



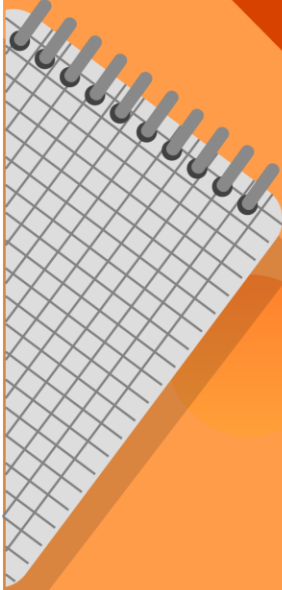
**SHRI DHARMASTHALA MANJUNATHESHWARA COLLEGE OF BUSINESS  
MANAGEMENT, MANGALURU**

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

**Email : [sdmcbm@sdmcbm.ac.in](mailto:sdmcbm@sdmcbm.ac.in)**

**Tel-no : 0824-2494186**

**Website : [www.sdm.ac.in](http://www.sdm.ac.in)**



**COLLEGE CALENDAR  
2020-2021**

**SPONSORED BY**

**SHRI DHARMASTHALA MANJUNATHESHWARA EDUCATION SOCIETY(R), UJIRE(D.K)**

**PERSONAL MEMORANDA**

Name of the Student : \_\_\_\_\_

Class and Section : \_\_\_\_\_

Age and Date of Birth : \_\_\_\_\_

EC & CC opted for : \_\_\_\_\_

Hobbies & Interest : \_\_\_\_\_

Blood Group : \_\_\_\_\_

Any Award, Prize won  
In the Collegiate level : \_\_\_\_\_

Father's Name  
and Occupation : \_\_\_\_\_

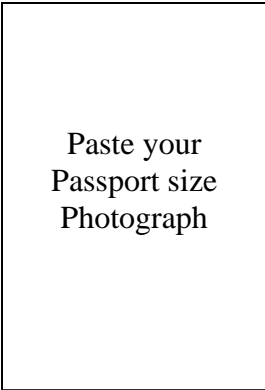
Mother's Name  
And Occupation : \_\_\_\_\_

Address, Phone No.: \_\_\_\_\_  
(During the term)

E-mail ID : \_\_\_\_\_

Address, Parents Phone No.: \_\_\_\_\_  
(During the Vacation)

Any other information: \_\_\_\_\_



## UNDERTAKING BY STUDENTS AND PARENTS

I, Mr. /Miss. \_\_\_\_\_ (I / II / III Year) student of SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE OF BUSINESS MANAGEMENT, MANGALORE bearing the Register No. \_\_\_\_\_ for the academic year \_\_\_\_\_, hereby promise that I will abide by the following rules.

1. I will be regular and punctual to all the classes (theory and practical). I am fully aware that attendance less than 75% in any of the subjects will make me lose one year.
2. I will wear uniform and formal dress as per the dress code prescribed by the college.
3. I will not bring Mobile Phone to the college premises as per the notification of the Mangalore University.
4. As per the rules of the college I will not bring four wheelers inside the college campus.
5. I will pay on time tuition fees, examination fees and any other fees specified by the management and university.
6. I will not indulge in any activities inside and outside the college premises which would cause harm to the college, individuals and other parties.
7. I will be disciplined and will show respectful behaviour in the classroom, college campus and outside.
8. I will show my progress card to my parents/ guardian and will get their signature and I will return it to the college on time.
9. If my attendance and performance is found to be unsatisfactory, I will inform my parents/ guardian to meet the concerned lecturers at the specified time (3:00 – 4:00 P.M).

### ACKNOWLEDGEMENT

I hereby undertake that I will strictly follow the above terms & conditions. I also undertake that if I fail to comply with these terms; I will be liable to suitable action as per College Rules and Law.

Signature of the Student

Signature of Parent/Guardian  
Name & Address with Phone Number

## KEY POSITIONS

Mrs. Aruna P.Kamath, M.A. (Eco.)	Principal
Dr. Muralidhar Rao K.S., M.B.A., M.Phil., Ph.D	Vice - Principal
Mr. Arun Sequeira., MCA, M. phil, PGDBM	NAAC Co-Ordinator/ Asst. Professor
Mrs. Smitha.M, M.Com., M.Phil.	Dean– BBM /Asst. Professor
Mrs. Divya Uchil, M.C.A., M.Phil.	Dean – BCA / Asst. Professor
Mrs. Manju.H ,M.Com., B.ED., M.Phil., M.B.A.	Dean – BCOM /Asst. Professor
Mrs. Gayathri k., M.Com., M.Phil.	Dean – BA (HRD) /Asst. Professor
Mrs. Shashikala Shetty., MCA, PGDBM, B.Ed	IQAC Co-coordinator /Asst. Professor
Mrs. Jeevitha, M.A.(Kan), M.Phil., PGDBM	EC/CC Co-Ordinator/Asst. Professor

## DEPARTMENT OF FINANCIAL MANAGEMENT

Mrs. Smitha , M.Com, M.Phil.	Dean/ Asst. Professor
Mrs. Shwetha Y., M.Com.	HOD/ Asst. Professor
Ms.Sowmya Hegde, M.Com., M.B.A NET,K.SET.	Asst. Professor
Mr. Gururaj. M.com	Asst. Professor

## DEPARTMENT OF MARKETINTG MANAGEMENT

Mrs. Kavitha Prabhu, M.Com., M.Phil., M.B.A	HOD/ Lecturer Asst. Professor
Mrs. Deepa G. Shenoy, M.Com., M.Phil.	Asst. Professor
Mr. Praveen D., M.Com	Asst. Professor
Mrs.Rashmi.T M.B.A	Asst. Professor

## DEPARTMENT OF HUMAN RESOURCE MANAGEMENT

Mrs. Gayathri k., M.Com., M.Phil.	Dean /Asst. Professor
Mrs. Anasuya, M.Com., M.Sc(IT)	HOD/ Asst. Professor
Ms. Preethika Dharmapal, M.H.R.D., M.B.A.	Asst. Professor
Miss. Parinita Salian, M.com, MBA, NET	Asst. Professor

## DEPARTMENT OF COMMERCE

Mrs. Manju.H, M.Com., B.ED., M.Phil., M.B.A.	Dean /Asst. Professor
Mr. Thilakraj G., M.Com., M.B.A., NET	HOD/ Asst. Professor
Mrs.Veena D. Kotian, M.Com., M.B.A.	Asst. Professor
Mr.Akshith kumar.K. M.Com	Asst. Professor

