

Institutions managed by
SDM Educational Society ®, Ujire, D.K.

College of Medical Sciences and Hospital, Dharwad
College of Dental Sciences and Hospital, Dharwad
College of Engineering and Technology, Dharwad & Ujire
College of Physiotherapy, Dharwad
Institute for Management Development (MBA), Mysore
College of Ayurveda, Hassan & Udupi
College of Naturopathy & Yogic Sciences, Ujire
Arts, Commerce & Science College, Ujire & Mysore
College of Business Management (MBA),
Mangalore & Dharwad
Law College, Mangalore
Residential PU College, Ujire
Polytechnic College, Ujire
Industry Training Center, Venur, Samse & Ujire
BBM College, Mangalore
Nursing College, Dharwad
B.Ed. & D.Ed. College, Ujire

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SREE DHARMASTHALA MANJUNATHESHWARA COLLEGE OF BUSINESS MANAGEMENT

NAAC Re-accredited with 'A' Grade

Tel No; 0824-2494186

Email: sdmcbm@sdmcbm.ac.in | Website: www.sdm.ac.in



PROSPECTUS



॥ Om Shree Manjunathaya Namaha ॥



Shri Dharmasthala Manjunatheshwara
College of Business Management

M.G. Road, Mangaluru – 575 003

NAAC Re – accredited with 'A' Grade



P R O S P E C T U S

One of Karnataka's most renowned landmark of piety and devotion, Shree Manjunatheshwara Temple of Dharmasthala is thronged by thousands of pilgrims every day. This famed centre of charity and divine justice, where every devotee partakes of generous hospitality irrespective of caste or creed distinctions, has grown into legendary proportions because of its multifarious socio-economic program. The temple town nestles amidst picturesque Western Ghats, beside River Nethravathi in Beithangady Taluk and is within easy accessibility of Mangalore and Udupi.

Shree Manjunatheshwara Temple is devoted to Shiva and houses a lingam of gold. The temple is unique in that it is run by a Jain administration and poojas are conducted by Madhva priests.

Dr. D. Veerendra Heggade, Dharmadhikari of Shree Kshethra Dharmasthala, is a man of outstanding credentials. A titan in the fields of social service and education, Dr. Heggade has been quite instrumental in uplifting the educational standards throughout Karnataka. As the President of SDM Educational Society, he has been phenomenally successful in leading more than 40 institutions across Karnataka.

What motivates Dr. Heggade is the rich tradition of our country in holding the spirit of enlightenment high. India has reputation for providing the light of knowledge to the world for thousands of years and that tradition inspired the SDM management to take up the cause of education by establishing professional institution to train the talented man power.

SDM Educational Society (R) is a premier educational organization, functioning under the sacred aegis of Shree Kshetra Dharmasthala.

Under the able guidance of its distinguished president, Dr. D. Veerendra Heggade, SDM Educational society spearheads the activities of more than 40 premier academic and professional institutions spread across Karnataka. Establishments that represent the best of traditional expertise and contemporary excellence form the base for studies in subjects ranging from Medicine, Engineering, Law, Social Sciences, Management, Naturopathy and Ayurveda.

ABOUT THE COLLEGE

Established in the year 1978, Shri Dharmasthala Manjunatheshwara College of Business Management is a unique, dynamic and professional management education institution, affiliated to Mangalore University. Reaccredited by NAAC with 'A' Grade, it offers courses like BBA, BCA, B.Com and BA(HRD) which are much sort after in the professional world. The college is sponsored and managed by SDM Educational Society, Ujire headed by none less than Dharmadhikari Dr D. Veerendra Heggade who was conferred the second highest Civilian Award PADMA VIBHUSHAN. Being a very practical minded person, Dharmadhikari believes that a person who comes out of the college should not only be literate, but the process of education should transform him into a cultured, responsible person equipped with life skill. Inspired by his divine vision, SDM College of Business Management is striving to make his dream a reality.

