



**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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**DR. DEVARAJ K.**  
*Principal*

# SYNC VISION

**Vol. - 31**

**Issue - AUGUST - 2012**



## EDITORIAL .....✍

The new academic year has kept us busy with the work of chalking out the plan of action for the months ahead. The orientation and welcoming of the first year students happened with lots of excitement and anticipation and the number of students who joined this year was more than the previous year's admissions. The inauguration of the student council and NSS provided a formal beginning for the yearlong activities. This eventful beginning has provided us an exhilarating start for the coming months.





## BBM CURRICULUM WORKSHOP

I Semester BBM Syllabus Workshop was organized on 14<sup>th</sup> July 2012 at 9.30 a.m. in the SDM College Conference Hall, in association with Forum Of Business Management Teachers (FOBMAT)<sup>®</sup>, Mangalore. The objective of the workshop was to discuss in detail the new syllabus of all the subjects of First BBM, in order to come to a common understanding about their scope and depth.

The workshop was inaugurated by Sri K. Prabhakar Rao, Director(Works), MCF, New Mangalore by lightening the lamp. In his inaugural address, he traced out the growth of Management Education and pointed out how the changes in the pattern of business organization has made professional management mandatory. Development of skill, enriching the experience and introducing innovation are very essential in management education so as to develop profession management he said. Apart from core aspects, we should focus on behavioral aspect, soft skill and communication. Learning and practice should go together in management education. He also pointed out certain areas of improvement in the management education that needs focus like knowing the current trend, IT dominance in Management, wide area approach to cover all the sectors, having a benchmark exercise, quality assessment programme, developing new areas extending management to various dimensions & develop areas like hospital management, fisheries management and so on. He congratulated the SDM

and FOBMAT for taking leadership in this direction.

Principal Dr. Devaraj K. in his presidential address pointed out that role of a management is to convert risk into advantage. Hence there is a need to guide the students in the direction by training them to put the theory into practice. Workshop of this nature will empower the teachers and equip them he said.

Mrs. Aruna P. Kamath in her introductory speech explained the objectives of the workshop and pointed out that 'working together works'. Hence the workshop provides an opportunity for teachers to discuss the syllabus and point out the area of focus.

The inauguration was followed by subject-wise group discussion. Later the group leaders presented their feedback. The workshop was successful in giving a complete insight to all the participants about the subjects and functional areas of Management.

Mr. Sudeesha Poojary, President, FOBMAT, Mangalore proposed vote of thanks. Ms. Keerthana rendered prayer service. Mrs. Smitha compeered the programme.

Mr. Sudeesha Poojary, President, Dr. Abubakkar Siddiq, Secretary, Mr.Chandrashekar K, Treasurer of FOBMAT, Dr.Veena B.K, BOS Member & Mrs. Aruna P. Kamath were present on the occasion. Nearly 200 lecturers of 125 BBM Colleges of Mangalore University participated in the programme.







## INAUGURATION OF STUDENT COUNCIL

Students council was inaugurated on 9<sup>th</sup> July at 3 pm in the college auditorium.

Mr M.R.Venkatesh Sharma General Manager, Mangalore Chemical fertilizer Ltd, Mr Akshith Suvarna General manager DIX Readymix Cement Mangalore and allumini of S.D.M, were the guests of honors who inaugurated the student council by lighting the lamp. Chief Guest handed over the badge to the student council heads. It was followed by self introduction of the council members. The co-ordinator of each association read out the plan of action for the year 2012-2013. Mrs. Madhumathi Raja staff advisor to the student council administered the oath. It was followed by the collage anthem.



In his chief address Mr.M.R.V Sharma gave few tips to the students to become a successful business leaders. He said that getting the degree is just a beginning and not the end of the journey. It is only in student life, that one gets ample opportunity to gain knowledge. Being strong in a particular field and empowering competency and striving for excellence must be added.

Mr.Akshith Suvarna revealed his experience and encouragement given by the teachers which helped him to be what he is now.

In his presidential address Dr.Devaraj K pointed out that all the business practice are based on theory. Though theory remains the same, practice changes over the years. Intellectual inputs given in the class definitely helps in taking practical decision. Total personality should grow along with acquiring degree. Hence collage provides ample opportunity for the students to grow.

Dhiren Anand president of student council welcomed, Oralia compered the program. Keerthana rendered prayer service. Padmanabha Bhat A.V proposed the vote of thanks.



## IQAC Workshop on Leadership

Internal quality assurance cell organised a workshop on leadership for the elected members of the SDM Student Council, Class Representatives & Student Heads of Synergy, Genesis & Sigma on 14<sup>th</sup> July, 2012. There were around 80 participants. It was conducted in the College auditorium between 9 am to 12 pm.

In the brief inaugural session, Principal Dr.Devaraj.K., addressed the students and called upon the need for sharpening their skill so that they can lead others. IQAC coordinator Mrs. Aruna Kamath, was present on the dias. The program was conducted by Mr. Dawn Prakash, Dr. Prameela Shetty and Mrs. Ramya Shetty.

The objectives of the workshop was to bring out the leadership qualities within students and to make them more responsible and to motivate them.

Student interaction was the focus of the workshop. Motivational videos were shown, Slide show presentations were made and management games were conducted. The workshop received a good response as students were energetic and very prompt in responding to the questions.







## ORIENTATION PROGRAMME

An orientation Programme was organized for all the first year students who joined the college. It was held on 14<sup>th</sup> June at 9.15 a.m. Students who assembled in the class were lead to the auditorium by the respective class advisors.



At the outset Principal welcomed the students and briefed them. He gave an outline of SDM Institutions and traced the growth of SDM College of Business Management which is a pioneer in the field of management studies. He called upon the students to set a goal and work hard towards achieving it by making use of the ample opportunity available in the institution. Scope and prospectus of all the courses were explained to them. Incentives available to best performers were also explained to motivate the students. All the staff members introduced themselves.

To give more practiced exposure, all the students were given an assignment of visiting any 5 business organization or professionals and collect information about their uniqueness and enterprising qualities etc. Presenting the report in the class will enable the students to enrich their knowledge. Half day orientation program was followed by lunch. The orientation program enabled the freshers to get an insight into the college life.



## SPIRITUAL GUIDANCE PROGRAMME

A spiritual guidance programme was arranged for all the I year BBM students on 25-06-2012 at 11 a.m in the auditorium, Swami Devatmanada Saraswathy of Chimmaya mission addressed the large gathering of students. In this talk he pointed that spiritualism, materialism are not contradictory. Tuning our mind and co-ordinating Head, Heart and Mind can lead to good action. He called upon the students to follow the code of conduct mentioned shastras and lay a good foundation in life.



Pointing out the role of guru he said that, just like a sculptor curves out a beautiful stone from a shapless stone, a teacher performs the noble task of transformation of people. He commended the Dharmasthala institutions for making efforts to bring about the hidden divinity in the students.

Principal Dr.Devaraj welcomed the gathering. Miss. Shobitha and party rendered the prayer service. Miss. Clara compered the programme and Mr. Dhiren Anand proposed the vote of thanks. Mrs. Aruna P. Kamath coordinated the programme. The spiritual discourse was successful in preparing positive mind set among the first year students.

## ORIENTATION PROGRAMME BY STUDENTS

The final year students conducted an orientation for the first years from 2 p.m to 5 p.m on 14<sup>th</sup> June 2012 in the auditorium.

It comprised of introduction to the college, briefing about the facilities provided, familiarizing with all the associations and activities conducted by them. Management games were organized. PowerPoint presentations and videos were shown to motivate the students.

The students were grouped into teams of twenty and a number of management games were conducted. The program provided an opportunity for the freshers to familiarize with the college campus and activities organized.





## INAUGURATION OF NSS ACTIVITIES

NSS Unit for the 2012-13 academic year was inaugurated on 12th July at 3 pm in the auditorium. Sri P.N. Mayya, Principal of Sharadha College, Mrs. Surekha head of the Dept. of Business Management, Alvas College Moodabidri were the Guest of Honour.

After Inaugurating the activities by Lighting the Lamp, Chief Guest P.N. Mayya explained the various opportunity available to NSS Volunteers by narrating the example of the Illustrious of NSS leader of SDM College who received highest award at the National level in NSS. He Stressed that, what a country needs today is selfless leaders and called upon the NSS Students to cultivate and develop good qualities like honesty to lead the country in the future.