## DEPARTMENT OF ECONOMICS

Mrs. Shashikala K.G., M.A. (Eco.), M.B.A.	HOD/ Asst. Professor
Mr. Prasanna Kumar, M.A. (Eco.), M.B.A., SLET	Asst. Professor

## DEPARTMENT OF BUSINESS LAW

Mrs.Sanjana M.Com, NET,K.SET	Coordinator/ Asst. Professor
Mrs. Kavitha K., LL.M.	Part Time Asst. Professor

## DEPARTMENT OF EDP

Mrs. Supritha A., M. B.A	HOD/ Asst. Professor
Mr. Sumesh Matada., M.Com	Asst. Professor

### **DEPARTMENT OF COMPUTER APPLICATION**

Mrs. Divya Uchil, M.C.A., M.Phil.	Dean / Asst.Professor
Mr. Arun F Sequeira, M.C.A., M.Phil., PGDBM	HOD /Asst. Professor
Mrs. Shashikala Shetty, M.C.A., PGDBM, B.Ed	Asst. Professor
Mrs. Deepa D Hegde, M.Sc.(Software)	Asst. Professor
Mrs. Sowmya Jyothi, M.C.A., PGDBM	Asst. Professor
Mrs. Shashiprabha, M.Sc.(IT), PGDBM, MBA	Asst. Professor
Mrs. Reshmi, M.C.A., M.B.A.	Asst. Professor
Mrs. Sneha Bhat, M.C.A	Asst. Professor
Ms. Prakruthi Bhandary, M.C.A	Asst. Professor

### **DEPARTMENT OF KANNADA**

Mrs. Jeevitha, M.A.(Kan), M.Phil., PGDBM	HOD/Asst. Professor
Mrs. Renuthakshi K., M.A.(Kan), NET	Asst. Professor

### **DEPARTMENT OF ENGLISH**

Mrs. Madhumathi J.Raja, M.A. (Eng), B.Ed., M.B.A.	HOD/ Asst. Professor
Mrs. Kavya M.A (Eng)	Asst. Professor

### **DEPARTMENT OF HINDI**

Dr. Jyothi, M.A. (Hin.), M.Phil., Ph.D	HOD/ Asst. Professor
Dr. Shalini Devadiga, M.A. (Hin.), Ph.D	Asst. Professor

### **RESEARCH CELL**

Dr. Muralidhar Rao K.S., M.B.A., M.Phil., Ph.D
Mrs. Smitha, M.Com., M.Phil.
Mrs. Kavitha Prabhu, M.Com., M.Phil., M.B.A
Mrs.Veena D. Kotian, M.Com., M.B.A.
Ms.Sowmya Hegde, M.Com., M.B.A.
Mr. Prasanna Kumar T., M.A. (Eco.), M.B.A., SLET
Dr. Jyothi M.A. (Hin.),M.Phil., Ph.D
Dr. Shalini Devadiga, M.A. (Hin.), Ph.D

### **DEPARTMENT OF LIBRARY**

Mr.Muralidhar Hegde	Librarian
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### **NON-TEACHING STAFF**

Mr. Nagaraja P.B.	Lib.Asst.
Mrs. Neetha Rani, M.Sc.(IT)	Technical Asst.
Mrs. Ramya Jinesh, B.A., B.L.I.Sc.	Office Asst.
Mr. Adarsh D.Devadiga, M.B.A.	Office Asst.
Mrs. Geetha, B.Sc., PGDCA	Office Asst.
Mrs. Yashaswini, B.A.,M.L.I.Sc	Office Asst.
Mr. Nithin Kumar, B.A.	Office Asst.
Ms. Pramitha, M.Com	Accounts Asst.
Mrs. Usha Parvathi T, B.Com	Office Asst.
Mrs.SriLakshmi M.Com	Office Asst.
Mr. Devaraja Hegde B.N.	Peon
Mr. Vasantha Kumar K.	Peon

Mr. Poornaprakash  
 Mr. Yogish A.  
 Mr. Puneeth Jain  
 Mr. Prashanth  
 Ms. Indira  
 Ms. Vinoda

Attender  
 Attender  
 Attender  
 Library Security  
 Sanitary Worker  
 Sanitary Worker

### DETAILS OF COMMITTEES & INCHARGE 2020-21

COMMITTEES	CO-ORDINATORS
IQAC Chairperson: Co-ordinators: Members	<b>Mrs. Aruna P. Kamath</b> <b>Dr. Muralidhar Rao K. S.</b> <b>Mrs. Shashikala Shetty</b> Mrs. Divya Uchil Mrs. Smitha M Mrs. Manju H. Mrs. Gayathri K. Mr. Arun F. Sequeira Mrs. Jeevitha D
NAAC Co-ordinators :	<b>Dr. Muralidhar Rao K. S.</b> <b>Mr. Arun F. Sequeira</b>
Academie Planning & Assessment Committee DEAN's BBA BCA BA(HRD) B. Com	<b>Mrs. Smitha M.</b> <b>Mrs. Divya Uchil</b> <b>Mrs. Gayathri K</b> <b>Mrs. Manju H.</b>
Admission	<b>Mrs. Smitha M.</b> Mrs. Divya Uchil Mrs. Manja H. Mrs. Gayathri K
Internal Tests	<b>Mrs. Sowmya Hegde</b> <b>Mrs. Sowmya Jyothi</b>

	<p>Mrs. Supritha</p> <p>Mrs. Shashikala K. G.</p>
Time Table	<p><b>Mrs. Gayathri K.</b></p> <p><b>Mrs. Divya Uchil</b></p> <p>Mrs. Smitha M.</p> <p>Mrs. Manju H.</p> <p>Mr. Arun F. Sequeira</p>
Academic Linkages	<p><b>Mrs. Manju H.</b></p> <p>Mrs. Smitha M</p> <p>Mrs. Gayathri K</p> <p>Mrs. Divya Uchil</p>
Prospectus & Calendar	<p><b>Mrs. Divya Uchil</b></p> <p>Mrs. Gayathri K.</p> <p>Mrs. Smitha M.</p> <p>Mrs. Manju H.</p>
College Website	<p><b>Mrs. Divya Uchil</b></p> <p>Mrs. Gayathri K.</p> <p>Mrs. Bhat S. Sneha Ganesh</p> <p>Mrs. Rashmi T.</p>
Career Guidance Cell	<p><b>Mr. Sumesh Matada</b></p> <p>Mrs. Shwetha Y.</p> <p>Mrs. Deepa D. Hegde</p>
<b>DOCUMENTATION COMMITTEE</b>	
College Magazine	<p><b>Dr. Jyothi</b></p> <p>Mrs. Jeevitha D.</p> <p>Mrs. Madhumathi J. Raja</p> <p>Mrs. Renuthakshi</p> <p>Mrs. Kavya U.</p> <p>Dr. Shalini</p>

