandhar Kumar*

### **Parent-Representatives :**

- ◆ *Mrs. Shobha Anchan*
- ◆ *Dr. Ganesh Rao*
- ◆ *Ms. Juliet Rodrigues*



- ◆ *Peter Alwyn D'Souza*
- ◆ *Mrs. Veera D'Souza*
- ◆ *Mrs. Mini Sadashiv*
- ◆ *Mr. Prakash*
- ◆ *Mr. K.Koragappa Gowda*
- ◆ *Mrs. Shaheen*
- ◆ *Mrs. Shashi Sundhar Poojari*
- ◆ *Mr. Narayan T.*

**Teacher -Representatives**

- ◆ *Mr. Ashwin L Mendonca*
- ◆ *Dr. Harshitha K*
- ◆ *Ms. Gayathri K*
- ◆ *Ms. Shashikala K G*
- ◆ *Ms. Sowmya Jyothi*
- ◆ *Ms. Deepa D Hegde*
- ◆ *Mr. Thrishanth Kumar*
- ◆ *Ms. Kavitha Prabhu*
- ◆ *Ms. Sowmya Hegde*
- ◆ *Ms. Veena D Kotian*
- ◆ *Mr. Prasanna Kumar T*
- ◆ *Ms. Shashikala Shetty*
- ◆ *Ms. Shashiprabha*
- ◆ *Ms. Madhumathi J Raja*
- ◆ *Ms. Aruna P Kamath*
- ◆ *Ms. Smitha*
- ◆ *Ms. Shwetha Y*
- ◆ *Mr. Thilakraj G*
- ◆ *Ms. Divya Uchil*
- ◆ *Mr. Arun Francis Sequeira*
- ◆ *Mr. Muralidhara Rao K S*

**INTERACTION PROGRAMME WITH PRINCIPALS' BY DISABILITY COMMISSIONER**

*An interaction programme with Principals' by Disability Commissioner Sri.K.V.Rajanna was held on 22nd September 2011 at SDM College of Business Management. Principals of different colleges shared their experiences and suggested some new plans about the education of disabled. SDM Business Management College Principal Dr. Devaraj K was present in the occasion.*

**ONE DAY CAMP AT GOVANITHASHRIYA**

*On 25th September, 2011, NSS Unit of our college conducted one day cleaning program at Govanithashriya. It is a place where large number of cows are being looked after. Students rendered valuable service of cleaning the place where cows are sheltered. They also donated the clothes to elder people. Nearly 150 volunteers along with Ms. Jeevitha, Ms. Manju and Mr. Thrishanth Kumar participated in one day camp.*

**GUEST LECTURE BY DR. SHOBHA PAI**

*On 8th Sept. 2011, Dr. Shobha Pai, KMC Hospital, Mangalore delivered a talk on Eye Donation to the NSS Volunteers in the conference hall. The talk was very thought-provoking and informative to the students. She spoke about the importance of eye donation and how it can give sight to the blind people. She presented various slides to the NSS students and told about the importance of eye donation.*

**FELICITATION PROGRAMME IN ASSOCIATION WITH MMA & NIPM**

*SDM College of Business Management in association with MMA & National Institute of Personnel Management organized a talk on "Differently Abled People - Management" by Dr. U.V.Shenoy, Professor-Dept. of Pediatrics-K.M.C., Trustee Seva Bharathi, Mangalore on 13th September, 2011 (Tuesday) at 6.00 p.m. in the Conference Hall.*

*Special Olympics Gold Medalists, World Summer Games ATHENS 2011 Ms. Dhanya S Rao, Mr. Royston Pinto, Mr. Anil Mendonca & Ms. Pramila Pinto were honoured.*

*In his presidential address Principal Dr. Devaraj K pointed out the need for encouraging the different challenged people.*

**SEMINAR ON VOTER REGISTRATION**

*A program was conducted on 27th, 28th & 29th of August 2011 in the seminar hall, to discuss about the importance of election in a democracy. Participants were shown videos. The resource person explained the procedures of enrollment of young voters who are studying in the college. About 300 students participated in the program and 150 students filled their Form No. 6 to enroll their names in the voter list. Bharath Kumar Jain Physical Director was appointed as Nodal officer to speed up the process of registering the voters in our college.*



## **FACTORY VISIT**

Factory visit was organised for the I year and second year students in the third week of September. I year students visited Canara Springs, Maroli. II year students visited Achal Industries, Bykampady. The class advisors and staff members escorted the students. The students had to submit a report of the factory visit.

## **HINDI DAY CELEBRATIONS**

Hindi day celebration was held on 28th September in the college auditorium. The chief guest for the programme was Ms. Kalpana Prabhu, Hindi Lecturer, Canara First Grade College, Mangalore. Dr. Devaraj K., Principal presided over the formal ceremony. Mr. Karthik compered the programme. Ms. Jyothi and Ms. Shalini were the co-ordinators. Students had organised some cultural events to bring out the importance of our National Language.

## **CAREER GUIDANCE PROGRAMME.**

A Career guidance programme was conducted on 30th September 2011, at conference hall. The speaker was Col. Prasad and Prof. Deepak of SDMIMD Mysore.

Col. Prasad gave a brief explanation about the common entrance exam, CAT and XAT. Later he discussed about the pattern of questions in CAT and XAT. He informed about the procedures and dates to apply to the CAT, XAT and SDMIMD. At the end he answered all the queries of the students which included the placement and cut off rate for CAT and XAT.

The Principal of the college Dr. Devaraj K welcomed the gathering and vote of thanks was delivered by Praveen Kamath.

## **ASSOCIATION ACTIVITIES**

### **QUIZ ASSOCIATION**

General Quiz was conducted on 2nd August 2011 at 3 p.m. There were 28 participants.

