



SHRI DHARMASTHALA MANJUNATHESHWARA COLLEGE OF BUSINESS MANAGEMENT MANGALURU-575003

NAAC RE-ACCREDITED WITH 'A' GRADE (2017)

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PROSPECTUS



Lord Shri Manjunatha Swamy
Shree Kshethra Dharmasthala



Poojya Dr. D. Veerendra Heggade
President,
SDM Educational Society (R), Ujire

SHREE KSHETHRA DHARMASTHALA

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 Belthangady 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), Ujire, D.K., Karnataka

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 in 2017(CGPA 3.30), it offers courses like BBM, 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 PADMAVIBHUSHAN. 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

To create an urge for lifelong learning, foster the development of competent enterprising skills and to mould the students to be morally upright responsible citizen who can lead and motivate.

MISSION



- + Empowering students to face the challenges of the real life
- + Inculcating leadership qualities
- + Developing entrepreneurial spirit
- + Facilitating skill enhancement
- + Creating social consciousness and responsibility
- + Promoting inclusive development
- + Creating an urge for lifelong learning
- + Building youth for national development
- + Collaborating the efforts of all stakeholders to promote excellence in every fields

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

Group I

Principles of Economics
Business Organisation
Principles of management
Accounting I

Group II

Corporate Governance

Group III

English
Kannada / Hindi
Indian Constitution/Human Rights/Gender equity/
Environmental Studies

Group IV

CC & EC : Co-curricular and Extra- curricular
Activities

II SEMESTER

Group I

Managerial Economics
Managerial Communication
Accounting II
Business Entrepreneurship & Environment

Group II

Business Ethics

Group III

English
Kannada / Hindi
Indian Constitution/Human Rights/Gender equity/
Environmental Studies

Group IV

CC & EC : Co-curricular and Extra- curricular
Activities

III SEMESTER

Group I

Organizational Behavior
Marketing Management
Business Statistics & Mathematics
Income Tax
Corporate Accounting

Group II

Executive Development & Soft Skill

Group III

English
Kannada / Hindi
Indian Constitution/Human Rights/Gender equity/
Environmental Studies

Group IV

CC & EC : Co-curricular and Extra- curricular
Activities

IV SEMESTER

Group I

Modern Banking Management
Computer Application in Management
Human Resource Management
Fundamentals of Financial Management
Corporate Accounting

Group II

Business Management Process
Entrepreneurship Development
Banking Practice

Group III

English
Kannada / Hindi
Indian Constitution/Human Rights/Gender equity/
Environmental Studies

Group IV

CC & EC : Co-curricular and Extra- curricular Activities

V SEMESTER

Group I

Commercial Law
Cost Accounting
Event Management and Public Relations
Export Management
Specialization I: Course I*

Specialization II: Course I*

*Working Capital Management, Retail and Service
Marketing, Human Resource Development, Taxation
(BT-I), Advanced Banking

VI SEMESTER

Group I

Company Law
Investment Management
Cost and Management Accounting
Auditing / Project
Specialization I*
Specialization II*
*Financial Analysis, Advertising and Sales
Management , Industrial Relations and Labour
Legislations, Taxation (BT-II), Insurance and Risk
Management

B.C.A. COURSE

I SEMESTER

Group I

Fundamentals of Information Technology
Problem Solving using C 4
Computer Organization
Office Automation Lab
C Programming Lab

Group II

E1 : Internet Basics & HTML
E2: Cloud Computing

Group III

English
Kannada / Hindi
Indian Constitution/Human Rights/Gender equity/
Environmental Studies

Group IV

CC & EC : Co-curricular and Extra- curricular Activities

II SEMESTER

Group I

Basic Mathematics
Object Oriented Programming using C++
Database Concepts and Oracle
DBMS Lab

Group II

E1 : Internet of Things
E2: Big Data Analytics
E3: Artificial Intelligence

Group III

English
Kannada / Hindi
Indian Constitution/Human Rights/Gender equity/
Environmental Studies

Group IV

CC & EC : Co-curricular and Extra- curricular Activities

III SEMESTER

Group I

Operating Systems & Linux
Data Structures
Visual Basic .NET Programming
Operating Systems and Data Structures lab
VB.Net Lab

Group II

E1 : Hardware & PC Maintenance
E2 : Desktop Publishing
E3: Excel Programming with VBA

Group III

English
Kannada / Hindi
Indian Constitution/Human Rights/Gender equity/
Environmental Studies

Group IV

CC & EC : Co-curricular and Extra- curricular Activities

IV SEMESTER

Group I

Computer Graphics and Animation
Java Programming
Elective
E1: Data Mining
E2: CONA
E3: Business Statistics & Mathematics
Computer Graphics and Animation Lab
Java Lab