	<p>Mrs. Deepashree G. Shenoy</p> <p>Mrs. Shashiprabha</p> <p>Mrs. Reshmi B. R.</p>
Sync Vision	<p><b>Mrs. Shashiprabha</b></p> <p>Mrs. Bhat S. Sneha Ganesh</p> <p>Mrs. Salian Parinitha</p> <p>Mrs. Kavya</p> <p>Mrs. Reshmi B. R.</p> <p>Miss. Sanjana</p>
Press Publicity	<p><b>Mrs. Jeevitha D.</b></p> <p><b>Mrs. Madhumathi J. Raja</b></p>
UGC Related Matters	All Dean's
Human Right Cell	<p><b>Mrs. Shashikala K. G.</b></p> <p>Mr. Praveen D.</p>
Student Grievance Redressal Cell & Student Counselling Cell	<p><b>Mrs. Madhumathi J Raja</b></p> <p>All Staff Advisors</p>
Women's Cell	<p>Dr. Shalini</p> <p>Mrs. Smitha M.</p> <p>Mrs. Shashikala Shetty</p> <p>Mrs. Ramya Jinesh</p> <p>Mrs. Yashaswini</p>
Disciplinary Committee	<p><b>Dr.Muralidhar Rao K. S.</b></p> <p>Mrs. Smitha M.</p> <p>Mrs. Manju H.</p> <p>Mrs. Gayathri K.</p> <p>Mrs. Divya Uchil</p> <p>Mrs. Jeevitha D</p> <p>Mr. Arun Francis Sequeira</p>
Anti Ragging	<p><b>Mrs.Gayathri K</b></p> <p>Mrs. Jeevitha D</p> <p>Mr. Thilakraj G</p>



Anti-Women Harassment	<p>Mrs. Smitha M.</p> <p>Dr. Shalini</p> <p>Mrs. Shashikala Shetty</p> <p>Mrs. Ramya Jinesh</p> <p>Mrs. Yashaswini</p>
Anti-Drug Cell	<p><b>Mrs. Manju H</b></p> <p>Mr. Arun Francis Sequeira</p> <p>Mrs. Madhumathi J Raja</p>
EC/CC Co-ordination Committee	<p><b>Mrs. Jeevitha D.</b></p> <p>Mrs. Rashmi T.</p>
Short Term Course	<p><b>Dr. Muralidhar Rao K. S.</b></p>
Learning Resource	<p><b>Mr. Muralidhar Hegde</b></p> <p>Mrs. Sowmya Jyothi</p> <p>Mr. Akshith Kumar K.</p>
Campus Audit Appraisal	<p><b>Mr. Arun F. Sequeira</b></p> <p>Ms. Sowmya Hegde</p> <p>Mrs. Renuthakshi</p>
Faculty Appraisal	<p><b>Mr. Thilakraj G.</b></p>
Staff Welfare	<p><b>Mrs. Shashikala Shetty</b></p> <p>Mrs. Madhumathi J Raja</p>
PTA	<p><b>Mr. Prasanna Kumar T.</b></p> <p>All class advisors</p>
Alumni Associates	<p><b>Mrs. Supritha</b></p> <p>Mrs. Veena D. Kotian</p> <p>Mrs. Shwetha Y.</p>
Student Council / Student Welfare	<p><b>Mrs, Veena D. Kotian</b></p> <p>Mrs. Divya Uchil</p>
MANAGEMENT/IT FEST SYNERGY	<p><b>Mrs. Kavitha Prabhu</b></p>

SYGMA	Mrs. Anasuya <b>Mr. Arun F. Sequeira</b>
GENESIS	Mrs. Shashikala Shetty <b>Mrs. Salian Parinitha</b> Mrs. Preethika Dharmapal
FONDOS (Finance)	Mrs. Sowmya Hegde
VENTA(Marketing)	Mrs. Deepashree Shenoy
RESOURCE HUB (HR)	Mrs. Preethika Dharmapal
COMERICO (Commerce)	Mr. Gururaj
SCAN (Computer Application)	Mrs. Bhat S. Sneha Ganesh
ECONOMICS	Mrs. Prasanna Kumar T.
BUSINESS LAW	Mrs. Salian Parinitha
EDP	Mrs. Supritha
KALA VAIBHAV (Fine Arts)	Mr. Thilakraj G. Mrs. Reshmi B. R.
CROWN OF WISDOM (English)	Mrs. Kavya U.
VIKASANA (Kannada)	Mrs. Renuthakshi
SPHURAN (Hindi)	Dr. Shalini
TALENT HUNT (Fest Forum)	<b>Mrs. Shashikala K. G.</b> <b>Mrs. Deepa D. Hegde</b>
Sports and Athletics Club	
Extension Activity	<b>Mr. Kavitha Prabhu</b> Mrs. Anasuya
NSS	<b>Mr. Akshith Kumar K.</b> <b>Ms. Sanjana</b> Dr. Jyothi Mr. Gururaj
Youth Red Cross	<b>Mrs. Shwetha Y.</b> Mrs. Preethika Dharmapal

Rovers and Rangers	<b>Mr. Praveen D.</b> Mrs. Shahsikala K. G.
Consumer Club	<b>Mrs. Rashmi T.</b> Mr. Sumesh Matada

### Academic Advisors

I BBA 'A'	Mrs. Supritha
I BBA 'B'	Mrs. Shahsikala K.G.
I BBA 'C'	Dr. Shalini
I B.Com.	Mr. Praveen D.
I BA(HRD)	Mrs. Kavya
I BCA 'A'	Mrs. Shashikala Shetty
I BCA 'B'	Mrs. Deepa D. Hegde
II BBA 'A'	Mrs. Anasuya
II BBA 'B'	Mrs. Rashmi T.
II BBA 'C'	Ms. Sowmya Hegde
II B.Com.	Mrs. Veena D. Kotian
II BA(HRD)	Mrs. Preethika Dharmapal
II BCA 'A'	Mrs. Sowmya Jyothi
II BCA 'B'	Mrs. Reshmi B. R.
III BBA 'A'	Mrs. Saliya Parinitha
III BBA 'B'	Mrs. Shwetha Y.
III BBA 'C'	Mr. Prasanna Kumar T.
III B.Com.	Mr. Guraraj G.
III BA(HRD)	Mr. Sumesh Matada
III BCA 'A'	Mrs. Shashiprabha
III BCA 'B'	Mrs. Bhat Sneha Ganesh