**Bingo** (Business Quiz) was conducted on 19th August 2011 by Adit Salian and Praveen Kamath. The knowledge of the participants was tested through questions from the world of business which included topics such as companies, business personalities, products, brands, etc. There were 24 participants.

**Brand Quiz:-** This event was conducted on 24th September 2011 at 12:00p.m. The participants of the

event were tested on the knowledge of brands from all over the world indulged in various business activities. There were 23 participants.

### **FINANCE ASSOCIATION**

A competition related to Case Study was conducted on 24th August 2011. The event was judged by Ms. Mamtha and Ms. Shaini.

### **SCAN ASSOCIATION ACTIVITIES**

#### **V BRUSH**

This is a competition where the participants have to paint on MS-PAINT. This competition was held on 20th July 2011 in the Lab S and Lab D. The topic given was "Save Tigers". 63 students from BBM, BCA and BA(HRD) participated in the event. Lecturer in-charge for this competition was Mr. Arun F. Sequeira. Ms. Vasudha R. and Ms. Preethika Dharmapal, Faculties of SDMIMD were the judges.

#### **DESIGNING QUEST**

An article with the picture was given and the participants are expected to replicate the given cutting in a fixed frame of time. This competition will be carried on MS-WORD. Time allocated is 30 minutes. This competition was held on 21st July 2011 in the Lab S and Lab D. 53 students from BBM, BCA and BA(HRD) participated in the event. Lecturer in-charge for this competition was Ms. Divya Uchil.

#### **VEGA**

Here a topic was given and the participants are expected to create a slide show using Ms-Powerpoint. This competition was held on 22nd July 2011 in the Lab S and Lab D. 38 students from BBM, BCA and BA(HRD) participated in the event.

#### **FREAKY FONTS**

A set of pictures was displayed using LCD where the participants had to recall the picture and list them down within 5 minutes. This competition was held on 23rd July 2011 in the Lab S and Lab D. 60 students from BBM, BCA and BA(HRD) participated in the event.

#### **IT COLLAGE**

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



The topic given was "Cloud computing". This competition was held on 23rd August 2011 in the Lab S. 18 students from BBM and BCA participated in the event.

### **TOGGLE-TOGGLE**

As the name suggests, a word of dual meaning was given to the participants on the spot. The participants had to speak about the topic on both the grounds when asked to toggle by the judges. This competition was held on 27th August 2011 in the Room number - 207. Totally 17 students from BBM, BCA and BA(HRD) participated. Lecturer in-charge for this competition was Ms. Reshmi, Ms. Shashiprabha and Ms. Veena, Faculties, were the judges for the event.

### **TILE-TEASER (CROSS-WORD)**

Participants had to solve the crossword with the given clues. This competition was held on 29th August 2011 in the Lab S and Lab D. This is an individual event. 20 students from BBM, BCA & BA(HRD) have participated.

### **BUG THE BUG (DEBUGGING)**

A program consisting of errors was given and the participants and the participants are expected to debug the errors. This competition will be carried on 'C' Language. This competition was held on 2nd September 2011 in the Lab D. 20 students from BCA participated. Lecturer in-charge for this competition was Ms. Divya Uchil.

### **HUNT FOR PRIDE (TREASURE HUNT)**

In this event, participants were made to find the treasure which is hidden using a set of clues within two hours of time. The event was held on 3rd of September, 2011.

### **FINE ARTS ACTIVITIES**

#### **Inter class college Anthem Singing competition**

Fine arts association organized interclass College Anthem competition on 12th August 2011 at 1.00 p.m. in the college auditorium. Professor Vedavathi, who is the composer of college anthem and other experts in the music field were invited for judging the event.

Students from all the classes participated with competitive spirit, and sang the anthem melodiously, seeking the blessings of Lord Manjunatheshwara.

Collage competition was conducted on 7th September 2011 at 3:00p.m.. The topic given was "India against Corruption".

Painting Competition was conducted on 8th September 2011 at 3:00p.m. The topic given was "Natural disasters".

Photography Competition was conducted on 12th September 2011 wherein one week time was given to the participants to collect the photographs of the "Activities conducted at SDM premises".

### **Variety Entertainment Competition**

Fine arts association conducted the most awaited event of the year "Inter class variety competition 2011" on 15th August 2011. The theme of competition was "Patriotism of India - Past and the Present".

Each class was given seventeen minutes for performance. Students exhibited patriotism through various skits, mime shows and dances.

Mime shows were performed to demonstrate the consequences of fights taking place in the name of caste, creed. Short skits were also put up the students to drive home the need for forgetting all the differences among them. Patriotic group song in many languages was sung with the spirit of unity. Colorful dances related to various cultures were performed.

The main objective of the event was to bring in healthy competition, provide an opportunity to each student to bring out creativity and hidden talents.

### **Pencil Sketching competition:**

Pencil sketching competition was conducted on 5th August 2011. It was held in order to bring out the sketching creativity and talents of the students.

### **HR ASSOCIATION ACTIVITIES**

#### **First Impression (C.V)**

This Event was held on August 3, 2011 at 3pm in room no 202. This was an individual event where the participants had to submit a hand written CV of theirs within the stipulated time. There were 17 participants. Dr. Harshita and Mr. Thrishanth Kumar were the judges.

#### **Speed Breaker (Allegation)**

This event was conducted on August 26, 2011 at 3pm in room no 205. The participants were alleged of doing an act which is against the rules and policies of the company and they had to justify themselves. There were 28 participants. Ms. Shaini Naveen and Mr. Thilak Raj were the judges.



### **Save Your Shame (Stress Mgt)**

On 30th September 2011 conducted Save Your Shame (Stress Mgt) event was conducted and 9 students participated.