Group II

E1 : Fundamentals of ICT
E2: E-Commerce

Group III

English
Kannada / Hindi
Indian Constitution/Human Rights/Gender equity/
Environmental Studies

Group IV

CC & EC : Co-curricular and Extra- curricular Activities

V SEMESTER

Group I

Software Engineering
Computer & Communication Networks
Distributed Computing
Web Technology
Python Programming
Elective

E1: Accounting & Financial Management
E2: Android Application Development
E3: SciLab Programming
Web Applications Lab
Python Programming Lab
E1:AFM Lab / E2:AAD Lab / E3: SciLab

VI SEMESTER

Group I

E-Commerce
Network Security & Management
Software Testing
Elective
E1: Programming for Analytics
E2: Business Statistics with R
E3: Multivariate Data Analysis
Project Work

SUBJECTS

B.A. (HRD)

I SEMESTER

Group-I

Principles and practice of Management
Computer Applications
Business and Society
Individual Development

Group II

Human Resource Accounting
Human Resource Development Skills

Group III

English
Kannada /Hindi
Indian Constitution/Human Rights/Gender equity/
Environmental Studies

Group IV

CC & EC : Co-curricular and Extra- curricular Activities

IV SEMESTER

Group-I

Financial Management
Employee Relations
Administration and Management of NGO'S
Strategic Management & Corporate Policies

Group-II

Entrepreneurship
Human Resource Development

Group III

English
Kannada /Hindi
Indian Constitution/Human Rights/Gender equity/
Environmental Studies

Group IV

CC & EC : Co-curricular and Extra- curricular Activities

II SEMESTER

Group-I

Business Economics
Basics of Marketing -
Dynamics of Human Behaviour
Professional skills Development

Group-II

Development of professional practice
Training and Development

Group III

English
Kannada /Hindi
Indian Constitution/Human Rights/Gender equity/
Environmental Studies

Group IV

CC & EC : Co-curricular and Extra- curricular Activities

V SEMESTER

Group-I

Strategic Human Resource Management
Principles of Training and Development
Business Law
Corporate Communication and Public Relations
Business Ethics & Corporate Governance
Field study-HR Topics

III SEMESTER

Group-I

Basic Accounting
Organisational Behavior
Human Resource Research and Development
Methodologies
Human Resource Management

Group-II

Compensation Management
Field Study Report

Group III

English
Kannada /Hindi
Indian Constitution/Human Rights/Gender equity/
Environmental Studies

Group IV

CC & EC : Co-curricular and Extra- curricular Activities

VI SEMESTER

Group-I

Management Information System
Trends in Human Resources Development
Organisational Development and Management of
Change
Labour Legislation
Global Human Resource Management
Cost Accounting

B.COM. COURSE

I SEMESTER

Group I

Quantitative Techniques- 1
Financial Accounting – 1
Strategic Management and Organization Behaviour
Business Economics

Group II

Elective Courses
Corporate Secretaryship
Principles and Practice of Tourism
E-Commerce
Intellectual property Rights

Group III

English
Kannada /Hindi
Elective Foundation : Indian Constitution /Human
Rights/Gender equity/ Environmental Studies

Group IV

CC & EC : Co-curricular and Extra- curricular Activities

II SEMESTER

Group I

Quantitative Techniques- II
Financial Accounting - II
Human Resource Management
Money and Public Finance

Group II

Elective Courses
Real Estate Management
Agricultural Marketing
Retail Management
Logistics Management.

Group III

English
Kannada /Hindi
Indian Constitution/Human Rights/Gender equity/
Environmental Studies

Group IV

CC & EC : Co-curricular and Extra- curricular Activities

III SEMESTER

Group I

Direct Tax- I
Financial Accounting - III
Modern Bank Management
Cost & Management Accounting – 1

Group II

Elective Courses
Computerised Accounting
Tax Procedure & Tax Planning
Personal Investment Management
Life Skills

Group III

English
Kannada /Hindi
Indian Constitution/Human Rights/Gender equity/
Environmental Studies

Group IV

CC & EC : Co-curricular and Extra- curricular Activities

IV SEMESTER

Group I

Direct Tax- II
Financial Accounting - IV
International Trade
Cost & Management Accounting – II

Group II

Elective Courses
Basic Accounting
Personal Taxation
Personal Investment Management
Banking Practices.