**SHRI DHARMASTHALA MANJUNATHESHWARA COLLEGE OF BUSINESS  
MANAGEMENT, MANGALURU.**

**INTRODUCTION**

S.D.M. College of Business Management is a unique, dynamic and professional management education institution established in the year 1978. The college is affiliated to Mangalore University and offers Bachelors Degree in Business Administration, Bachelors of Computer Applications, Bachelors Degree in Human Resource Development and Bachelors of Commerce. The College is housed in a magnificent building situated at Kodialbail, Mangalore.

**MANAGEMENT**

The College is sponsored and managed by Shri Dharmasthala Manjunatheshwara Educational Society® Ujire, of which great visionary Padmabhushan Dr. D.Veerendra Heggade is the President. SDME Society provides all the necessary facilities for the creation of excellent educational atmosphere.

**AIMS AND OBJECTIVES**

1. To enrich the quality of life of the students through character building by creating and sustaining the urge to learn for life.
2. To foster the development of Professional Management which is the backbone of the Industry and Service sector?
3. To empower the students to become honest and optimistic entrepreneurs who will uphold right social values and prosper in the society.
4. To Impart basic knowledge of functional aspects of Management namely Finance, Marketing, Human Resource Management to make them employable.
5. To develop self confidence to lead and motivate through practical training and exposure to Business and Industry.
6. To prepare young men and women with a sense of patriotism and modern outlook.

-----**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**-----

- Creating an urge for lifelong learning
- Inculcating leadership qualities
- Developing entrepreneurial spirit
- Facilitating skill enhancement

- Empowering students to face the challenges of the real life
- Creating social consciousness and responsibility
- Promoting inclusive development
- Collaborating the efforts of all stakeholders to promote excellence
- Building youth for national development

**In order to enrich the quality of education and improve the managerial skills, the Management, Principal and the Faculty of SDMCBM have planned to provide the following value additions to the degree programmes of Mangalore University.**

**A student passing out of SDMCBM acquires the following qualifications:**

- **Concerned Degree from Mangalore University.**
- **Three short term courses**
- **Opportunity of Industry Institution Interaction.**
- **Skill development through participation in various management fests at regional / state / national level.**

### **ABOUT THE COURSE:**

**TITLE OF THE B.B.A. COURSE:** The course shall be Bachelor of Business Administration.

#### **Vision**

To empower with requisite skills and to provide world class management education to emerge as an entrepreneur and be a leader for a global business.

#### **Mission**

To promote learning environment that encourages personal growth, community engagement and global awareness with social and ethical responsibility. Enrich the quality of life through competent skills.

#### **Objectives**

- To impart basic knowledge of functional aspects of management to develop their management skills in a particular sector and to make students employable
- To empower the students to become an honest and optimistic entrepreneurs
- To facilitates students to develop decision making ability in real time business situations.
- To focus on developing operational and analytical skills in students to tackle business problems in different sectors.

## **Learning outcome**

- Provides employable qualities- Skill enhancement activities for inculcating skills in various functional areas.
- Develops Entrepreneurial skills, Leadership qualities, teamwork skills for business decision making
- Enhances analytical and empirical skills necessary to succeed in their chosen path.
- Empowers them with Social concern Ethics and morality, Wide range of extension activities. Value education programmes.
- Improves Research aptitude and thirst for learning minor research

**TITLE OF THE B.C.A COURSE:** The course shall be Bachelor of Computer Application.

### **Vision**

Encouraging the development of technical and computing skills.

### **Mission**

To disseminate knowledge on the latest developments in field computer science and to give wider practical exposure.

### **Objectives**

- To impart programming knowledge to develop soft wares.
- Empower the students to excel in the field of technology and improve their computing skills to enable them face the competitive world
- Nurturing the thirst for learning the new developments in the field of computer technology.
- Embark on lifelong learning for personal and professional growth.
- To develop soft skills among the students.
- To develop leadership qualities and to help them build up self-confidence.

### **Learning Outcome**

- Desire to learn personally and professionally.
- Acquire knowledge to design, document and implement software system that meets industrial needs.
- Gaining the skills necessary to work and communicate effectively with teams.
- Nurturing the thirst for learning the new developments in the field of computer science.
- Aspire to be entrepreneurs.

**TITLE OF THE B.A (HRD) COURSE:** The course shall be Bachelor of Arts (Human Resource Development).

### **Vision**

“Providing best human resource professionals”

### **Mission**

“To create well-trained, competent and progressive HR professionals who can exhibit professionalism in service, leadership, words and action”

**Objectives:**

- To provide knowledge and skill in HR related areas
- To develop leadership and problem solving skills
- To familiarize with counseling skills
- To impart training to be trainers
- To imbibe creativity and innovation
- To develop various soft skills

**Learning outcomes:**

- Well-developed soft skills
- Inculcates leadership traits
- Acquiring the necessary skills to identify the potential and train the employee
- Imbibes creativity and innovation
- Possess interpersonal and counseling skills

**TITLE OF THE B.COM COURSE:** The course shall be Bachelor of Commerce  
**VISION**

To equip the students with accounting, financial and business related skills required for entrepreneurs and professionals.

**MISSION**

“Overall development of knowledge and skills.”

**OBJECTIVES**

- ▶ To empower the students with accounting skills to respond to the corporate world.
- ▶ To provide an orientation to take up professional courses like CA and CS.
- ▶ To focus on developing skills to solve financial problems in business.
- ▶ To encourage entrepreneurship.

**LEARNING OUTCOMES**

- Students acquire financial and accounting skills, applicable in their future careers in business.
- They build up competencies required to pursue professional courses and face competitive examinations.
- Able to acquire leadership qualities.

**DURATION OF THE COURSE:** BCA / B.B.A. / B.A (HRD)/B.Com course is spread over a period of six semesters of sixteen weeks each i.e. three academic years.