### **LITERARY ASSOCIATION ACTIVITIES**

Essay writing Competition was held on 9 August 2011 in three languages - English, Hindi and Kannada. There were 52 participants in total. Topics were related to current affairs.

Elocution Competition was held on 19 August 2011. It was conducted in all the three languages - English, Hindi and Kannada. Totally there were 14 participants. Topic's given were related to current affairs.

Dumb Charades was held on 24 August 2011. Totally 27 teams participated in the event. General topics were given.

Tom Dick and Harry was conducted on 25 August 2011. There were totally 26 teams. General topics were given.

Pictionary was held on 26 August 2011. There were totally 27 teams. General topics as well as proverbs were given as tasks.

Pick and Speak was held on 26th September in room no. 303.

Find the objects was held on 29th September in room no. 303.

### **SPORTS ASSOCIATION**

The following interclass tournaments were held in the premises.

Interclass Chess Tournament (Men & Women)

Interclass Table Tennis (Men & Women)

Interclass Carom (Men & Women)

A good number of students participated in the events.

### **STAFF ACHIEVEMENT**

#### **DR. DEVARAJ K.**

◆ Attended Customers Standing Committee meeting of Corporation Bank at head office and suggested the bank to introduce special facilities to the students and senior citizens of the country and improve the customer services in the country on 3rd August 2011.

◆ Invited to be the chief guest to distribute scholarship to the meritorious students of Devadiga Community at Samaj Bhavan, Mangalore on 7th Aug. 2011.

◆ Conducted Orientation programme to PGDBM students on 8th Aug. 2011.

◆ Conducted half day training programme to MESCOM Engineers at Mangalore on 10th Aug. 2011.

◆ Attended Head of Institutions Meeting at Police Commissioner's Office, Mangalore.

◆ Participated as a subject expert in the selection of MBA Faculty at Dharwad JSS D.V.H. Institute of Management on Sunday 21st Aug. 2011.

◆ Attended Interface Meeting at UGC-SWRO, Bangalore on 25th Aug. 2011.

◆ Invited to inaugurate the Management Association of Canara College, Mangalore on 29th Aug. 2011.

◆ Invited to be the Chief Guest to the felicitation ceremony of Sri Sahil Shetty, Secretary General, Amnesty International at Ramakrishna School Ground on 30th Aug. 2011.

◆ Attended a Lecture Meeting by Mr. H. S. Upendra Kamath, CMD, Vijaya Bank at Kanara Chamber of Commerce & Industry along with a group of students on 2nd Sept. 2011.

◆ Appointed as MAT Observer to the region by All Indian Management Association

◆ Invited as Chief Guest to inaugurate UGC sponsored two days National Conference on 'Indian Retail Industry - Challenges, opportunities and strategies' on 15th and 16th September 2011 organized by Nehru Memorial College, Sullia and MUCTA.

◆ Attended Academic Council Meeting of Mangalore University as per the invitation of Vice Chancellor as a special invitee to convince the members about the BBM Programme on 29th Sept. 2011.

◆ Attended BOS Meeting of BA(HRD) in the Dept. of Commerce, Mangalore University on 30th Sept. 2011.

#### **MR. MURALIDHAR RAO K.S.**

◆ Attended two days National Summit organized by Confederation of Indian Industries (CII) on the theme 'Empowering Quality Education', Bangalore held on 23rd and 24th Sept. 2011





#### **MR. TRISHANTH KUMAR**

◆ *Escorted the Students to "Samskirthika Habba" organised on the occasion of Mysore Dasara. The College Team secured Overall Championship.*

#### **DR. HARSHITHA K.**

◆ *Participated as a Delegate in a two day National Seminar on 'Holistic Management' organized by Manipal Institute of Management held on 15 and 16 Sept. 2011.*

#### **MS. GAYATHRI K**

◆ *Attended two days Management Development Programme on 'Financial Analysis and Modelling are using Spreadsheet' at St.Aloysius Institute of Management and Information Technology held on 23 & 24 Sept. 2011.*

#### **MS. JEEVITHA**

◆ *Attended a workshop on 31st July 2011, on Rashtriya Kannada Basha Samshodana Karnataka at Sharadha Vidyalaya.*

◆ *Invited as Resource Person by Mangala Devi Samithi on 42nd Annual 'Ganeshotsava Festival' on 1st September 2011.*

◆ *Attended 'Dharma Samanvaya' Workshop held at School of Social work, Roshni Nilaya on 9th September 2011.*

◆ *Attended NSS programme officers Meeting held on 15th Sept. 2011 at Karantha Bhavan, Mangalore University.*

#### **MR. THILAKRAJ**

◆ *Participated as a delegate at a Southern Regional conference on "Global leadership for tomorrow -Road map 2020" held at Golden hand mark Resort, Mysore organized by National Institute of Personnel Management, Mysore chapter on 5th, 6th & 7th Aug 2011.*

◆ *Presented a Paper Titled 'Brand Positioning at Retail Industry' in UGC sponsored two days National Conference on 'Indian Retail Industry - Challenges, opportunities and strategies' held at Nehru Memorial College, Sullia on 15th and 16th September 2011, organized by Nehru Memorial College and MUCTA*

#### **MS. MAMATHA PAI**

◆ *Attended a 6 day AICTE sponsored FDP in "Teaching Entrepreneurship" at Manipal Institute of Management from 19th - 24th September 2011.*

#### **MS. VASUDHA R**

◆ *Attended two days National Seminar conducted at St.Agnes College on the theme 'Human Rights, Trends and Challenges' held on 23rd and 24th September 2011.*

#### **MS. SOWMYA HEGDE**

◆ *Attended two days National Seminar conducted at St.Agnes College on the theme 'Human Rights, Trends and Challenges' held on 23rd and 24th September 2011.*