Mrs.Surekha pointed out that the best way to find yourself is to lose in the services of others. She called upon the students to inculcate sense of responsibility and develop patriotism which can change the life style of the students and also to make them instrumental in changing the society. Through NSS, students can sharpen the existing skills and develop the new skills, she added.

In his presidential address, Principal Dr.Devaraj K., pointed out how NSS has succeeded in cultivating service mindedness among the students which creates courage in them to support good things. He called upon the NSS students to design innovative activities which will be supported by the college.



NSS Oath was administered to the volunteers by Mrs.Jeevitha, NSS officer of the college. Chethan presented the plan of action. Shifali welcomed and Nagarathna proposed vote of thanks. Manasvi and Shivalaxmi rendered prayer. Shwetha compered the program.

## Talk on Placement Opportunities by WIPRO for the BCA Graduates

Miss Neethu and Mr. Rakesk, HR Associates, WIPRO addressed the Final Year BCA students regarding the placement opportunities. The session started with the brief history of WIPRO, Campus Overview and later with the Placement opportunities. The students were informed about the importance of WASE programme provided by the WIPRO company. They were briefed about the selection process which comprised of the two stages- Common Entrance Test and HR interview.

## ONE DAY CAMP AT MANGALAJYOTHI

On 15<sup>th</sup> July 2012 NSS unit organized one day camp at Mangalajyothi Integrated School, Vamanjoor. Mrs. Manju NSS officer and committee members Ms. Sowmya Hedge, Ms. Shashikala, Ms.Preethika, Mr. Thilakraj, Mr. Thrishanth accompanied the students.

All the NSS volunteer along with the NSS officers reached the site at 8.30am. Participants were divided into different groups. Each group had a leader and they were given responsibilities of Shramadhan. First year students shared their experiences after the activity. They learnt to work together in group as well as motivated from each others.



## NSS ORIENTATION PROGRAMME

On 28 June 2012, SDM College of Business Management NSS Unit had organized an orientation programme for the benefit of the first year students. All the NSS volunteers attended the programme. The NSS officers Mrs. Jeevitha, Mrs. Manju and the committee members Mr. Thrishanth kumar, Mrs. Shashiprabha and Mrs. Shalini were also present. NSS volunteers were given an insight into the functioning of NSS unit of the college.





## Action Plan of Associations

### FEST FORUM

**OBJECTIVE:** The fest forum aims to bring out the talents, potential, knowledge along with modern trends and innovations with an opportunity to access contemporary thinking and gain ideas to prepare them to face the challenges of the corporate world.

**Activities:**

- ◆ The fest forum plans to conduct various inter-class competitions along with the respective association heads.
- ◆ It will conduct training to 1<sup>st</sup> year students for Genesis and other fest thus giving them fest exposure.
- ◆ Selecting deserving candidate as our college representatives for various fests creating a competitive team.
- ◆ Conducting training for students for IT fests thus giving them exposure about it.

### FINE ARTS ASSOCIATION

**OBJECTIVES:**

- ◆ Artistic advancement of its members.
- ◆ Encouraging and promoting growth in their creativity and self expression.
- ◆ To develop international and intercultural awareness.
- ◆ To express and interpret information and ideas through dance, drama, music and visual arts.
- ◆ Through the fine arts association students gain a greater understanding of their own cultural heritage as well as sense of larger world community.

**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 Competition
- Nail Art
- Photography Competition
- Mime Act

### FINANCE ASSOCIATION

**OBJECTIVE :** The main aim behind conducting these competition is to enhance the financial analysis skills of the students.

The following are the list of activities that are planned to be conducted by "Finance Association".

- Money talk ( pick 'n' speak )
- Audit ( balance sheet rectification)
- Crossword
- An argument (debate)
- D-street's review
- The analyst (case study)
- Make my portfolio
- Bid and win
- Venture Capital

### Human Resource Development Association

**OBJECTIVE :** Human Resources Development Association aims at increasing the intellectual, interpersonal and personal capacities of the students. A leader effectiveness and success are possible when the resources is identified, developed, mobilized and managed.

**Plan Of Action (2012-2013)**

- |                              |                     |
|------------------------------|---------------------|
| ● Speed Breaker (Allegation) | ● Flip Side         |
| ● Save Your Shame            | ● First Impression  |
| ● Networking                 | ● Radio Tantra      |
| ● Just A Minute (JAM)        | ● Face Off (Debate) |

### LIBRARY ASSOCIATION

**Aims of library**

- ◆ To advance knowledge of the principles and practice of library and information science.
- ◆ To publish books, monographs, occasional papers, journals, bulletins, etc., on topics of interest to professionals as well as lay public relating to library and information services
- ◆ To equip students with knowledge, skills and attitudes required for effectively responding to the changing competitive pressures and opportunities.

**Activities:**

- |                       |                     |
|-----------------------|---------------------|
| ● Orientation program | ● Book exhibition   |
| ● Library quiz        | ● Sudoku            |
| ● Librarian day       | ● Essay competition |





## LITERARY ASSOCIATION

### OBJECTIVE:

Literary association provides a platform for various activities with the aim to instill the love for languages among the students. The activities help the students to develop their speaking, writing and communication skills in various languages.

### The association comprises of following clubs:

- ◆ Creative minds club.
- ◆ Speaker's club
- ◆ Writer's club
- ◆ Kavyaloka club
- ◆ Hasya barahagarara club
- ◆ Press club

### The association conducts the various competitions:

- |                 |                    |
|-----------------|--------------------|
| ● Kannada essay | ● English essay    |
| ● Hindi essay   | ● Pick n speak     |
| ● Poem writing  | ● Tom dick n harry |
| ● Pictionary    | ● Dumb charades    |
| ● Story writing | ● Debate           |
| ● Spell wizard  | ● Best handwriting |
| ● Quiz          | ● Tell a tale      |

## MANAGEMENT ASSOCIATION

### Aim:

- ◆ To Develop and manage effective leadership qualities
- ◆ To equip students with knowledge, skills and attitudes required to effectively respond to the changing competitive pressures and opportunities.
- ◆ To help students in broadening their outlook and strengthening their skills to prepare them to face the challenges at the higher level.
- ◆ To provide the students with an opportunity to access contemporary thinking, exchange ideas and gain insights from a diverse range of peers.

### Activities:

- Logo redesigning
- Moot court
- Stress interview
- Print-ad presentation
- Business personality speech
- Mock stock

## NATIONAL SERVICE SCHEME

### Objectives:

- ◆ Understand the community in which they work.
- ◆ Understand themselves in relation to their community.
- ◆ Identify the needs and problems of the community.
- ◆ Develop among themselves a sense of social and civic responsibility.
- ◆ Utilize their knowledge in finding practical solution to individual and community problem.

### NSS Plan of Action [2012-2013]

- Orientation
- Inauguration
- One day camp
- Blood grouping
- Tree plantation [1<sup>st</sup>-7<sup>th</sup> July]
- Drug & Aids awareness – guest lecture
- Drug awareness with a play in college
- Awareness Programme at Baikampady
- Gandhi Jayanthi day celebration  
[Gandhi Park cleaning – 2<sup>nd</sup> Oct]
- Visit & study of old age & hospital
- Sadhbhavana
- Social economic survey [visit to backward village]
- Visit to Mangalajyothi [sweet distribution]
- Talk on road safety instruction
- Essay & slogan writing
- Pick & speak
- One day camp
- Certificate course on yoga & meditation
- Seminar on problems in rural areas
- Talk on deforestation
- Blood donation
- Family life & nutrition programme [talk by nutritionist]
- Women Empowerment programme
- Youth welfare programme
- Talk against child labor
- Anti atomic/hiroshima day [6<sup>th</sup> august]
- Campus cleaning.
- Jail visit
- Visit to Iscon-Akshayapathra





## MARKETING ASSOCIATION

**Aims :** The marketing association aims to bring out the talents, potential, knowledge, skills etc of the students, along with educating them about the present marketing trends, communication skills, innovations and giving them a peek into the corporate world.

**Activities :**

- Brand wars
- Product launch
- Product re-launching
- Branding and logo designing
- Mad adds
- Power point presentations
- Print adds
- Advertising

## QUIZ ASSOCIATION

**Objectives :** The Quiz Association aims to bring out the talents, potential, knowledge of the students, along with educating them about the modern trends, innovations giving them a peek into the business world.