**MEDIUM OF INSTRUCTION:** The medium of instruction and examination shall be in English.

## SUBJECTS OF STUDY- B.B.A COURSE

### CHOICE BASED CREDIT SYSTEM FOR BACHELOR DEGREE BBA

<p><b>I Semester BBA</b></p> <p><b>Group I</b> Principles of Economics Business Organisation Principles of management Accounting I</p> <p><b>Group II</b> Corporate Governance</p> <p><b>Group III</b> English Kannada / Hindi Indian Constitution/Human Rights/Gender Equity/ Environmental Studies</p> <p><b>Group IV</b> CC &amp; EC : Co-curricular and Extra- curricular Activities</p>	<p><b>II Semester BBA</b></p> <p><b>Group I</b> Managerial Economics Managerial Communication Accounting II Business Entrepreneurship &amp; Environment</p> <p><b>Group II</b> Business Ethics</p> <p><b>Group III</b> English Kannada / Hindi Indian Constitution/Human Rights/Gender Equity/ Environmental Studies</p> <p><b>Group IV</b> CC &amp; EC : Co-curricular and Extra- curricular Activities</p>
<p><b>III Semester BBA</b></p> <p><b>Group I</b> Organizational Behavior Marketing Management Business Statistics &amp; Mathematics Income Tax Corporate Accounting</p> <p><b>Group II</b> Executive Development &amp; Soft Skill</p> <p><b>Group III</b> English Kannada / Hindi Indian Constitution/Human Rights/Gender Equity/ Environmental Studies</p> <p><b>Group IV</b> CC &amp; EC : Co-curricular and Extra- curricular Activities</p>	<p><b>IV Semester BBA</b></p> <p><b>Group I</b> Modern Banking Management Computer Application in Management Human Resource Management Fundamentals of Financial Management Corporate Accounting</p> <p><b>Group II</b> Business Management Process Entrepreneurship Development Banking Practice</p> <p><b>Group III</b> English Kannada / Hindi Indian Constitution/Human Rights/Gender Equity/ Environmental Studies</p> <p><b>Group IV</b> CC &amp; EC : Co-curricular and Extra- curricular Activities</p>
<p><b>V Semester BBA( Credit Base)</b></p> <p>Organisational Behaviour Project Management Export Management Cost Accounting Financial Management - I Marketing Management-I Human Resource Management-I</p>	<p><b>VI Semester BBA( Credit Base)</b></p> <p><b>Group I</b> Company Law Investment Management Cost and Management Accounting Auditing / Project Financial Management - II Marketing Management-II Human Resource Management-II</p>



**CHOICE BASED CREDIT SYSTEM FOR BACHELOR DEGREE BCA**

<p><b>I SEMESTER BCA</b></p> <p><b>Group I</b>            Fundamentals of Information Technology            Problem Solving using C 4            Computer Organization            Office Automation Lab            C Programming Lab</p> <p><b>Group II</b>            E1 : Internet Basics &amp; HTML            E2: Cloud Computing</p> <p><b>Group III</b>            English            Kannada / Hindi            Indian Constitution/Human Rights/Gender Equity/            Environmental Studies</p> <p><b>Group IV</b>            CC &amp; EC : Co-curricular and Extra- curricular            Activities</p>	<p><b>II SEMESTER BCA</b></p> <p><b>Group I</b>            Basic Mathematics            Object Oriented Programming using C++            Database Concepts and Oracle            DBMS Lab</p> <p><b>Group II</b>            E1 : Internet of Things            E2: Big Data Analytics            E3: Artificial Intelligence</p> <p><b>Group III</b>            English            Kannada / Hindi            Indian Constitution/Human Rights/Gender Equity/            Environmental Studies</p> <p><b>Group IV</b>            CC &amp; EC : Co-curricular and Extra- curricular            Activities</p>
<p><b>III SEMESTER BCA</b></p> <p><b>Group I</b>            Operating Systems &amp; Linux            Data Structures            Visual Basic .NET Programming            Operating Systems and Data Structures lab            VB.Net Lab</p> <p><b>Group II</b>            E1 : Hardware &amp; PC Maintenance            E2 : Desktop Publishing</p> <p><b>Group III</b>            English            Kannada / Hindi            Indian Constitution/Human Rights/Gender Equity/            Environmental Studies</p> <p><b>Group IV</b>            CC &amp; EC : Co-curricular and Extra- curricular            Activities</p>	<p><b>IV SEMESTER BCA</b></p> <p><b>Group I</b>            Computer Graphics and Animation            Java Programming            Elective                E1: Data Mining                E2: CONA                E3: Business Statistics &amp; Mathematics            Computer Graphics and Animation Lab            Java Lab</p> <p><b>Group II</b>            E1 : Fundamentals of ICT            E2: E-Commerce</p> <p><b>Group III</b>            English            Kannada / Hindi            Indian Constitution/Human Rights/Gender Equity/            Environmental Studies</p> <p><b>Group IV</b>            CC &amp; EC : Co-curricular and Extra- curricular            Activities</p>
<p><b>V SEMESTER BCA (Credit Base)</b></p> <p>Software Engineering            Linux Environment            Web Development in .NET            Java Programming            Distributed Computing            LAMP            Lab Based on W.D.</p>	<p><b>VI SEMESTER BCA ( Credit Base)</b></p> <p>Project Work</p>