#### **MS. PREETHIKA DHARMAPAL**

◆ *Attended two days National Seminar conducted at St.Agnes college on the theme 'Human Rights, Trends and Challenges' held on 23rd and 24th September 2011.*

◆ *Attended two days personality development program from 3rd to 4th August 2011, conducted at Fathima Retreat House, Mangalore.*

#### **MS. RASHMI**

◆ *Attended two days National Seminar conducted at St.Agnes College on the theme 'Human Rights, Trends and Challenges' held on 23rd and 24th September 2011.*

◆ *Attended two days personality development program from 3rd to 4th August 2011, conducted at Fathima Retreat House, Mangalore.*

#### **MS. DEEPA SHENOY**

◆ *Attended two days National Seminar conducted at MIT held on 15th and 16th September 2011*

◆ *Attended two days National Seminar conducted at St.Agnes College on the theme 'Human Rights, Trends and Challenges' held on 23rd and 24th September 2011.*

#### **STUDENT ACHIEVEMENT:**

*In Mysore Samskirthika Habba 2011 held at Mysore on 25th to 27th of August 2011 our college secured Overall Championship. Out of the total sixteen events conducted - our college secured 9 I prizes and 7 II prizes as follows:*

#### **I Prize :**

1. Open Variety Dance
2. Classical Group
3. Kuvempu Nruthya



4. Mime Group
5. Mime Solo
6. Kannada Filmy song
7. Fancy Dress
8. Group Song
9. Solo Western Dance

**II Prize:**

1. Miss Karnataka
2. Bharathanatyam Solo
3. Skit
4. Hindi Filmy Solo
5. Fancy Dress
6. Kuvempu Singing
7. Solo Western Dance

*It is consecutively for three years the college has been securing the overall championship in this fest. So it is a hatrick achievement.*

*Manikantan P.N, Bharath.D, Arun, Nithesh attended one day workshop on the topic "CAREER OPPORTUNITY IN DEFENCE" on 6 Aug. 2011 in Poornaprajna College, Udupi.*

*In the management fest, Vurtuoso-2011, organized by ST.Joseph college, Bangalore, from 18th to 20th August 2011 the college secured 3rd Prize in Quiz. The team members were Anil Karthik and Vipin Rai.*

*In Genesis 2011 an inter-collegiate management fest conducted by the college for I year BBM students, Vipin and Mohammed Razeem secured first place in the quiz.*

*Western Institute of Technology (Sizzling Guys) organized Dance War Competition 2011 at Town Hall, both First and Second Place was bagged by our college.*

*The following students participated in the Event:*

*Sharanya, Priyanka, Pallavi Rao, Rahul, Saiheel Rai, Karishma Amin, Dhanyalaxmi Shetty, Dhanashree Shenoy, Chaithanya Nayak, Shruthi, Anisha, Melissa, Maithree Mallya, Deepashree, Dhanya, Deepthi, Akshatha Rai, Akshatha Shetty, Deepa Revankar*

*In University level Inter collegiate Literary Competition 2011 conducted by Mangalore University Directorate of Student Welfare and SDM College (Autonomous), Ujire. The following Students won first place in Quiz: Nithyananda Pai, Rakesh A Rao, Cavan Carriappa.*

*The following NSS volunteers attended the workshop on Dharma Samanvaya, held at school of social work, Roshni Nilaya in association with NSS and Mangalore*

*University: Karthik Raj, Jeevan, Shri Durga, Swathi, Nishmitha.*

*In 'Republic Day' Parade camp held at Mangalore University College on 11th September 2011, the following NSS students participated: Chethan, Tina, Arpana.*

*In Management fest conducted by PES BBM, Bangalore 'Vistas 11'. The following students bagged second place in Business Quiz: Adit Salian, Anil Karthik Siddu.*

*In Mangalore University inter college singing competition 'LAHARI'. Our college secured Overall Runners Up. The following students had participated: Saiheel Rai, Kaushal, Ranjan, Rahul, Dhanashree Shenoy, Ananya, Sharanya, Vasundara, Chaithanya, Keerthana, Sneha, Reethesh, Vijesh, Sushanth, Kripa, Jayaraj, Samitha.*

*Kerala Samajam Conducted inter college variety competition at Town Hall in which our college bagged first place. The following were the team members:*

*Preetham, Prajwal M, Dhanashree Shenoy, Mellissa, Rachitha, Jagrathi, Shruthi, Dhanyalaxmi, Priyanka, Sandesh, Sukdev, Shabarish, Saiheel Rai, Adish, Deepak, Vishak, Rakshith, Bharath, Praveen Moolya.*

*NSS students attended NSS Celebration organized by Mangalore University in Ravindra Kala Bhavana at University College on 24th September 2011.*

*Our college students participated in World Heart Day Marathon organized by KMC, Attavar from Bejai to Jyothi Circle on 25 September 2011.*

*The students participated in a Management fest "Abigyan" conducted by SDMIMD on 3rd and 4th of October 2011. They won the overall championship.*

**SPORTS EVENTS**

*Our college Swimming team participated in Mangalore University Inter-Collegiate Swimming Competition both men & women. The college women's team won the Overall Championship.*

*In men's section the following students were selected for participation in the All India Aquatic Championship from Mangalore University.*

*Nishanth Mallya I BBM, Narendra Nayak II B.A (HRD), Manju M.R of III BBM 'A' won First Place in 400mts, 4x100 relay and 4x400 relay at Taluk, District and Division Dasara Meet and was selected for State level Dasara Meet.*



Varadh Raj of II BBM 'A' won First place in Long jump, 4x100 relay, 4x400 relay at Taluk, District and Division Dasara Meet and was selected for State level Dasara Meet.