The college provides a conducive learning environment through full-time student engagement in academics and other co-curriculum activities. Anticipating the expectation of the prospective students and their enlightened parents, the institution leaves no stone unturned to provide the best of the amenities to promote the holistic personality development. State of the Art Infrastructure provided includes Learning Resource Centre, Wifi, ICT, well equipped library and Computer Labs, Student Service Centre, etc to make the learning more effective. In order to give effective guidance to the students, a system of mentoring prevails in which students of each class get academic , personal , career and psycho-social counseling , Value education programmes and extension activities are also organized.

VISION

“Develop competencies, empower with requisite skills, provide world class professional management education at the reasonable cost and spread Indian ethos”.

MISSION

The Mission of the institution is : “Enrich the quality of life by creating and sustaining the urge to continuous learning by developing leadership, entrepreneurship, patriotism, and positive attitude towards life through practical training which gives exposure to global business and indindustry”.

Hearty welcome to the prospective students...

By providing supportive environment we at SDM strive hard to bring out the best in each of the students. Value based education coupled with ample opportunity for personality development through curricular and co-curricular activities can fully equip you to face the challenges modern corporate world.

ABOUT THE COURSES :

COURSES OFFERED: • BBA • BCA • BA(HRD) • B.COM

Eligibility

• BBA • BCA • BA(HRD) • B.COM

Pass in the 2 - years pre-university Examination conducted by the Karnataka PUE board or any other examination considered equivalent by the Mangalore University,

Bachelor of Business Administration (BBA):

BBA course equips the students with professional management skills. The course develops the knowledge and skills of the students which empower them to meet the challenges of corporate world. The various functional areas of management like finance, Human Resource, Marketing etc. are included in the curriculum. SDM College of Business Management with an exclusive BBM department was started in the year 1978 which is the pioneer in the management education. Presently the department has four batches,

Bachelor of Computer Applications (BCA):

BCA is a course offered for students wishing to pursue a career in the field of computers and information technology. This degree helps the students to get a sound knowledge of software development and computer applications with the help of which they can have a perfect launch pad for a challenging career in the field of information technology. The course provides knowledge on different areas such as data bases, application development, networking, internet, computer graphics, programming and computer fundamentals. It helps the students to develop core competencies in the IT field and thereby grooming the professionals.

Bachelor of Arts(HRD)(BA(HRD):

BA(Human Resource Management) provides a framework that helps the budding managers to develop their organizational and personnel skills, abilities and knowledge. Human resource development is an important area of corporate systems. Today HRD profession has wide recognition and demand. A well trained HR professional can make qualitative changes in the system as well as society in general.

Bachelor of Commerce (B.COM):

Bachelor of Commerce course offered for students to enhance and develop skills and competencies of the students in the field of Accountancy and finance. It acquaints the students with the emerging issues in business worldwide in the light of liberalization and globalization. It also inculcates analytical ability among the students and provides exposure to the entrepreneurial culture and industrial growth so as to prepare them to set up and manage their own small scale units. It provides support to the students in order to meet the challenges in the modern commercial world.

SUBJECTS

BBA Course

I SEMESTER - CREDIT BASED

English
Kannada/Hindi
Principles of Economics
Principles of Management
Accounting – I
Business Organisation
Indian Constitution
EC and CC

I SEMESTER - CREDIT BASED

English
Kannada/Hindi
Managerial Economics
Business Environment
& Entrepreneurship
Accounting - II
Managerial Communication
Human Rights, Gender Equity
& Environmental Studies
EC and CC

III SEMESTER - CREDIT BASED

Business Mathematics
Commercial Law
Business Economics
Marketing Management
Income Tax
Corporate Accounting -I
EC and CC

IV SEMESTER - CREDIT BASED

Business Statistics
Modern Banking Management
Fundamental of
Financial Management
Computer Application
in Management
Corporate Accounting – II
EC and CC

V SEMESTER - CREDIT BASED

Organisational Behaviour
Company Law
Export Management
Cost Accounting
Financial Management-I
Advanced Marketing Management-I
Human Resource Management -I

VI SEMESTER - CREDIT BASED

Company Law
Investment Management
Cost and Management Accounting
Auditing/Project Work
Financial Management - II
Advanced Marketing Management-II
Human Resource Management-I