**Activities**

- Business Quiz
- Personality Quiz
- Marketing Quiz
- Logo Quiz
- General Quiz
- Treasure Hunt

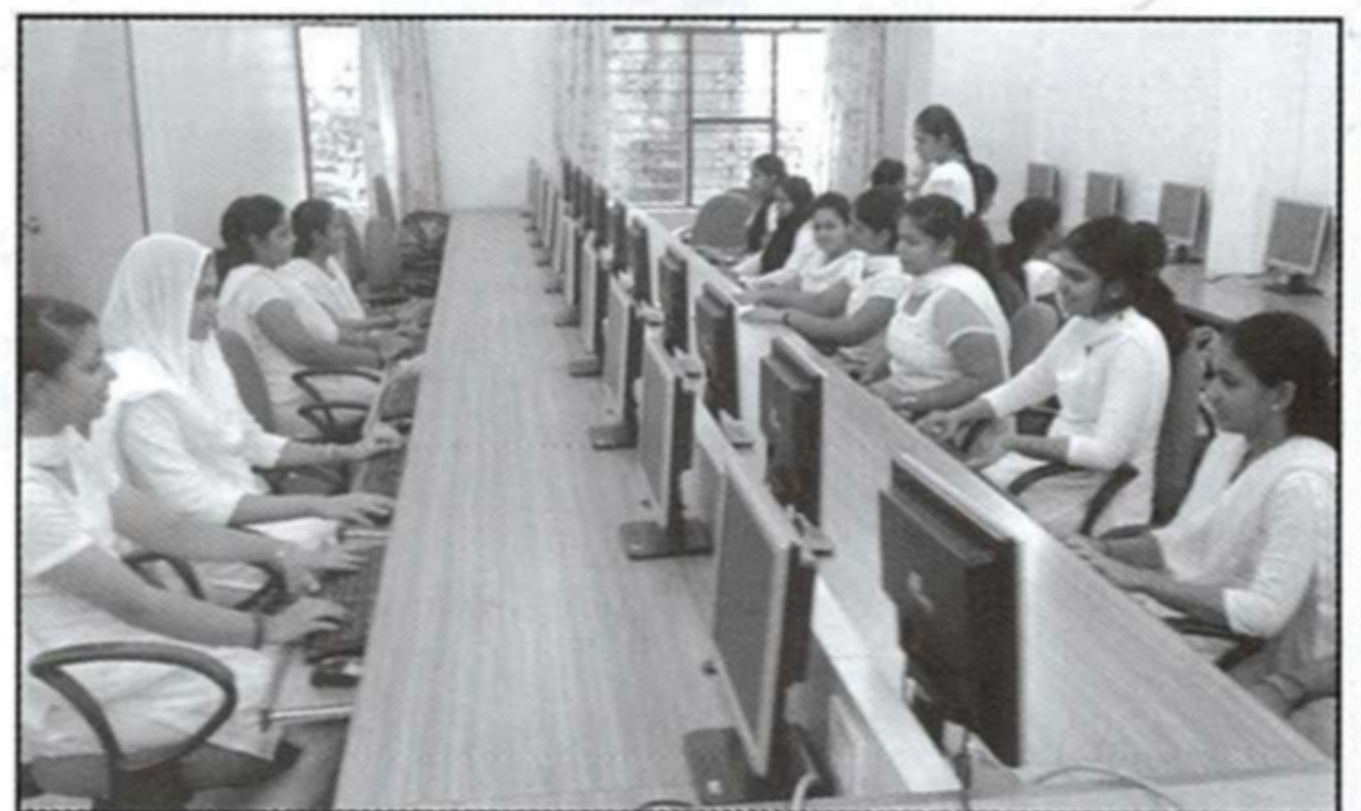
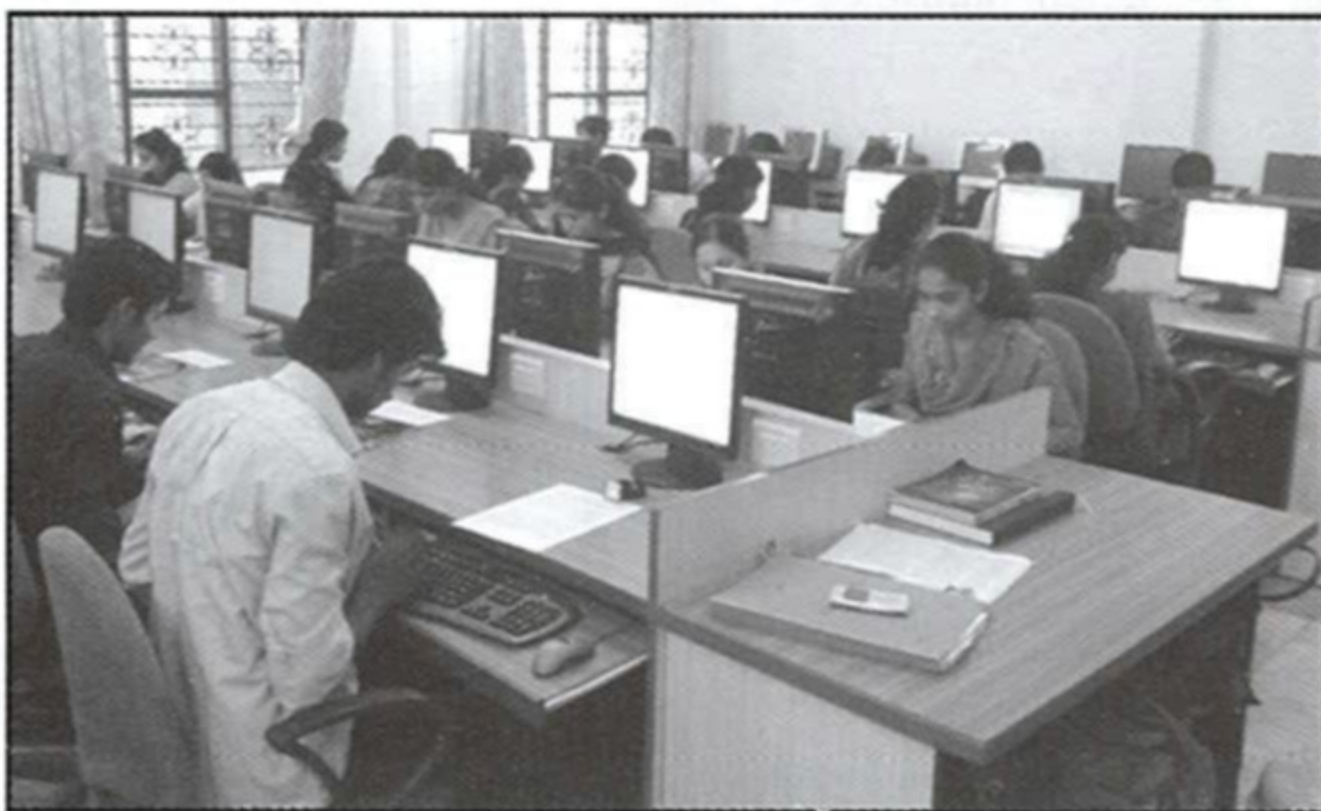
## SCAN ASSOCIATION

**OBJECTIVE :**

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.