College Football team participated in the Independence Cup Football tournament.

College Chess team participated in the following Mangalore University Inter Collegiate Chess tournament held at S.D.P.T. First Gade College, Kateel.

M.R.Manju, III BBM 'A' secured III place in 400mts (MEN) in state senior & junior Athletic Championship held at Bangalore from 5th to 7th August 2011.

Varadaraj Shenoy, II BBM 'A' secured 2nd place in long jump (u-20) in state senior & junior Athletic Championship held at Bangalore from 5th to 7th August 2011. He also participated in South zone Athletic Meet held at Hyderabad.

Abhilash.D, II BBM 'A' secured II place in 200mts (U-20) in state senior & junior Athletic Championship held at Bangalore from 5th to 7th August 2011.

Manheeth.Vittal II BBM 'B' secured 1st place in Javelin throw (U-20) held at Bangalore State Level Amature Athletic meet.

Students also participated in the following Mangalore University competition

1. Table Tennis(Men & Women)
2. Swimming(Men & Women)
3. Volley Ball (Women)
4. Foot Ball
5. Kabbadi

Students also participated in the National Level Invitational Cricket tournament organized by Jain University, Bangalore at Bangalore.

The following students were selected for Mangalore University team to participate in the Inter-University tournament.

1. Kavana I BBM(Table Tennis)
2. Megana Shetty II BBM (Basket Ball)
3. Manjushree I BBM (Volley Ball)
4. Nishanth Mallya I BBM (Swimming)
5. Narendra Nayak IBA(HRD) (Swimming)

Students participated in the Dasara Thaluk, District and Zonal Level in Athletics and Swimming competitions. They won ten Gold, 8 Silver and 3 Bronze Medals.

Students participated in "Yuvadasara" conducted by the Mysore University on 25th September 2011.

**S D M COLLEGE OF BUSINESS MANAGEMENT, MANGALORE.**

(Sponsored by S.D.M.E.Society (R), Ujire)

President : DR. D. VEERENDRA HEGGADE

*in association with*

**PUBLIC RELATIONS SOCIETY OF INDIA, Mangalore-Manipal Chapter**

*cordially invite you to the*

Inauguration of UGC sponsored National Conference on  
**IMPACT OF WTO AGREEMENT ON HIGHER EDUCATION IN INDIA**  
On Wednesday, 12<sup>th</sup> October 2011 at 9.30 a.m. in the Conference Hall

**PROF. DR. T. C. SHIVASHANKARA MURTHY**

Hon'ble Vice Chancellor, Mangalore University, Mangalagangothri.

*has kindly consented to inaugurate*

**MRS. SHARMILA, BBM, MBA**

HOD, Dept. of Business Administration, Sridevi College, Mangalore & Alumni of SDMCBM

*will be the guest of honour*

**PROF. DR. YASHAVANTH DONGRE**

Registrar, Vijaya Nagar Krishnadevaraya University, Bellary

*will deliver the keynote address*

**MR. B. R. BHAT**

Chief General Manager, Corporation Bank H.O., Mangalore & President, PRSI, Mangalore-Manipal Chapter

*will preside over the function*

**VALEDICTORY : 13.10.2011 at 3.30 p.m.**

**PROF. H. R. NATARAJ URS.,** Joint Director of Collegiate Education, Mangalore

*has kindly consented to deliver the valedictory address*

**MRS. SHWETHA, BBM, MBA**

Principal, Mangalore Business School, Mangalore & Alumni of SDMCBM

*will be the guest of honour*

**Aruna P. Kamath, Co-ordinator**      **DR. DEVARAJ K., Principal**

**S D M COLLEGE OF BUSINESS MANAGEMENT, MANGALORE.**

(Sponsored by S.D.M.E.Society (R), Ujire)

President : DR. D. VEERENDRA HEGGADE

*in association with*

**KANARA CHAMBER OF COMMERCE & INDUSTRY, MANGALORE**

Inauguration of UGC sponsored National Conference on  
**CHALLENGES OF SUPPLY CHAIN MANAGEMENT IN 21<sup>ST</sup> CENTURY**  
On Monday, 10<sup>th</sup> October 2011 at 9.30 a.m. in the Conference Hall

**PROF. DR. B. R. ANANTHAN**

Hon'ble Vice Chancellor, Rani Channamma University, Vidyasangama, Belguam

*has kindly consented to inaugurate*

**SRI K. S. KOPPALKAR**

Chairman, Indian Institute of Materials Management & CGM (MIs & IS), MRPL

*has kindly consented to be the Chief Guest*

**MRS. DEEPTHI SHETTY, MBA,** Faculty, Dept of Business Administration,

Jain College of Engg., Belguam & Alumni of SDMPG Centre for Mgt. Studies & Research

*will be the guest of honour*

**DR. R. JAGADEESH,** Professor, SDMIMD, Mysore

*will deliver the keynote address*

**SMT. LATHA KINI,** President, Kanara Chamber of Commerce & Industry, Mangalore

*will preside over the function*

**VALEDICTORY : 11.10.2011 at 3.30 p.m.**

**PROF. DR. B. S. SHERIGARA,** Former Vice Chancellor, Kuvempu University

*has kindly consented to deliver the valedictory address*

**DR. CYNTHIA MENEZES**

Associate Professor, Canara Bank Institute of Mgt., Bangalore & Alumni of SDMCBM

*will be the guest of honour*

**Smitha, Co-ordinator**      **DR. DEVARAJ K., Principal**



## MBA Page

### ACADEMIC ACTIVITIES

*Guest Lectures given to UG students by PG faculty on 01-08-2011*

#### MS. SEEMA SHENOY

*Topic: Recent trends in Marketing Management*

*A lecture was delivered to final year BBM students. It was an interesting interactive session wherein latest advertisement and promotional strategies were discussed. Many print ads and videos were shown during the session.*