B.C.A COURSE

I SEMESTER - CREDIT BASED

English
Kannada / Hindi
Programming Language 'C'
Fundamentals of
Information Technology
Computer Organisation
Laboratory - Based on 3
Laboratory - Based on 4
Indian Constitution
EC and CC

II SEMESTER - CREDIT BASED

English
Kannada/Hindi
Basics of Networking
Object Oriented Programming
using C++
Database Concepts & Oracle
Laboratory - Based on 4
Laboratory - Based on 5
Human Rights, Gender Equity
& Environmental Studies
EC and CC

III SEMESTER - CREDIT BASED

Basic Mathematics
Micro Processors
Data Structures
Operating System
Data Mining
Laboratory - Based on 2
Laboratory-Based on 3 & 4
EC and CC

IV SEMESTER - CREDIT BASED

Computer Graphics & Multimedia
Visual Basic .NET Programming
Principles of TCP/IP
Ecommerce
Elective Stream-I,
System Analysis and Design
Laboratory - Based on 1
Laboratory - Based on 2
EC and CC

V SEMESTER - CREDIT BASED

Software Engineering
Linux Environment
Web Development in .NET
Java Programming
Distributed Computing
Elective Stream-II-
Management Information System
Laboratory - Based on 1
Laboratory - Based on 2&3

VI SEMESTER - CREDIT BASED

Project Work

B.A (HRD) COURSE

I SEMESTER - CREDIT BASED

English
Kannada/Hindi
Principles and Practice of Management
Computer Applications
Business and Society
Individual Development
Indian Constitution
EC & CC

II SEMESTER - CREDIT BASED

English
Kannada/Hindi
Business Economics
Basics of Marketing
Dynamics of Human Behaviour
Professional Skill Development
Human Rights, Gender Equity & Environmental Studies
EC & CC

III SEMESTER - CREDIT BASED

English
Kannada/Hindi
Basic Accounting
Organisational Behaviour
Human Resource Research and Development
Methodologies
Human Resource Management
EC & CC

IV SEMESTER - CREDIT BASED

English
Kannada/Hindi
Financial Management
Employees Relations
Administration & Management of NGOs
Strategic Management & Corporate Policies
EC & CC

V SEMESTER - CREDIT BASED

Strategic Human Resource Management
Principles of Training and Development
Business law
Corporate Communications and Public Relations
Business Ethics and Corporate Governance
Field Study - Education/NGOs/Corporate
Management and Allied Topics

VI SEMESTER - CREDIT BASED

Management Information Systems
Trends in Human Resource Development
Organizational Development and Management of Change
Labour legislations
Field Study Corporate - HR Topics
Global Human Resource Management

BCOM COURSE

I SEMESTER - CREDIT BASED

English
Kannada / Hindi
Business Economics
Financial Accounting-I
Principles Of Management
Business Statistics & Mathematics
Indian Constitution
EC and CC

II SEMESTER - CREDIT BASED

English
Kannada / Hindi
Money And Public Finance
Financial Accounting - II
Modern Banking
Business Statistics & Mathematics
Human Rights, Gender Equity
& Environmental Studies
EC and CC

III SEMESTER - CREDIT BASED

English
Kannada / Hindi
International Trade & Finance-I
Financial Accounting-III
Cost & Management Accounting-I
Elective-I –
Business Taxation- I
Human Resource Management - I
EC & CC

IV SEMESTER - CREDIT BASED

English
Kannada / Hindi
International Trade & Finance-II
Financial Accounting-IV
Cost & Management Accounting-II
Elective-II
Business Taxation – II
Human Resource Management - II
EC and CC

V SEMESTER CREDIT BASED

Business Law
Modern Marketing
Financial Management-I
Financial Accounting-V
Cost & Management Accounting-III
Elective-III
Business Taxation – II
Human Resource Management - II

VI SEMESTER CREDIT BASED

Indian Corporate Law
Auditing
Financial Management – II
Financial Accounting VI
Cost & Mgt. Accounting – IV
Elective-IV
Business Taxation - IV
Human Resource Management - IV

Higher Studies:

Students of any course can take up higher studies like MBA, MCA, MSW and so on. Students of BBA can also go for CA, ICWA etc.