**Activities**

- Quickhands
- Pc Assembly
- Logo Design
- Cross Word
- Treasure Hunt
- It Advertising
- Toggle-Toggle
- It-Collage
- Web Designing
- Guess The Part
- It Case Handling
- Movie Maker
- Re-Namer
- Captcha Cracker
- Slideshow Presentation
- Memory Test
- Quiz
- Find The Files
- It Debate
- Gaming
- Programming
- Debugging
- Mad Ad
- Wat-A-Mark
- Object Spotter
- Tagger







## OFFICE BEARERS OF STUDENT COUNCIL 2012 – 2013

President	:	Dhiren Anand
Secretaries	:	Tanusha Das Swathi S. Rao B.
CEO – Genesis	:	Mr. Karriappa Mr. Padmanabha Bhat A.V.
CEO – Synergy	:	Miss. Sampruthi Alva
CEO – Sygma	:	Mr. Shreemukha

Class	Class Advisors	Class Representatives	
I B.B.M 'A'	Mrs. Madhumathi J Raja	Abubakkar Thoufeer	Maina Das
I B.B.M 'B'	Mrs. Kavitha Prabhu	Sheikh Safwan	Sadhana Gajanan
I B.B.M 'C'	Mrs. Supreetha A.	Srikanth Nayak	Sangeetha
I B.B.M 'D'	Ms. Shashikala K. G.	Rehbar Ahmed	Priyanka S.
I BCA 'A'	Mrs. Shashikala Shetty	Sai Kishore	Nishmitha M.
I BCA 'B'	Mrs. Shashiprabha	Prithviraj Baliga	Shreeparna
I BA(HRD)	Mrs. Manju	Shabab Ali	Nihal Rao
II BBM 'A'	Mr. Prasanna Kumar	Samih Mohammed Ali	Kavana Pandikanda
II BBM 'B'	Ms. Sowmya	Arun Nambiar	
II BBM 'C'	Mr. Thrishanth Kumar	Abhishek S	
II BBM 'D'	Mrs. Aruna P. Kamath		
II BCA 'A'	Mrs. Divya Uchil	Pawan Kumar	Shravya
II BCA 'B'	Mrs. Deepa D. Hegde	Kaushal P. H.	Naeema Mohammed
II BA(HRD)	Mrs. Gayathri K.	Rahil Ahmed	Sanjana K. V.
III BBM 'A'	Mrs. Vasudha	Suseendar D.	
III BBM 'B'	Mrs. Smitha	Rameez Ahmed	
III BBM 'C'	Mrs. Deepashree G Shenoy	Parikshith K.	Clara Anchan
III BBM 'D'	Mr. Thilakraj G.	Avinash T.	Megha R.
III BCA 'A'	Mr. Arun F. Sequeira	Jigar Doshi	Joshika
III BCA 'B'	Mrs. Sowmya Jyothi	Sachin Bharadwaj	Lakshmi Shenoy
III BA(HRD)	Mr. Muralidhar Rao K. S.		Jasmine
P.G.D.B.M	Mrs. Smitha		





## Association Secretaries - Year 2012-2013

MANAGEMENT SECRETARIES		FINE ARTS SECRETARIES	LITERARY SECRETARIES	LIBRARY SECRETARIES	MARKETING SECRETARIES	QUIZ SECRETARIES
I B.B.M-A	Mohammed Rakkan	Mradula Shetty	Aishwarya	Divisha . R. Suvarna	Safraz mahamood	Karthik Pai
I B.B.M-B	Sahas rai	Shreejith	Divya. Fernandes	Marie Rebello	Niharuddin S. Sheikh	Moideen Fahiz
I B.B.M-C	Mohammed Nassir	Avinash	Chethan	Avinash	Ithban Ali	Abhishek S. Rai
I B.B.M-D	Swathi Hegde	Snigdha Raj	Puneeth	Puneeth	Taiseer Ahmed	Akshith
I BCA-A	Sowmya	Aishwarya	Chaitra Shenoy	Christeena J.	Shreya Suvarna	Nithin Advanthaya
I BCA-B	Deekshitha	C. V. Nagendra	Sushmitha S.	Varsha Shenoy	Rabeez . Yusuf	Sai Sudha
I BA(HRD)	Raif Zakaraiya	Sanjana Shetty	Rizwan	Nishmitha	Abhishek	Abhijeeth Uchil
II BBM-A	Thirumalesh A. G.	Neil D'souza	Asma K.	Kiran	Anusha Rao	Waleed
II BBM-B	Keerthan	Abithraj	Harshitha	Arun	Deepak Nayak	Shravan S. Nayak
II BBM-C	Sayed Junaid	Chaitanya Nayak	Akshatha Rao	Shreeraj	Warren Kirk. Castelino	Rahul Kotak
II BBM-D	Jeethu	Mithaz Attavar	Manjushree	Krishma	Mohammed. Farhan	Maaz
II BCA-A	Ridhi Vasani	Kavyambika M.	Naveen Kumar	Rakshitha	Kajol M. E.	Roshan Singh
II BCA-B	Sanjan Shetty	Arsallan Ahmed	Dinesh K.	Ubaidulla	B.Shruthi Baliga	Arjun
II BA(HRD)	Rameeza	Prajwal Raj	Rohit Shenoy	Shilpa	Deeksha Jain	Roshan Gomez
III BBM-A	Milan J. Kotecha	Pallavi Prabhu	Vivekanand	Vishwas Kini	Nadia Ali	Prabhat
III BBM-B	Divyashree	Adish Jain	Kavya	Sangam	Neha Shetty	Kiran
III BBM-C	Sowmya	Swathi J.	Megha	Manjunath M. S.	Sanjith	Faham
III BBM-D	Jenish S. Vasani	Nihal Shetty	Vaishali	Vinanthi	Adarsh S.	Dheeraj
III BCA-A	Shashank Rai	Charan K.	Soumya	Raksha	Shruthi Alva	Neha
III BCA-B	Nitya	Pooja. Shetty	Yajna	Shruthi Suvarna	Prajna U. K.	Soumya
III BA(HRD)	Shaji	Shwetha Mendon	Sharanya	Tejas	Avron Rossario	Imraz
FINANCE SECRETARIES		FEST FORUM SECRETARIES	SCAN SECRETARIES	SPORTS SECRETARIES	HR SECRETARIES	N.S.S SECRETARIES
I B.B.M-A	Anusha Smesta		Roopashree Maity	Vikyath	Apeksha Revankar	Rakesh Naik
I B.B.M-B	Manisha ballal		K.Gopesh Nayaka	Miyal	Mohammed Javad	Karthik Shetty
I B.B.M-C	Mustaqum N.		Venkatesh S. Rao	Mohd. Ziryab	Evangeline Sharlet K.	Kaushik
I B.B.M-D	Mohammed Anees		Ajay P. A.	Ruben	Mariyam Farhana	Abhishek Shetty
I BCA-A	Sachitha Pai		Maithri B. S.	Chaitra Suvarna	A. Bharath Rao	Nagaratna
I BCA-B	Deeksha Prabhu		Shahban	Akshay Shetty	Akshatha	Neha
I BA(HRD)	Ramith		Lenisha D'souza	Gopal Shetty	Amrun	Manasvi
II BBM-A	Prajwal	Anbiya	Shrikanth Patel	Pran Kumar	Prathiksha Bhat	Surabhi
II BBM-B	Ajay Prabhu	Sangeetha. Ramesh	Adarsh Devan	Manjushree	Deeksha Samartha	Shwetha M. L.
II BBM-C	Prince K. Mehta	B. Rajashree Shet	Karthik Kamath	Nishanth Mallya	Shunali D'souza	Zakkiya
II BBM-D	Roopesh	Suhail Rehman	Suzane B. Prabhu	Rahul	Ahmed Arbaz	Mounish Chowta
II BCA-A	Akhila Natekar	Nishmitha Prabhu	Nandini Rohidas S	Sharukh	Rishikesh Shetty	Niketan
II BCA-B	Nidhi	Abdul Muyeed	Sachin. Shenoy K.	Pawan	Naeem Khan	Ankith Hegde
II BA(HRD)	Sana Kausar	Rakshith Bhandary	Sahil. Poojari	Narendra . Nayak	Bindiya Shetty	Nishmitha
III BBM-A	Arvin	Enold D'souza	Vishwas Kini	Varadraj . Shenoy	Shifali	
III BBM-B	Monisha C. Maben	Shivani	Rajkumar	Manheet Vittal	Pavitra Shetty	
III BBM-C	Abhishek	Krishna	Akash	Deekshith	Shruthi	
III BBM-D	Rhea	Shyma	Hallema Shaheen	Idayat	Karthik	
III BCA-A	Unathil Neethu	Vishal. Bhandarkar	Sumitra Bhandarkar	Jawad M. S	Sarika N. Khandare	
III BCA-B	Sachin Bharadwaj	Vishaka Nayak	Prabhat Prakash	Tilak Shetty	Ankitha Kamath	
III BA(HRD)	Thripthi	Nesara Polar		Yathin	Krithika	





## Association Activities

### MANAGEMENT ASSOCIATION

Inter class logo redesigning competition was conducted by the management association on 20th July 2012 at 3 pm in room 203.

Logo redesigning is mainly a competition where a logo of a particular company will be given and the participants should come up with a new logo for that company.