#### MS. DEEPA NAYAK

*Topic: Recent trends in HRM*

*A guest lecture on recent trends in HRM was delivered to BBM students. An interesting insight was given into the factors affecting HRM and changes that have come about in the approach of HRM. The lecture was concluded by showing a couple of videos on the subject.*

#### MS. SAVITHA

*Topic: Recent trends in Financial Management*

*A presentation on 'Recent trends in financial management' was given by Ms. Savitha. The current practice related to capital budgeting, cost of capital, sources of finance, and matrix of new financial instruments such as asset securitization, factoring and forfeiting services, was briefed. In addition, trend in economic value added, e finance, venture capital funds and derivatives, Basel III and base rate system was discussed. Changes in mutual funds, and stock market were explained.*

### GUEST LECTURES

- ◆ *Mr. Deepak Timmaih, journalist gave a lecture on Corruption on 2nd August 2011.*
- ◆ *Mr. Ganesh Ramayya, Bangalore based HR consultant gave a talk on H R practices on 22nd August 2011.*
- ◆ *Prof. S. Narayan Rao, Assistant professor, SJM School of Management, IIT Mumbai gave talk on Innovative financial instruments on 30th August 2011.*

◆ *Prof. Mohan Monteiro, Hhead of Vidya Vikas Institute of Management, Mysore gave a lecture on Gap Model in Services Marketing on 30th August 2011 to MBA students.*

◆ *Dr. Iqbal T.H., Associate Professor, Kingdom University, Bahrain gave a lecture on US debt crisis and its impact on 9th Sept. 2011.*

◆ *Mr. Max Rasquina, Toastmasters International, Houston, USA addressed the students on leadership for success on 14th Sept. 2011.*

◆ *Dr. K.V. Venkataramana, Bangalore based HR Trainer gave a talk on Emotional Intelligence on 20th Sept. 2011.*

### ORIENTATION TO I YEAR MBA STUDENTS

*First year MBA class commenced on 26th Sept. 2011. On the first day Director Dr.Devaraj K addressed them and introduced all the faculty members to the students.*

*In the afternoon the students had to introduce themselves and a few activities were conducted.*

*On 28th Sept, 2nd year MBA students oriented the freshers. Various activities were conducted in the auditorium.*

### STAFF ACTIVITIES

**DR. SAVITHA PEREIRA:** *Attended NIPM southern regional conference at Mysore on "Global Leader for tomorrow roadmap 2020" on 5, 6 & 7th of August 2011.*

**DR.PRAMEELA S. SHETTY** *attended MDP on "Financial Analysis and Modeling using spreadsheets" held at St. Aloysius Institute of Management and Information Technology on 23rd and 24th Sept. 2011.*

**MS. RAMYA SHETTY** *attended a 6 day AICTE sponsored FDP in "Teaching Entrepreneurship" at Manipal Institute of Management from 19th - 24th Sept. 2011.*

### STUDENT ACTIVITIES

*Prashant N. Dandote, 2nd year MBA presented a paper on the topic "Strategic Philanthropy and CSR" at Surana College, Bangalore on 15th - 16th Sept. 2011.*