Career Prospects:

As Management & computer skills are required in almost all the fields, there are ample career opportunities for students of all courses in commercial and industrial enterprises, companies. By developing entrepreneurial skill course also empowers the students to start their own enterprise after gaining work experience.

SALIENT FEATURES

- State of art campus
- World class teaching learning process
- Eminent in house faculty supplemented by visiting faculty from industry/business/foreign universities
- Short courses to expand their boundaries
- Library, access to internet, E-mail facilities, computer centre
- Class advisor mentor for each class.
- Scholarship for meritorious students
- Incentives for distinction holders
- Soft skill training
- Spiritual guidance and Yoga
- Ample opportunities for participation in workshop/seminar conducted by professional bodies and organization.
- Support for extracurricular activities
- Extension activities conducted to get practical exposure
- Opportunities for participation in intercollegiate competitions at all level
- Placement in reputed companies



TEACHING METHODOLOGY

The institution follows an interactive teaching methodology to provide hands on industry exposure. The stress is on:

- Intensive industry interaction - Regular interface with industry/corporate leader through guest/invited lecturers and participation in workshop/seminar conducted by professional bodies & organizations
- Live projects and market research assignment to the students.
- Frequent seminar, Group discussions, debates etc.
- Guest lecturers from top managers to corporates
- Regular industrial visits
- Teaching /Learning through case studies, panel discussion / analysis, Simulation games, role plays, presentation, industry visits, workshops. Symposiums, Seminars besides lecture methods
- Value added courses on developing communication skills & leadership as well as personality development
- Bridge courses



BEYOND ACADEMICS

College is the hub of extracurricular activities after the class hours. The following association organize activity to develop and enhance various skills.

- FONDOS (Finance Association)
- VENTA (Marketing Association)
- RESOURCE HUB (HR Association)
- Comercio (Commerce Association)
- SCAN (Computer application)
- KALAVAIBHAV (Fine Art Association)
- LITERARY ASSOCIATION
 - CROWN OF WISDOM (English)
 - VIKASANA (Kannada)
 - SPHURAN (Hindi)
- TALENT HUNT (Fest Forum)
- Sports Association
- NSS Association
- Red Cross Association
- Rowers and Rangers



Flagship events of the college like Synergy , Sygma and Genesis are much awaited by the academic communities all over the country and give greater exposure to the student to develop their leadership, team work and group dynamics.

Synergy:

Synergy is a National level Management fest organized every year by SDM College of Business Management. It is the hall mark of the institution. It provides a platform for bringing together all the budding managers of the country.

Sygma:

SYGMA is an University level intercollegiate fest for Bachelor of Computer Applications (BCA) students. The fest is an ideal platform for the undergraduate students as it tests their knowledge and skills and thus helps to improve their competency level.

Genesis:

Genesis is a university level Management fest exclusively for the first year students organized by our college. It gives an insight to the first year students and acts like a training ground to participate in further national level fests.

Extension Activities:

A number of extension activities also conducted to provide opportunities to students to serve the society & thus sensitize them to social problems.



INFRASTRUCTURE



Air conditioned seminar Hall



Air conditioned Discussion room



State of the art Computer Lab



Class room fixed with LCD



Well equipped Library



Spacious Auditorium



WiFi Enabled campus



Learning resource center

DISCIPLINARY RULES

- College timings** : 9.00 A.M. to 5.00 P.M. classes
- Dress code** : College Uniform
- Saturday** : Boys-formal shirts & pant
: Girls-Salwar kameez with sleeves.
: T-shirt & low waist pants are not allowed.