**CHOICE BASED CREDIT SYSTEM FOR BACHELOR DEGREE BA(HRD)**

<p><b>I Semester B.A(HRD)</b></p> <p><b>Group-I</b> Principles and practice of Management Computer Applications Business and Society Individual Development</p> <p><b>Group II</b> Human Resource Accounting Human Resource Development Skills</p> <p><b>Group III</b> English Kannada / Hindi Indian Constitution/Human Rights/Gender Equity/ Environmental Studies</p> <p><b>Group IV</b> CC &amp; EC : Co-curricular and Extra- curricular Activities</p>	<p><b>II Semester B.A(HRD)</b></p> <p><b>Group-I</b> Business Economics Basics of Marketing - Dynamics of Human Behaviour Professional skills Development</p> <p><b>Group-II</b> Development of professional practice Training and Development</p> <p><b>Group III</b> English Kannada / Hindi Indian Constitution/Human Rights/Gender Equity/ Environmental Studies</p> <p><b>Group IV</b> CC &amp; EC : Co-curricular and Extra- curricular Activities</p>
<p><b>III Semester B.A(HRD)</b></p> <p><b>Group-I</b> Basic Accounting Organisational Behavior Human Resource Research and Development Methodologies Human Resource Management</p> <p><b>Group-II</b> Compensation Management Field Study Report</p> <p><b>Group III</b> English Kannada / Hindi Indian Constitution/Human Rights/Gender Equity/ Environmental Studies</p> <p><b>Group IV</b> CC &amp; EC : Co-curricular and Extra- curricular Activities</p>	<p><b>IV Semester B.A(HRD)</b></p> <p><b>Group-I</b> Financial Management Employee Relations Administration and Management of NGO'S Strategic Management &amp; Corporate Policies</p> <p><b>Group-II</b> Entrepreneurship Human Resource Development</p> <p><b>Group III</b> English Kannada / Hindi Indian Constitution/Human Rights/Gender Equity/ Environmental Studies</p> <p><b>Group IV</b> CC &amp; EC : Co-curricular and Extra- curricular Activities</p>
<p><b>V Semester B.A(HRD) ( Credit Base)</b></p> <p>Strategic Human Resource Management Principles of Training and Development Business law</p>	<p><b>VI Semester B.A(HRD) ( Credit Base)</b></p> <p>Management Information Systems Trends in Human Resource Development Organizational Development and Management of</p>

Corporate Communications and Public Relations Business Ethics and Corporate Governance Field Study - Management and Allied Topics	Change Labour legislations Global Human Resource Management Field Study Corporate - HR Topics
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**CHOICE BASED CREDIT SYSTEM FOR BACHELOR DEGREE B.COM**

<p><b>I Semester B.com</b></p> <p><b>Group I</b> Quantitative Techniques- 1 Financial Accounting – 1 Strategic Management and Organization Behaviour Business Economics</p> <p><b>Group II</b> Elective Courses Corporate Secretaryship Principles and Practice of Tourism E-Commerce Intellectual property Rights</p> <p><b>Group III</b> English Kannada / Hindi Elective Foundation : Indian Constitution /Human Rights/Gender Equity/ Environmental Studies</p> <p>Group IV CC &amp; EC: Co-curricular and Extra- curricular Activities</p>	<p><b>II Semester B.Com</b></p> <p><b>Group I</b> Quantitative Techniques- II Financial Accounting - II Human Resource Management Money and Public Finance</p> <p><b>Group II</b> Elective Courses Real Estate Management Agricultural Marketing Retail Management Logistics Management.</p> <p><b>Group III</b> English Kannada / Hindi Indian Constitution/Human Rights/Gender Equity/ Environmental Studies</p> <p>Group IV CC &amp; EC: Co-curricular and Extra- curricular Activities</p>
<p><b>III Semester B.Com.</b></p> <p><b>Group I</b> Direct Tax- I Financial Accounting - III Modern Bank Management Cost &amp; Management Accounting – 1</p> <p><b>Group II</b> Elective Courses Computerised Accounting Tax Procedure &amp; Tax Planning Personal Investment Management Life Skills</p> <p><b>Group III</b> English Kannada / Hindi Indian Constitution/Human Rights/Gender Equity/ Environmental Studies</p>	<p><b>IV Semester B.Com.</b></p> <p><b>Group I</b> Direct Tax- II Financial Accounting - IV International Trade Cost &amp; Management Accounting – II</p> <p><b>Group II</b> Elective Courses Basic Accounting Personal Taxation Personal Investment Management Banking Practices.</p> <p><b>Group III</b> English Kannada / Hindi Indian Constitution/Human Rights/Gender Equity/ Environmental Studies</p>

<b>Group IV</b> CC & EC : Co-curricular and Extra- curricular Activities	<b>Group IV</b> CC & EC : Co-curricular and Extra- curricular Activities
<b>V Semester B.com (Credit Base)</b> Business Law Modern Marketing Financial Management-I Financial Accounting-V Cost & Management Accounting-III Elective-II Business Taxation - III Human Resource Management –III	<b>VI Semester B.com ( Credit Base)</b> Indian Corporate Law Auditing Financial Management – II Financial Accounting VI Elective-IV Cost & Mgt. Accounting – IV Business Taxation – IV Human Resource Management-IV

### **PROJECT WORK: B.B.A. COURSE**

A student can take project work in lieu of Auditing in the VI semester:

Such report shall carry 120 marks of which 30 shall be awarded on the basis of the performance of the Student at the viva voce conducted on the project by a panel of experts.

### **PROJECT WORK: B.C.A. COURSE**

During VI Semester a candidate shall undergo practical training and shall take up a project in an Industry/College/R&D Organization recognized by Mangalore University. The candidate shall be guided by an external supervisor from the Industry/College/R&D organization designated by the University. In addition an internal member of the college will also be associated with the project as internal supervisor. At the end of the VI<sup>th</sup> semester the candidate shall submit to the college 3 copies of the dissertation on the project work duly certified by the external supervisor.

### **PROJECT WORK: B.A.(HRD) DEGREE COURSE**

Students of B.A (HRD) degree course have project work as one of their subjects in V & VI Semesters. Project Report shall carry 150 marks. The student is guided by one of the lecturers who are nominated by the Principal. Project work can be taken on any theme within the frame work of the syllabus. The selection of the project is done in consultation with the guide and the institution of study.

## **HOURS OF LECTURE PER WEEK**

All papers shall be studied for four hours per week as per the scheme. **In addition to the regular classes students shall participate in seminars, group discussions, factory visits, guest lectures and other personality development programmes.**

## **ATTENDANCE**

a) All candidates shall be considered to have satisfied the requirement of attendance for a semester, if he/she attends not less than 75 percent of the number of classes actually held. At the end if the students whose attendance is 60 percent and above but below 75 percent may be condoned by the syndicate on the specific recommendation of the Principal on payment of condonation fees as prescribed by the University.

b) A candidate who does not satisfy the requirements of attendance even in one subject shall not be permitted to take the whole University examinations of that semester and shall repeat all the subjects of the semester as a regular student to the subsequent semester.

## **EXAMINATION:**

### **SCHEME OF EXAMINATION – BBACOURSE**

At the end of each semester the Mangalore University conducts the examination. Each examination shall be held for duration of 3 hours, consisting of 80 marks / 120 marks.

### **INTERNAL ASSESSMENT – BBA EXAMINATION**

Internal assessment marks shall be **20/30 per subject of which 10/15 shall be allotted on the basis of student's performance in two internal tests and the remaining 10/15 marks shall be on the basis of viva - voce, assignment and seminars.** [Total marks therefore, shall be 100/150 per paper, 80/120 theory and 20/30 internal assessments.