The logo given for redesigning was of "KFC" company; students from various classes took part and came up with innovative logo.

### FINE ARTS ASSOCIATION

FINE ARTS ASSOCIATION conducted inter-class painting competition on 20<sup>th</sup> July 2012. The topic for the painting was 'COMIC CHARACTERS'. Students from various classes took part and came up with beautiful paintings.

### LITERARY ASSOCIATION

Literary association conducted the following activities:

**Essay competition (English)** was conducted on 16 July 2012. English essay competition was held in room 302, and 25 students participated in the competition.

The Topics given were: "Role of Olympics in promoting peace world wide" and "Is facebook taking over our lives?"

**Essay competition (Hindi and Kannada)** Kannada and Hindi Essay competition was conducted on 17 July 2012 in room no. 302 at 3 pm. 29 students participated in the competition.

Kannada topics: "Quota system used in India" and "Moral education or values education."

Hindi topics: "Female foeticide - disgrace on humanity" and "Instability in Indian politics."

**Innovative signature competition:** Innovative signature competition was held on 21 July 2012 at 12 pm in room no. 302. A large number of students participated in the event. The time given was 30 minutes. Judging was done on the basis of creativity and innovativeness.

**Pick and speak (English):** Pick and speak competition was held on 24 July 2012 at 3 pm in room no. 302. Totally 23 students took part in the event. The judges for the competition were Mr. Ashwin Mendonca and Mrs. Deepashree G shenoy. Judging was done on the basis of expression, language and presentation.

### QUIZ ASSOCIATION

● **BUSINESS QUIZ COMPETITION:** Quiz association conducted Business Quiz on 19<sup>th</sup> July 2012 in room no. 205 at 3:30 pm. 24 teams participated in the event. It was a team event, 2 members in each team. Quiz had 30 questions relating to various aspects of the business world.

### SCAN ASSOCIATION

● **KEYBOARD MASTER - QUICK HANDS** was held on 11<sup>th</sup> July 2012 at 3 p.m in the Computer Lab. This was an Individual event and the time limit was 5 minutes.

Here an article was given to the participants. One who types maximum words with the least number of mistakes will be the winner. Windows Notepad was used for typing. The number of participants took part in this event were 95.

● **COLOR YOUR SKILL- PAINT BRUSH**

The event was held on 13<sup>th</sup> July 2012. In this competition the participants had to paint on MS-PAINT to the given topic. The topic for the event was given on the spot. Judging was done on the basis of the participant's creativity, color selection and overall presentation. It was an individual event and the time limit was 30 minutes. The event was held in the Computer Lab. The number of participants took part in this event were 54.

● **FREAKY-FONTS- MEMORY TEST**

The event was held on 16<sup>th</sup> July 2012. This was an individual event where a set of pictures were displayed to the participants for 5 minutes using a LCD projector. Then the participants had to recall the picture and list it down on a given sheet of paper in the next 5 minutes. Participant who lists the maximum items was the winner. This event was carried out in the Computer Lab. The number of participants took part in this event were 67.

● **RENAMER**

The event was held on 24 July 2012. Here the participants were given a set of 26 files which had to be named randomly. The participant must rename all 26 files according to the given criteria. The participant who re-name's all files first wins. It was a solo event. Time limit given was 5 minutes. It was conducted in the Computer Lab. The number of participants took part in this event were 45.





### ● TAGGER

This event was held on 25 July 2012. Here the participant was given an IT product and the participant must give a tag line for the product. The product was given on the spot. This was a solo event which was conducted in the computer Lab and the time limit was 5 minutes.

### ● IT DEBATE

IT Debate was held on 27 July 2012. In this event the participants were given an IT related topic for which the participants were supposed to talk both for and against the topic. It was a team event where two participants made a team. The time limit was 5 minutes. The number of participants present were 26.

## SPORTS ASSOCIATION

### ● Inter-class Foot ball Tournament

Sports Association conducted Inter-class Football Tournament which was held at Nehru Maidan, Mangalore, on 4 July 2012 to 6 July 2012. All the class teams participated in the tournament. By seeing the performance of the students the College Football team was then selected for participating in the Independence cup Foot Ball Tournament.

## HUMAN RESOURCE DEVELOPMENT ASSOCIATION

### ● FIRST IMPRESSION

Inter-class competition 'FIRST IMPRESSION' was conducted by HR Association on 19<sup>th</sup> July 2012 at 3pm in 202 room.

'FIRST IMPRESSION' is mainly a competition where the participants should come up with an innovative C. V of their own. It was an individual event where the participants must give a hand written C.V of their own and create a best impression. The judgment will be based on

- \* Presentation
- \* Sensibility

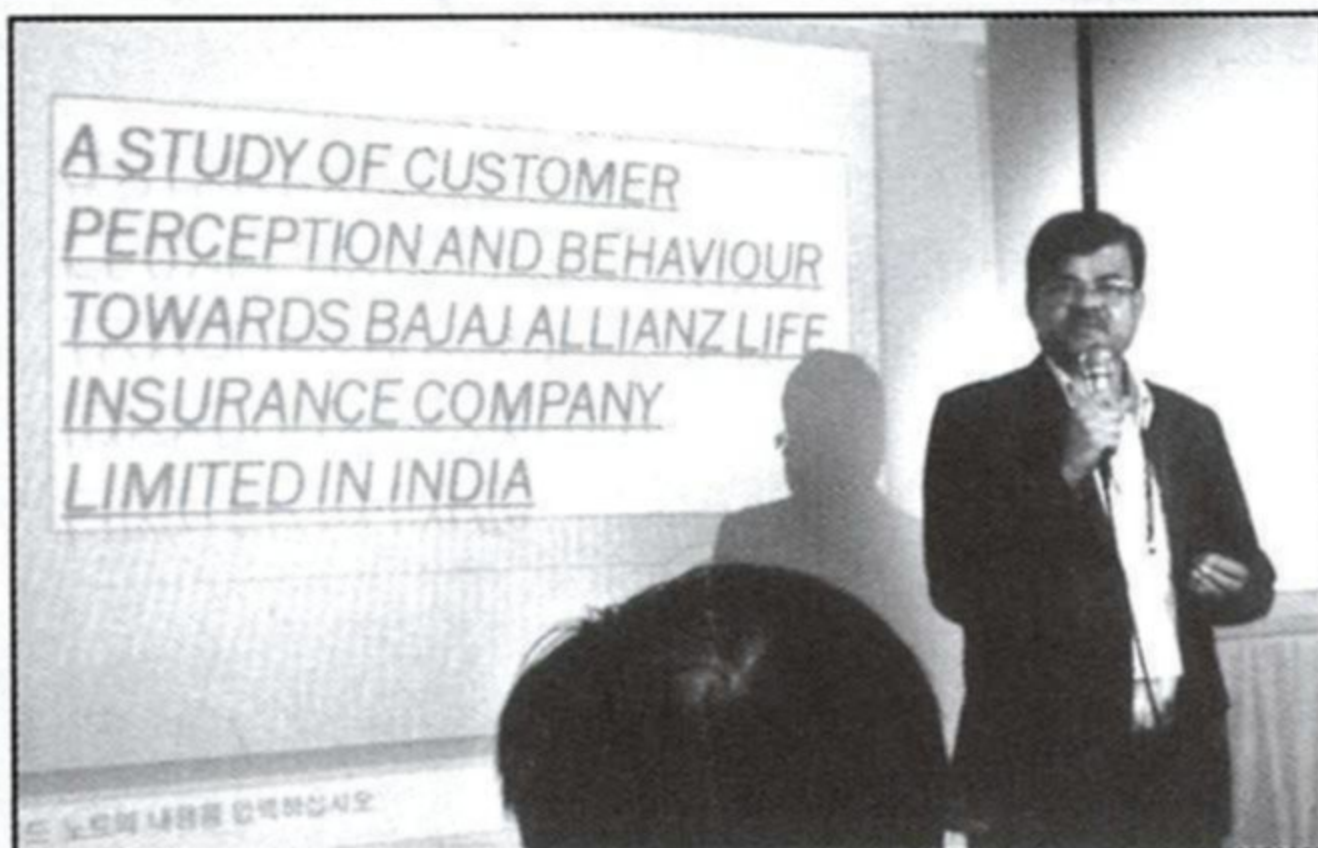
There were 27 participants who came up with variety of ideas and methods of writing a C.V.