Group III

English
Kannada /Hindi
Indian Constitution/Human Rights/Gender equity/
Environmental Studies

Group IV

CC & EC : Co-curricular and Extra- curricular Activities

V SEMESTER

Group I

Direct Tax- III
Corporate Accounting – I
Financial Management - I
Cost & Management Accounting – III
Business Law
Modern Marketing

VI SEMESTER

Group I

GST & Customs Duty
Corporate Accounting - II
Financial Management - II
Cost & Management Accounting – IV
Indian Corporate Law
Auditing

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

- + Central location at the heart of the city.
- + State of the art infrastructure
- + Student centric teaching learning process
- + Eminent in house faculty supplemented by visiting faculty from industry/business/ foreign universities
- + Short term courses to supplement the university syllabus
- + Library, access to internet, and 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.
- + Associations to organize co-curricular and extracurricular activities to develop multi various skills
- + Extension activities to give practical exposure
- + Opportunities for participation in intercollegiate competitions at all level
- + Placement in reputed companies
- + Factory visits and opportunity for industry institution interaction
- + Organisation of management and IT Fest to inculcate the leadership skills and give a practical feel of the corporate world
- + Programme to inculcate value and ethics
- + Greater focus on entrepreneurial skills



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.
- + 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)
- + SCAN (Computer Application)
- + VIBHAVA (Economics Association)
- + ACQUIS (Business Law Association)
- + SAMRUDHI (Consumer Forum)
- + ADHYAN (EDP Cell)
- + CROWN OF WISDOM (English Association)
- + VIKASANA (Kannada Association)
- + SPHURAN (Hindi Association)
- + TALENT HUNT (Fest Forum)
- + KALA VAIBHAV (Fine Art Association)
- + Sports Association
- + NSS
- + Red Cross
- + Rovers and Rangers

INTERCOLLEGIATE MANAGEMENT & IT FEST:

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 the 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 AND REGULATIONS

College Timings	: 9.00 A.M. to 4.30 P.M.
Dress Code	: College Uniform
Saturday	: Boys-formal Shirts & Pant
	: Girls-Salwar Kameez.
	Sleeveless, T-shirt & low waist pants are not allowed.

DISCIPLINARY RULES

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 premises.
2. **Mobile phones are totally banned inside the premises.** In case any student is found using mobile phones inside the premises, it 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.
3. **Students are not permitted to park four wheelers in the campus.**
4. The students are expected to improve & maintain consistency in their performance in the university /College examinations to secure admission in the consecutive year.
5. **When the first bell rings at 9.00 A. M., all students shall assemble in the class rooms**
6. No Students shall enter the class or leave the class without the permission of the Teacher.
7. **Students are expected to be in library and shall not loiter in the verandah, during free time**
8. **Students are expected to be in the library or they should leave the campus immediately after the classes.**
9. **Students should compulsorily wear ID cards provided by the college.**
10. **Irregular attendance**, in-difference with 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.
11. Attendance to the College functions, Association Meetings, College Assembly, Management Games, Seminar, Group discussion, Industrial visit, Viva Voce etc. is obligatory to all the students.
12. 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.
13. Students who do not live with their parents or guardian should take prior permission / approval from the principal to live in the private hostels .
14. **Without permission of the Principal students shall not organize any activities or associate with any group concerned with College.**
15. Convening meeting inviting any persons canvassing or mobilizing any student for any particular opinion will not be allowed.
16. 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.
17. Everyday class begins with Morning Prayer during the first hour.
18. Students should be punctual to the class and habitual late arrival should be avoided
19. Every student should possess an Identity Card issued by the College which should be produced whenever asked for, specially when dealing with the office and Library.

20. 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.
21. Students should refrain from the use of tobacco, alcohol and drugs.
22. 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.
23. The students are expected and to cooperate in the smooth functioning of the Institution.
24. **In case the students don't follow the dress code they will be penalized.**

There is no substitute for self-discipline. 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.

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 `100/- non refundable.
2. Attested copies of
 - | PUC Marks Card
 - | 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.

- | Transfer Certificate
- | Secondary School Leaving Certificate
- | PUC Marks Card
- | Caste Certificate / income Certificate of the `1,00,000/- 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





**Institution Managed by
SDM Educational Society (R), Ujire, D.K.**

College of Medical Science 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 Science, Ujire
Art, Commerce & Science College, Ujire, Mysore
College of Business Management, (MBA), Mangaluru & Dharwad
Law College, Mangaluru
Residential PU College, Ujire
Polytechnic College, Ujire
Industrial Training Centre, Venur, Samse & Ujire
BBM College, Mangaluru
Nursing College, Dharwad
B.Ed. & D.Ed. College, Ujire

for Further Details Contact

The Secretary

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The Principal

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