### **SCHEME OF EXAMINATION - BCA COURSE**

At the end of each semester the Mangalore University conducts the examination. Each examination shall be held for duration of 3 hours, consisting of 80 marks /100 marks.

### **INTERNAL ASSESSMENT - BCA EXAMINATION**

Internal assessment mark shall be 20 per subject of which 15 shall be allotted on the basis of student's performance in two internal tests and the remaining 5 marks shall be on the basis of viva-voce, assignment and seminars. (Total marks therefore, shall be 100 per paper, 80 theory and 20 internal assessment) for I, II, III and IV semesters.

### **FOR V SEMESTER**

Internal assessment mark shall be 25 per subject of which 20 shall be allotted on the basis of student's performance in two internal tests and the remaining 5 marks shall be on the basis of viva-voce, assignment and seminars. (Total marks therefore, shall be 125 per paper, 100 theory and 25 internal assessment).

## **FOR VI SEMESTER**

Internal assessment marks shall be 160 per Project and will be allotted on the basis of student's performance in two internal tests, (Total marks therefore, shall be 800 per Project Work, 640 for the University Examination viva, dissertation and 160 internal assessment) for VI semester.

### **SCHEME OF EXAMINATION B.A.(HRD) EXAMINATION**

At the end of each Semester Mangalore University conducts the examination. Each examination shall be held for duration of 3 hours, consisting of 80 marks /120 marks .

### **INTERNAL ASSESSMENT - B.A.(HRD) COURSE**

The internal assessment marks shall be 20/30 per subject which shall be allotted on the basis of two tests. viva, assignment, class participation and seminars.

### **SCHEME OF EXAMINATION B.COM EXAMINATION**

At the end of each Semester Mangalore University conducts the examination. Each examination shall be held for duration of 3 hours, consisting of 80 marks /120 marks.

### **INTERNAL ASSESSMENT - B.COM COURSE**

The internal assessment marks shall be 20/30 per subject which shall be allotted on the basis of two tests. viva, assignment, class participation and seminars.

### **SCHEME OF EXAMINATION FOR CHOICE BASED ELECTIVE PAPERS IN ALL THE COURSES**

At the end of each Semester Mangalore University conducts the examination. Each examination shall be held for duration of 2 hours, consisting of 40 marks.

### **INTERNAL ASSESSMENT FOR CHOICE BASED ELECTIVE PAPERS IN ALL THE COURSES**

The internal assessment marks shall be 10 per subject which shall be allotted on the basis of one test. viva, assignment, class participation and seminars.

If a candidate is absent for any one of the tests due to genuine and satisfactory reasons, such a candidate may be given a re-test. This shall be the decision of the Principal.

### **APPEARANCE FOR THE EXAMINATION**

A candidate shall register for all the subjects of a semester when he/she appears for the examination for the first time.

## **MANGALORE UNIVERSITY GUIDELINES FOR THE EVALUATION OF EXTRA AND CO-CURRICULAR ACTIVITIES.**

As per the Credit Based Semester System introduced by the University, 50 marks in each semester are allotted by the university to the extra and co-curricular activities. According to which the students will be evaluated in extra and co-curricular activities in the first four semesters of the course.

According to Credit Based Semester System, One credit is allotted for 50 marks. As per that subjects having 100 marks are given 2 Credits, Subjects having 150 marks are allotted 3 Credits. It is compulsory for the students to give their preference to one of the following activities based on which they will be evaluated.

### **1. Sports    2. NSS    3. Extra-curricular activities**

In order to provide ample opportunities to the students, various associations and clubs conduct different activities in which the students have to participate.

**EXAMINATION FEES:** A student shall pay the required examination fee as prescribed by the university.

### **STANDARD OF PASS:**

#### **MINIMUM FOR A PASS**

- a) No candidate shall be declared to have passed in any subject unless he obtains not less than 35% marks in written examination and 35% marks in the aggregate of written examination and internal assessment put together, and 40% in the aggregate of each semester. He must also get 35% in the Project work, 35% in viva -voce and 40% in aggregate. However if a candidate has to get through the examination in any paper, he has to obtain 40% marks in written examination and internal assessment put together in the paper.
- b) A candidate who fails in any of the subject shall take the examination only in the failed subject at a subsequent examination and he must obtain the minimum for the pass in that subject as stated in Para (a) above.
- c) A candidate who fails in a lower semester examination may go to the higher semester.
- d) The candidates who have completed their studies but have not passed the prescribed examinations shall be given a maximum **period of two years from the date of completion of the course to complete the programme.**
- e) **The maximum period for completing a programme (excluding internship) shall be double the duration stipulated for the programme reckoned from the year of admission (including the year of admission) to the programme. However, in the case of a one year programme, the maximum period for completing it shall be three years from the year of admission.**

**The term 'completing a programme' means passing all the prescribed examination of the programme to become eligible for the degree/ diploma. No candidate shall be permitted to**

**appear for the examinations after the prescribed maximum period for completing the programme.**

**Candidates who are debarred from appearing for the University Examinations for a specified period shall be allowed a maximum period of two years to complete the programme from the date up to which they are debarred or a maximum period of double the duration stipulated for the programme reckoned from the year of admission to the programme whichever is later. However, candidates who - commit malpractice in their last permissible attempt shall not be given any further chance to appear for the examination.**

### **CLASSIFICATION OF CANDIDATES**

a) No Class shall be declared for the examination of the first five semesters.

b) Class shall be declared at the end of VI Semester on the basis of the aggregate marks obtained at the first, second, third, fourth, fifth and sixth semester examinations. Further, only those candidates who pass in all the subjects shall be eligible for first class or second class provided the candidate pass the fifth and sixth semesters in the first attempt. All other successful candidates are eligible only for pass class. However, if a candidate rejects his results for improvement shall be considered as first attempt.

### **PERCENTAGE OF MARKS FOR DECLARING CLASSES**

First Class with Distinction : Not less than 70% of the aggregate Marks

First Class : Not less than 60% of the aggregate Marks

Second Class : Not less than 50% of the aggregate Marks

Third Class : Not less than 40% of the aggregate Marks

**COLLEGE TIMINGS: 9.00 a.m. to 5.00 p.m.**

### **REJECTION OF RESULTS**

a) A candidate may be permitted to reject the result of the whole examination of any semester within 30 days after the publication of his result or 10 days from the date of dispatch of his marks card by the Registrar (Evaluation) to the college, whichever is later. Paper - wise Subject - wise rejection of result shall not be permitted.

b) The rejection shall be exercised only once in each semester and the rejection once exercised cannot be revoked.

c) Application for rejection along with the payment of the prescribed fee shall be submitted to the Registrar (Evaluation) through the College together with the original statement of marks.



d) A candidate who rejects the results is eligible for only class and not for ranking. He shall appear for the examination in the immediately following academic year.