## EXTENSION ACTIVITIES-2012-13

● On 26<sup>th</sup> and 27<sup>th</sup> June, 2012 WIPRO- IT Company in association with LAQSH consultancy, Bangalore and SDM CBM Placement Cell conducted Placement for Software Tester job in our college. 90 students from our college and other colleges participated and 7 students got selected.

● On 14<sup>th</sup> July, 2012 our N.S.S students conducted One Day Cleaning Camp programme in Mangaljyothi Integrated School, Vamanjoor, Mangalore. More than 150 students participated in this camp.

● The students of our college took part in the observation of "Kargil Vijay Diwas" on 26<sup>th</sup> July, 2012 organised by Sri. Chandrashekhar Hebbar, Kolya, Mangalore on behalf of Indian Armed Forces. A "Candle Light March" was held from Mangalore Town Hall to D.C. Office. Our students joined the members of the public to pay tribute to the martyrs of the Kargil war and to remember their sacrifices for the country.







## GUEST LECTURES

### **Topic: Introduction to Stock Market**

A guest lecture on Introduction to Stock Markets was organized for II BBM –D section students on 16<sup>th</sup> July 2012. The Resource person was Dr. Prameela S. Shetty Faculty, MBA Department

An introduction to various investment avenues was given. The students were interactive during the session. Information about various stock exchanges was given. BSE and NSE were discussed in detail. Construction of indices like SENSEX and NIFTY was also discussed. Students were briefed about stock trading techniques. Technical analysis was shown. The session was interactive.

### **Topic: “Stock Trading in India”**

On Tuesday, 17<sup>th</sup> of July 2012 a guest lecture was arranged for the BBM students on the topic “Basics of stock trading in India”. The resource person for the session was Mrs. Sumathi, faculty in Financial Management, SDM Post Graduate Centre for Management Studies and Research, Mangalore.

In her deliberations, the speaker gave an insight into the basic concepts of investment, avenues of investment, stock markets and the process and essentials of stock trading in India. The importance of opening a demat account was stressed. She also gave some hints to the students on wise trading in order to gain high with reasonable amount of risk.

The major topics that were covered in her lecture were: importance of investment in shares, major stock exchanges in India, namely BSE and NSE and their functions, sensex and nifty indexes online trading and their benefits, majors terms that are used in stock trading, and different steps in shares trading.

### **Topic: “Impact of Culture of International Business”**

On 16<sup>th</sup> July a guest lecture was organized for the III<sup>rd</sup> BHRD students. The resource person Dr Harshitha gave a talk on “Impact of culture on International Business”. Here the resource person spoke about the cultural difference and how the international business is affected. Here the various components of culture were discussed by citing examples of different countries. Besides audio visuals were also used in order to get more clarity about the concept.

### **Topic: “Teamwork & Stress Management”**

A lecture was organized for the benefit of II BBM ‘D’ section students on the topics Teamwork and Stress Management. Mrs. Deepa Nayak, Faculty, MBA Dept. was the resource person. She gave an interesting insight into the importance of teamwork and the need to be reliable and consistent in all the work undertaken. Students were introduced to the benefits of teamwork and also the need to harness each others core competencies in order to attain superior performance. Interesting stories and fables were used to explain the same.

A mock test was conducted to assess the stress levels of the students and tips were given to overcome the same. Overall it was an interesting and informative session for the students.

### **Topic: “HR glossaries and terms”**

A guest lecture was conducted to the students of I BHRD on “HR Glossaries and Terms” on 19 July 2012. The resource person was Mrs. Ramya Shetty. The concepts focused were Plateauing, Buddy system, Moon lighting, Downsizing, Right sizing, Gate Keeper, Glass ceiling, whistle blowing, Telecommuting, Golden handshake, Golden boot, Golden Handcuff, Reverse Mentoring, Employee Poaching, Expatriate, Gold Collar Employees, Turkey Trot, Yellow dog Contract etc.

This was an interactive session. Students took active participation in this programme.

### **Topic: “Importance of Proper Communication”**

On Monday 16<sup>th</sup> of July 2012 a guest lecture was arranged for the 2<sup>nd</sup> year BHRD Students on the topics “Importance of Proper Communication”. The Resource Person for the session was Dr. Savitha Pereira, Faculty MBA Department, SDM Post Graduate Centre for Management Studies and Research, Mangalore.

In her deliberations, the speaker gave an insight into the various aspects such as:

- What is a perfect communication?
- Who is a good communicator?
- Why do we have problems around us?
  - \* Marital break ups
  - \* Communal disharmony
  - \* Mismanagement
  - \* Failure of activities/ goals





She conducted few exercises to make the students understand the theoretical, philosophical and psychological impacts of communication.

Finally they were helped to arrive at a conclusion to be careful while using few words which are common among the youngsters.

### **Topic: "Interpersonal Skills"**

On 18<sup>th</sup> July, 2012 a guest lecture was arranged for the BBM students on the topic "Interpersonal skills". The resource person for the session was Dr. Joman Lonappan H.S, Faculty in MBA Department, SDM, PG Centre for Management Studies and Research, Mangalore.

In his deliberations, the speaker gave an insight of the various interpersonal skills that should be exhibited by the students in their professional life. The main aim is to provide a diverse and varied range of simple activities that allow students to explore their own skills in their professional life. The activities contain explicit details of how best to use the interpersonal skills in the student's professional life.

### **Topic: "Emergence and Importance of Marketing Management"**

On 17<sup>th</sup> July, 2012 a guest lecture was arranged for the 2<sup>nd</sup> year BBM students on the topic "Emergence and Importance of Marketing Management". The resource person for the session was Mr. Prakash HS, Faculty in MBA Department, SDM, PG Centre for Management Studies and Research, Mangalore.

In his deliberation the speaker spoke about introduction, concepts of marketing, emerging trends and need of studying marketing management.

Major topics of the deliberations are

- What is marketing?
- Difference between Sales and Marketing
- 4Ps and 4cs of Marketing
- Importance of Marketing Management
- Emerging trends in Marketing Management
- Avenues and opportunities of Marketing Management

**Programme in Association with Professional Bodies** : S.D.M college of Business Management in association with Mangalore Management Association and National Institute of Personal Management organized a guest lecturer on "Foreign Bank Accounts" by Sir. K.V.M . PAI (Retd Chief Commissioner of Income TAX). It was held in the conference hall on 9<sup>th</sup> July, 2012 Monday at 6.00 P.M.

**Spiritual Guidance Programme** : A spiritual guidance programme was organised for II and III year BBM students on 4 July at 11.00 am. Swami Hamsanandaji of Chinmaya Mission addressed the students. He clearly explained the meaning of spirituality by defining it as the capacity to smile not because of everything, but in spite of everything. He said that when mind, body and intellect are co-ordinated, there will be concentration because of which one can attain success. Intellectual awareness of what is good and bad and the mind should select only good and body should put it into action, he said.

Principal Dr. Devaraj K. welcomed and introduced Swamiji, Mrs. Kavitha Prabhu co-ordinated the program.







## Staff Achievements

### **Dr. Devaraj K.**

- ✿ Invited as guest speaker on the subject “Professional Management” by the principal of Co-operative Society Training Institute at S.K.Gold Smith Industrial Co-op Society, Mangalore.
- ✿ Conducted a training program to MESCOM engineers at MESCOM training center Attavar.
- ✿ Attended final presentation of Ph. D thesis synopsis by Smt. Seema Shenoy, faculty of SDM PG Centre as a co-guide to the project held at NITK Surathkal.
- ✿ Attended HOI meeting held at S.D.M Medical college and hospital, Dharwad.
- ✿ Attended meeting at syndicate Hall, Mangalagangothri, Mangalore University as per the direction of Mangalore University in connection with PG admission.
- ✿ Participated in an international conference at Sungkyunkwan University – Seoul, South Korea organized by APRIA and presented two papers on the topic:
  - a) A study on Customer Perception & behavior towards Bajaj Alliance Life Insurance Co. in India. (22<sup>nd</sup> to 25<sup>th</sup> July)
  - b) Investment Habits & Consumers Perceptions towards Insurance Policies, An Indian perspective.