## PARENT-TEACHERS ASSOCIATION

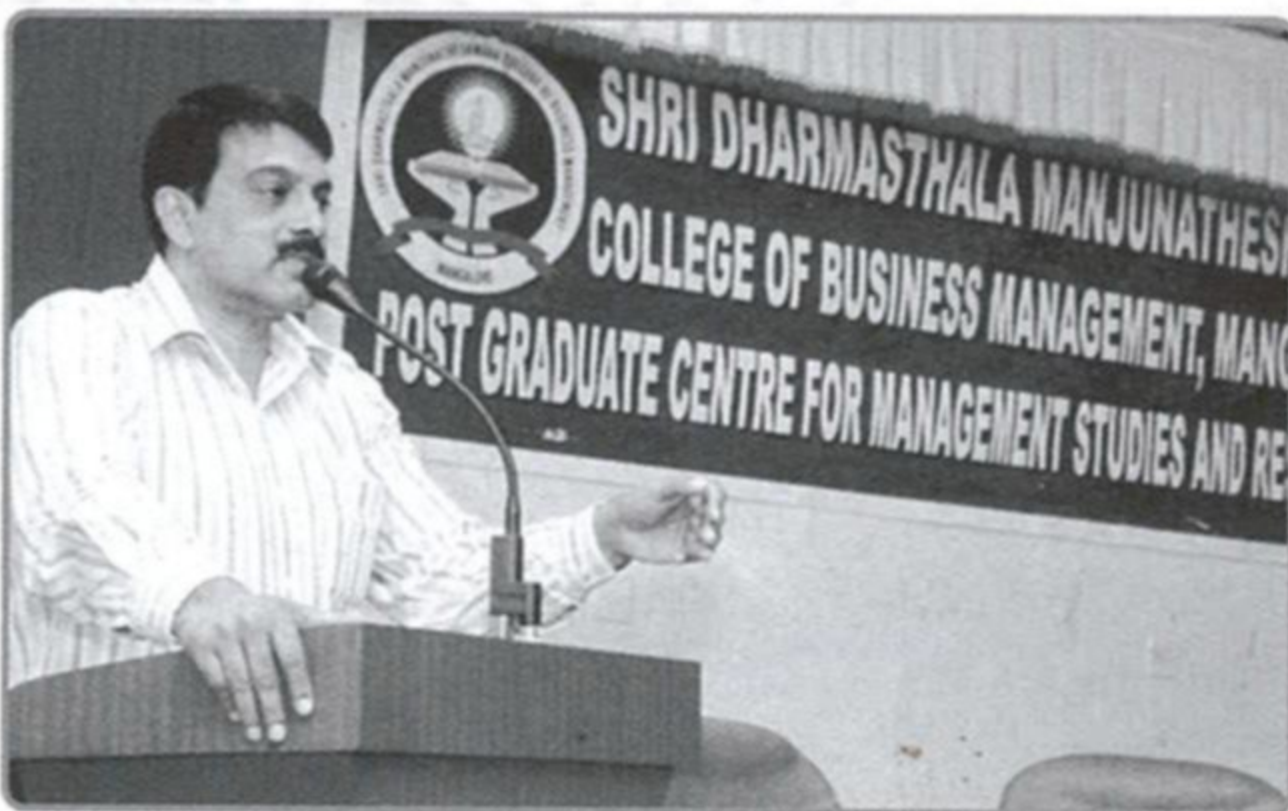
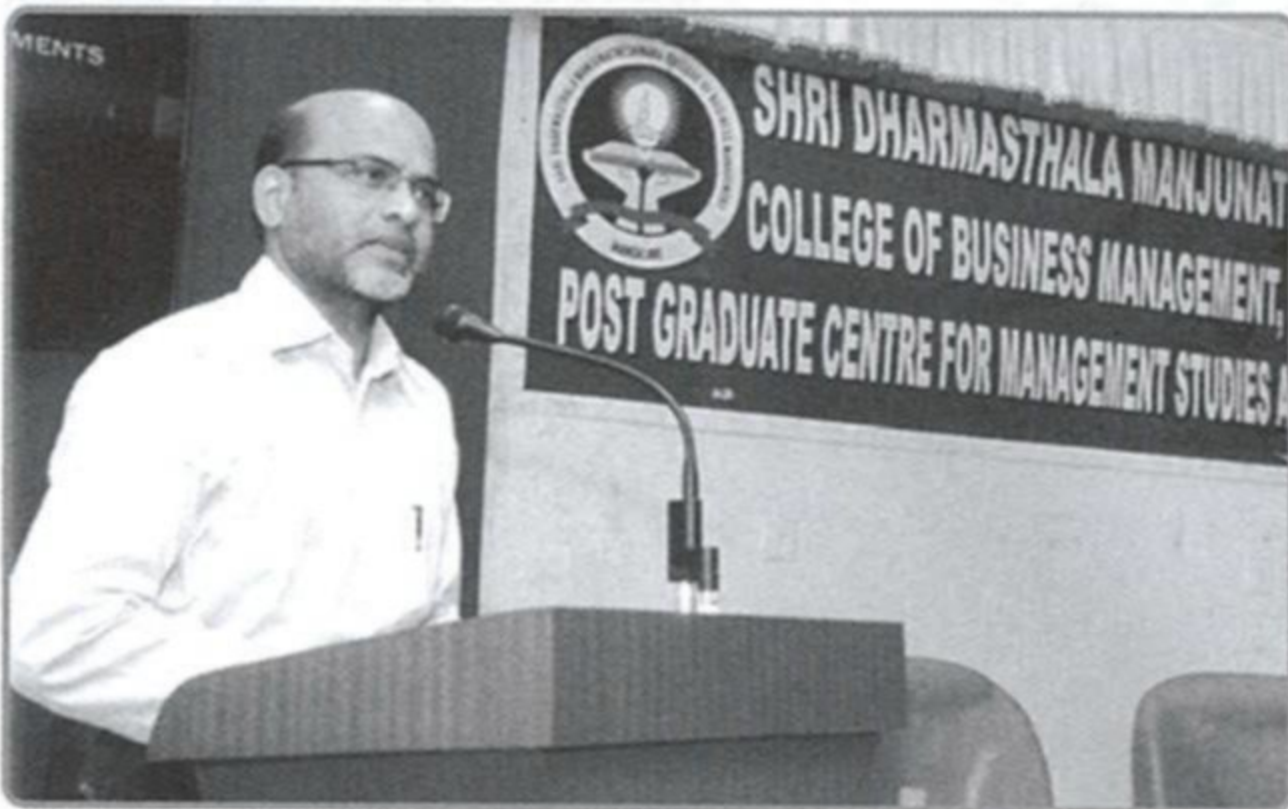