1. Student should strictly adhere to all the disciplinary rules and regulations mentioned in the college calendar. They are required to maintain the highest standard of behaviour and discipline both inside and outside the College.
2. The students are required to improve & maintain consistency in their performance in the university/College examinations **to secure admission in the consecutive year.**
3. They shall strictly observe the disciplinary rules framed by the College.
4. **When the first bell rings at 9.00 A. M., all students shall assemble in the class rooms**
5. No Students shall enter the class or leave the class without the permission of the Lecturer.
6. **Student having no classes,** shall not loiter in the verandah.
7. Every class in-charge and academic advisor keeps a close watch on the student's attendance, progress and conduct.
8. **Irregular attendance,** in-difference in regard to class work and examination, discourtesy towards the teachers, insubordination, obscenity in word and act, willful damage of College. Property, Antisocial activities etc. are liable for **disciplinary action** which include expulsion from the college.
9. Attendance to the College functions, Association Meetings, College Assembly, Management Games, Seminar, Group discussion, Industrial visit, Viva Voce etc. is an obligatory to all the students.
10. The College property shall be handled with care and should not be damaged. In case of damage of any building, furniture apparatus or any other property of the College the damages will be charged to the students.
11. Students who do not live with their parents or guardian should take prior permission / approval from the principal to live in the private hostels.
12. **Without permission of the Principal students shall not organize any activities or associate with any group concerned with College.**

13. Convening meeting inviting any persons canvassing or mobilizing any student for any particular opinion will not be allowed.
14. The Principal shall have the power to rusticate any student from the college if student is guilty of serious misconduct or the student's presence in the college is injurious to the order and discipline.
15. Everyday class begins with Morning Prayer during the first hour.
16. **Student arriving late to the class may be permitted by the Lecturer. They may be marked present at the end of the hour only if there is sufficient reason for being late.**
17. Students punctual to the class and habitual late arrival should be avoided
18. During class to move away from one's place or to leave the room the Lecturers permission is needed.
19. Books Magazines, newspapers, Pagars etc., not approved by the Principal, are not allowed to be brought to the college.
20. Every student should posses an Identity Card issued by the College which should be produced whenever asked for, specially when dealing with the office and Library.
21. Books, Umbrellas etc. should have name or mark by which the owner can be easily known. All stray or unclaimed property should be brought to the Principal's Office.
22. The College has built up tradition of a homely informal atmosphere of freedom with responsibility, a class teacher pupil relationship, treating one another with love and respect.
23. There is nothing that can substitute for self-discipline and a serious devotion to duty, a spirit of respect and love for all that is good, noble and beautiful in life. The College expects students to keep their vision high and **solicit the co-operation** of parents to minimize the necessity of enforcing rules and regulations.
24. Students should refrain from the use of tobacco, alcohol and drugs.
25. Students should not give the college address for any personal correspondence. The College will not be held responsible for the loss of any letter, whatever be the nature of the correspondence.
26. The students are expected to treat the college as their own and to cooperate in its efficient and smooth functioning.
27. **In case the students don't follow the dress code they will be penalized.**
28. **Mobile phones are totally banned inside the premises.** In case any student is found using mobile phones inside the premises, Mobile phones will be ceased by the authorities, and return at the end of the semester and any damage claims of the ceased property is not acceptable.
29. **Entry of Two wheelers Four Wheelers are restricted.**

HOW TO APPLY:

The application for the above courses can be taken from the college office immediately after the announcement of second PUC result. Filled up application should be submitted to the office along with the following within a week.

1. Registration fees of Rs. 100 – non refundable.
2. Attested copies of
 - PUC Marks Card
 - Conduct certificate
 - Caste certificate if any
 - Passport size photograph
 - Proof of birth certificate/SSLC marks card with date of birth

Merit list of the candidate short listed for the interview will be displayed on the notice board along with the interview date.

Candidates called for an interview shall be accompanied by their parents.

Following original certificates shall be produced during the interview.

- Conduct certificate
- Transfer certificate
- Secondary school leaving certificate
- PUC Marks card
- Caste certificate / income certificate of the Rs. 44500/per annum for claiming fees concession if any.
- Eligibility certificate if the candidate is coming from other institute / board
- Any other certificate necessary for admission
- Passport size photograph 4 copies

Candidate selected in the interview by the principal should pay the fees immediately.

PLACEMENTS