### **Mrs. Aruna P. Kamath**

- ✿ Attended SDMR-IQAC meeting held on 4<sup>th</sup> July, 2012 at SDM College Ujire.
- ✿ Was one of resource person for 1<sup>ST</sup> semester subject workshop organized by SDMCBM in association with FOBAT on 14<sup>th</sup> July, 2012.

### **Mr. Muralidhar Rao**

- ✿ Published article in International journal for economic and business management on “Bancassurance and bank marketing strategies, an crucial for rural development- An EMPIRICAL Study” published by EAST publication(Environmental advisory for Sustainable Trust) volume 1,issue 2 June 2012 [ISSN:2250-2750]

### **Mrs. Smitha**

- ✿ Attended 1<sup>st</sup> SEMESTER BBM subject workshop by SDMCBM in association with FOBAT on 14<sup>th</sup> July , 2012.

### **Mr. Thrishanth Kumar**

- ✿ Attended one day workshop on the revised syllabus of BBM 1<sup>ST</sup> Semester of Mangalore University on 14<sup>th</sup> July, 2012 held at SDMCBM, Mangalore.

### **Mrs. Manju**

- ✿ Attended “CAMPER’S MEET” organized by KMC Attavar on 29th may 2012
- ✿ Attended NSS officer’s meeting held at University College, Mangalore on 2nd June 2012.
- ✿ Was the resource person for 1<sup>st</sup> semester BBM subject syllabus revision workshop organized by SDMCBM in association with the FOBAT on 14<sup>th</sup> July, 2012.

### **Mrs. Gayathri K.**

- ✿ Attended 2 day state level workshop on “Statistical Computing using ‘R’” held on 16<sup>th</sup> and 17<sup>th</sup> July 2012 at St.Agnes College,Mangalore.
- ✿ Attended 1<sup>st</sup> SEMESTER BBM subject workshop organized by SDMCBM in association with FOBAT on 14<sup>th</sup> July , 2012.

### **Mrs. Kavitha Prabhu**

- ✿ Attended one day workshop on revised syllabus of BBM 1<sup>st</sup> semester of Mangalore University on 14th July 2012 held at SDMCBM, Mangalore.



**Mr. Tilakaraj**

- ✿ Attended two days State level workshop on “Statistical computing using ‘R’” held on 16<sup>th</sup> and 17<sup>th</sup> July 2012 at St. Agnes College, Mangalore.
- ✿ Invited as Chief guest for the valedictory program of “Yoga Camp” jointly organized by Youth Club and Prakrathi Chikitsa Kendra, Ujire.
- ✿ Attended SDME-IQAC meeting held on 4th July 2012 at SDM College Ujire
- ✿ Attended one day workshop on the revised syllabus of BBM 1<sup>ST</sup> semester of Mangalore University on 14<sup>th</sup> July 2012 held at SDMCBM Mangalore.
- ✿ Participated in a one day Training Programming on “Rouers” organized by South Kannar Scouts Guides Association, Mangalore.

**Ms. Shashikala K. G.**

- ✿ Attended one day workshop on revised syllabus of BBM 1<sup>st</sup> semester of Mangalore University on 14<sup>th</sup> July 2012 held at SDMCBM, Mangalore.

**Ms. Mamatha Pai**

- ✿ Attended one day workshop on the revised syllabus of BBM 1<sup>st</sup> semester of Mangalore university on 14<sup>th</sup> July , 2012 held at SDMCBM Mangalore
- ✿ Attended 2 day state level workshop on “Statistical Computing using ‘R’” held on 16<sup>th</sup> and 17<sup>th</sup> July 2012 at St. Agnes College, Mangalore.

**Mrs. Supreetha**

- ✿ Attended 1<sup>st</sup> semester BBM workshop organised by SDMCBM in association with FOBMAT on 14<sup>th</sup> July, 2012.

**Mrs. Shwetha Y.**

- ✿ Attended one day workshop on the revised syllabus of BBM 1<sup>st</sup> semester of Mangalore University on 14<sup>th</sup> July 2012, held at SDMCBM, Mangalore.

**Mrs. Veena D. Kotian**

- ✿ Attended one day workshop on the revised syllabus of BBM 1<sup>st</sup> semester of Mangalore University on 14<sup>th</sup> July 2012, held at SDMCBM, Mangalore.

**Mrs. Shaini Naveen**

- ✿ Attended Faculty Development Program in SDMIMD Mysore from 10<sup>th</sup> May to 16<sup>th</sup> May 2012.
- ✿ Attended 2 day state level workshop on “Statistical Computing using ‘R’” held on 16<sup>th</sup> and 17<sup>th</sup> July 2012 at St. Agnes College, Mangalore.

**Mr. Prasanna Kumar**

- ✿ Attended one day workshop on the revised syllabus of BBM 1<sup>st</sup> semester of Mangalore university on 14<sup>th</sup> July , 2012 held at SDMCBM Mangalore

**Ms. Preethika Dharmapal**

- ✿ Attended one day workshop on the revised syllabus of BBM 1<sup>ST</sup> Semester of Mangalore University on 14<sup>th</sup> July, 2012 held at SDMCBM, Mangalore.

**Mrs. Vasudha R.**

- ✿ Attended one day workshop on the revised syllabus of BBM 1<sup>ST</sup> Semester of Mangalore University on 14<sup>th</sup> July, 2012 held at SDMCBM, Mangalore.



**Ms. Sowmya Hegde**

- ✿ Attended 1<sup>st</sup> semester BBM subject workshop organised by SDMCBM in association with FOBMAT on 14<sup>th</sup> July 2012.

**Mrs. Deepashree G. Shenoy**

- ✿ Attended 1<sup>st</sup> semester BBM subject workshop organised by SDMCBM in association with FOBMAT on 14<sup>th</sup> July 2012.

**Mr. Bharath Kumar Jain**

- ✿ Attended the Physical Director's meeting in "Finalizing the sports calendar for the academic year 2012-13" at Mangalore University, Mangalagangothri on 13<sup>th</sup> July, 2012.
- ✿ Attended the general body meeting of the association of Mangalore University and college physical education teachers association at Mangalore University, Mangalagangothri

**Mrs. Divya Uchil**

- ✿ Attended one day workshop on revised syllabus of Computer Science/Computer application of BSc/Bcom/BA and BCA courses of Mangalore University Organised by Mangalore University Computer Science Teachers Association with Canara First Grade college, Mangalore on 14<sup>th</sup> July, 2012 at Canara First Grade College, Mangalore.

**Mr. Arun Francis Sequeira**

- ✿ Attended one day workshop on revised syllabus of Computer Science/ Computer application of BSc/Bcom/BA and BCA courses of Mangalore University Organised by Mangalore University Computer Science Teachers Association with Canara First Grade College, Mangalore on 14<sup>th</sup> July, 2012 at Canara First Grade College, Mangalore.

**Mrs. Shashikala Shetty**

- ✿ Attended one day workshop on revised syllabus of Computer Science/Computer application of BSc/Bcom/BA and BCA courses of Mangalore University organised by Mangalore University Computer Science Teachers Association with Canara First Grade College, Mangalore on 14<sup>th</sup> July, 2012 at Canara First Grade College, Mangalore.

**Mrs. Shashiprabha**

- ✿ Attended one day workshop on revised syllabus of Computer Science/ Computer application of BSc/Bcom/BA and BCA courses of Mangalore University organised by Mangalore University Computer Science Teachers Association with Canara First Grade College, Mangalore on 14<sup>th</sup> July, 2012 at Canara First Grade College, Mangalore.

**Mrs. Jyothi**

- ✿ Attended one day Hindi syllabus workshop held on 10<sup>th</sup> July at Canara First Grade College, Mangalore.
- ✿ Participated in a one day Training Programming on "Rouers" organized by South Kannara Scouts Guides Association, Mangalore.

**Mrs. Shalini Devadiga**

- ✿ Attended one day Hindi syllabus workshop held on 10<sup>th</sup> July at Canara First Grade College, Mangalore.

**Mrs. Madhumathi J. Raj**

- ✿ Attended 1<sup>st</sup> semester BBM subject workshop organized by SDMCBM in association with FOBMAT on 14<sup>th</sup> July 2012.

**Mr. Ashwin Mendonca**

- ✿ Attended 2 day state level workshop on "Statistical Computing using 'R'" held on 16<sup>th</sup> and 17<sup>th</sup> July 2012 at St. Agnes College, Mangalore.