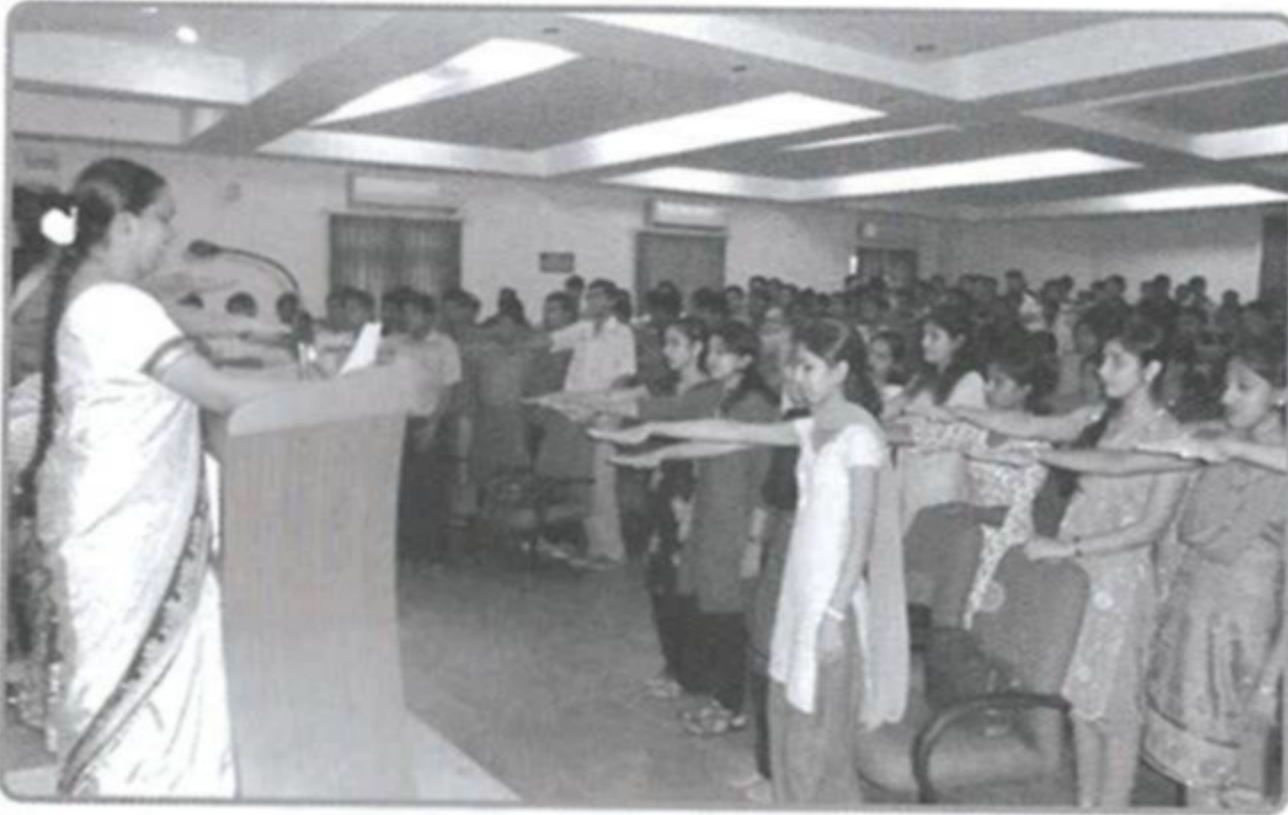
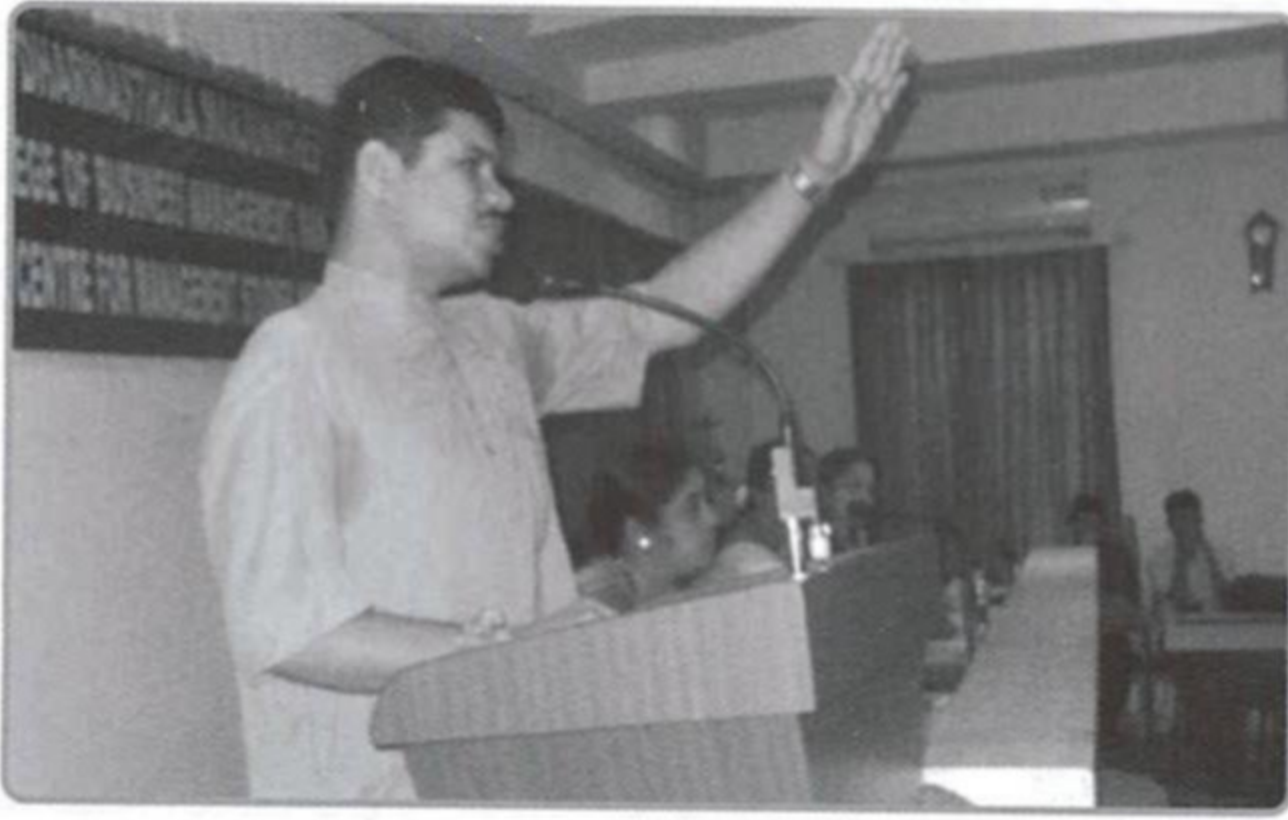
## AGM OF PARENT-TEACHERS ASSOCIATION



## GUEST LECTURES



## TEACHERS DAY CELEBRATION



NSS activities





## Programme in association with MMA & NIPM



HINDI DAY CELEBRATION