## MBA Page

### Staff Activities

#### Ms. Sumathi

- ✿ Presentation to BBM students on "Basics of state of Stock Trading" on 17th July 2012

#### Dr. Prameela S. Shetty

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

#### Dr. Savitha Pereira

- ✿ Visited Mangalore Prison to interact with the prisoners along with Swaroop School and Sankalpa an NGO from Mangalore
- ✿ Presentation to BHRD students on Communication Skills on 16th July 2012.

#### Dr. Jomon Lonappan

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

#### Dr. Harshitha

- ✿ Presentation to BHRD students on "Impact of culture on International Business" on 16th July 2012.

#### Ms. Deepa Nayak

- ✿ Presentation to BBM students on the topic "Team work and Stress Management" on 17th July 2012

#### Mr. Prakash H. S.

- ✿ Presentation to BBM students on the topic "Importance and emergence of marketing" on 17th July 2012.

#### Ms. Ramya Shetty

- ✿ Conducted one day Leadership Development Workshop to SDM BBM student council members on 14th July 2012 at SDM Law Auditorium.
- ✿ Presentation to BHRD students on the topic "New concepts of HR" on 18th July 2012.

#### Mr. Dawn Prakash

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





**OVERALL DISTINCTION STUDENTS OF III YEAR BBM (PROVISIONAL)  
IN THE MANGALORE UNIVERSITY MAY 2012 EXAMINATION**



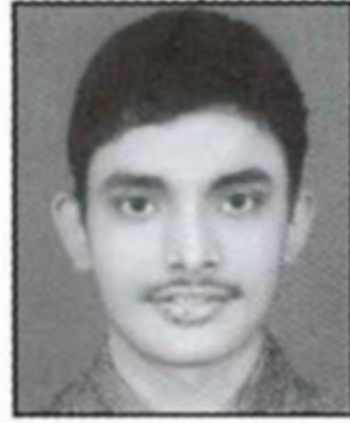
Shwetha



Varsha Pai G.



Ashwini Ganesh Pai



Gautham G. Pai



Rashmi Achar



Ananya Harish



Yashmitha



Hardik P. Chauhan



Raksha Shetty A.



Ashwini Sitaram Bhat



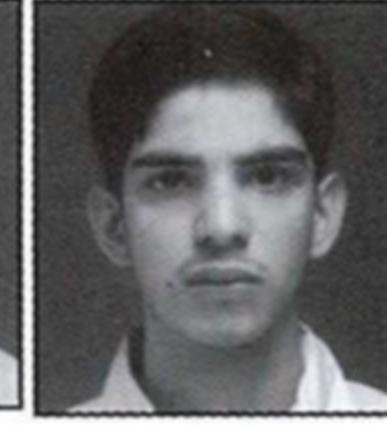
Sharanya B.



Karthik S.



Sajan Chowta K.



Pranav Pai K.



Kripashree



Abhilasha



Anish M. Amin



Priyanka Anne D'Souza



Arthi Pai T.



Dhanashree Shenoy B. Megha Ashok Kumar Hansalia



Ashish A. Ullal



Harshitha



Ummar Farooq



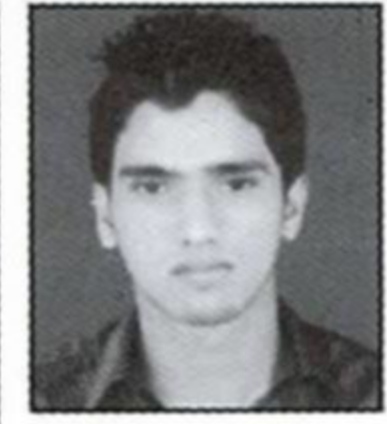
Rohan M. S.



Faseela Ibrahim Kazilane



Nidhi S.



Mohammed Ajmal Roshan



Maithili Nayak M.



Megha Shetty J.



Amreen Ahmad Sheik



Praveen Kamath M. R.



Safreena K. A.



Shirley Antionet Fernandes



Ashel Claudine D'Souza



Bhavish J. Rai



Shreya



Arfa Rehman



Angeline Cherishma



Rahul C. Rai



Samhita S. Benegal



Nirali Vachhani





**OVERALL DISTINCTION STUDENTS OF III YEAR BBM (PROVISIONAL)  
IN THE MANGALORE UNIVERSITY MAY 2012 EXAMINATION**



**Neha B. K.**



**Kavyashree**



**Ashwini L.**



**Manjunatha Kamath M.**



**Priya**



**Deepthi**



**Ashwini Jagannath Nalwade**



**Beryl Vandya Pallat**



**Prachi Suresh Hurkat**



**Nishvitha R. Karandoor**



**Maimoona Neha**



**Chaitra C. Tallur**



**Sindhoora Rai**



**Shruthi**



**Devika Devaiah**



**Manasa**



**Abhishek**



**Aysha Sulthana**



**Bharathi S. K.**



**Cherry C. Rokad**



**Pavithra**



**Sushan**



**Shreya Devaraja**



**Shanthala**



**Shruthi Kotian**



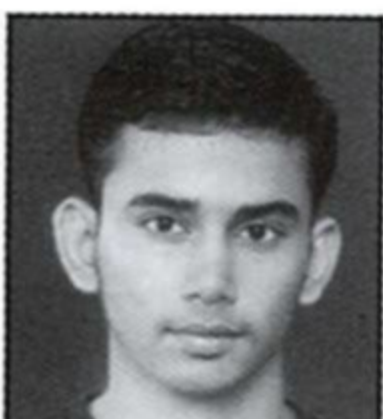
**Mallika**



**Abhishek S.**



**Divya M.**



**Naufal Iqab**



**Sharath**



**Madhushri Bhakta K.**





**OVERALL DISTINCTION STUDENTS OF III YEAR BCA (PROVISIONAL)  
IN THE MANGALORE UNIVERSITY MAY 2012 EXAMINATION**



Jyothishree



Ashay Kumar M.



Sneha Shenoy N.



Rakshitha Salian



Naseema



Rakshita



Pallavi K.



Madhura



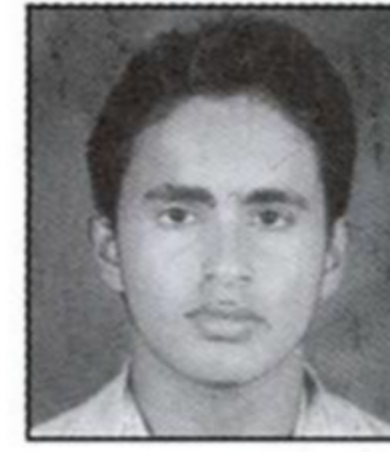
Nazeema



Shruthi K.



Karan Sanjay Gathani



Vinith Raj



Rachana



Adarsh K.



V. B. Shabinesh



Lohith



Chandan J. M.



M. M. Sharin



Shalini P.



Manjuladevi



Rajesh



Priyanka



Mangesh Nayak



Rakesh A Rao



Tejaswini



Harshitha



Sharan B.



Deepthi



Sampath Kumar K.



Bhavya



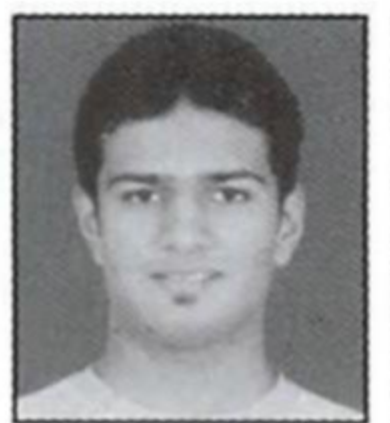
Kavyashree B.



Brinda D. Kansagara



Vidyadhar Rai B. P.



Sachin S. Gurjar



Chethana Patel M. U.



Dhanyashree Rai



Shamili



Sushmitha Shetty





**OVERALL DISTINCTION STUDENTS OF III YEAR BA(HRD) (PROVISIONAL)  
IN THE MANGALORE UNIVERSITY MAY 2012 EXAMINATION**



Meghana



Shreya C. Salian



Saumya S. Shetty



Preemal Lavina D'Souza



Deepika Bhat



Preetham Kamath P.



Fathima Niha



Marsha Srephanie D'Souza



Soumya P. S.



Shiboni Korine



Akshatha Rai S.



Krysha Maria Lobo



Nikita Pai



Swaliha