## **COLLEGE FEES**

The fee paid on admission will not be refunded and a student is liable to pay the fees for the entire semester if his/her name is on the roll during any part of the semester. The academic year is divided into two semesters. The fees due in each semester should be paid in one installment.

Each Semester's fees or an installment thereof should be paid on or before the last date prescribed for, by the Principal. Penal fee of Rs. 10-00 per day will be levied for late payments. If any student fails to pay the fees within 7 days from the last date, her /his name will be removed from the rolls of the College and this causes loss of attendance.

## **ISSUE OF CERTIFICATES**

1. All the applications for certificates must be made to the Principal in writing and must contain the following particulars
  - a) The student's full name
  - b) The date of joining the College and the class in which the student was originally admitted.
  - c) The language under Part I & subjects under Part II
  - d) The University Examination passed with Register Number and the Year of passing.
2. Application for certificate shall be made at least two days in advance.
3. Certificate must be taken from the office in person. No certificates or marks cards will be handed over to other persons without a letter of authorization. If they have to be sent by post, a self addressed registered cover must be left at the office.
4. A fee of Rs.50/-is charged for the issue of a Transfer Certificate and Rs. 100/- each for all other Certificates like Age Certificate, No Due Certificate, etc.
5. Certificates will be issued only on payment of all dues to the college. Full term fees shall be paid if the student has attended class on any day during the term.
6. The transfer and other certificates in the case of a student who withdraws from the college at the end of the First year will be issued only after the declaration of the result of the examinations, as per the Mangalore University regulations.
7. Conduct certificate is issued only when a student withdraws from the college. The Principal may refuse to issue the conduct certificate to any student whose conduct in his opinion has not been satisfactory.

## **ATTENDANCE**

1. Attendance will be taken every hour at the commencement of the class. Students coming late to the class will lose attendance for the particular hour.

2. No student shall all be absent from the class without applying for leave. The application for leave should be countersigned by the parent or guardian.
3. When prior permission for absence could not be obtained, the application for leave shall be submitted on return, before entering the class (on the calendar itself).
4. In case of leave for illness for more than five days, the Principal may demand production of a Medical Certificate from a Registered Medical Practitioner approved by the College.
5. Absence without leave from class tests, University Examination and at the reopening of the class after the holidays will be seriously viewed.
6. Students should get a minimum attendance of 75 percent of the classes conducted in each subject failing which they will not be promoted to the higher class.

### **COLLEGE ASSOCIATION AND DEVELOPMENT SCHEME**

1. For the proper development of personality the college provides to its students many opportunities to participate in the various co-curricular activities including sports and games.
2. The programmes of various associations are held on all days in the evening. Attendance to these programmes is compulsory.
3. The following associations are run under the guidance of Principal and the members of staffs. Students will be responsible for organizing co-curricular activities in the college.

- |                             |                           |
|-----------------------------|---------------------------|
| a) Students Council         | b) Fine Arts Association  |
| c) Finance Association      | d) Sports Association     |
| e) Economics Association    | f) N.S.S.                 |
| g) HRD Association          | h) SCAN Association       |
| i) Rovers & Rangers         | j) Youth Red Cross        |
| k) Marketing Association    | l) Commerce Association   |
| m) Business Law Association | n) Fest Forum Association |
| o) English Association      | p) Kannada Association    |
| q) Hindi Association        | r) EDP Association        |

The Association will meet at regular intervals to chalk out the programmes.

### **PLAN & ACTION**

#### **STUDENT COUNCIL**

Motto: **Working together works.**

Plan of action: Council will act like student quality assurance cell. It will be instrumental in enhancing the quality of education by developing quality culture among students.

Activities proposed eventually

- Value education programme to all classes.

- Observation and celebration of significant days.
- Leadership training programme.
- Brainstorming session to students about quality enhancement.

### **FONDOS (Finance)**

Motto: **"To empower the students to attain professional excellence in the field of finance."**

The following activities are planned for this academic year

- Inauguration and orientation.
- Money talk: pick and speak on given topics.
- An argument: debate on given financial topics.
- Bid and win: written quiz.
- The analyst: case analysis.
- Portfolio management.
- Financial crossword and collage.
- Paper presentation.

Extension activities:-

- Awareness about SIP to factory employees.
- Motivating the youth to make use of various payment apps.
- Creating awareness about education loan to UG students.
- Spreading financial awareness to school children.
- Creating awareness about financial matter among housewives.
- Spreading financial literacy in the society.
- Guest lectures on relevant financial topics.

Venue for the activities: Room No- 203

### **VENTA (Marketing)**

Motto: **"To create awareness among the students about various dimensions of marketing."**

The following activities are planned for this academic year

ACTIVITIES PLANNED ARE

- INNAUGURATION AND ORIENTATION
- BRAND WARS
- FLASH MARKETING
- BRAIN TEASER (QUIZ)
- TAGLINE COMPETION ( SLOGAN WRITING)
- EMBLEM (LOGO DESIGNING)

- SWOT ANALYSIS
- PRODUCT LAUNCH
- MAD AD COMPETION
- FORTUNE SEEKER (TRESURE HUNT)
- JINGLEWRITING
- BEST TIE UP

Extension activities:-

- Visiting the marketing department of various organizations.
- Interview the marketing professionals and preparing a report on it.

Venue for the activities: Room No. 202

### **RESOURCE HUB (Human Resource Development)**

**MOTTO: “Empowering students to develop HR skills so that they can became effective leader”.**

#### **Skill enhancement activities**

- First Impression (CV Writing )
- Just a Minutes
- Reproach
- Case Analysis
- Let’s Hire
- Paper Presentation
- Role Play
- Mock Interview

#### **Guest Lecture**

#### **Extension Activities**

- Visiting schools and conducting personality development programme in school
- Facilitating the developing leadership skills in NGOs
- Promotion of communication skills among school children
- Industry Institution Interaction

Venue for the activities: Room No, 204

### **COMERICO (COMMERCE ASSOCIATION)**

**Motto: “To inculcate the leadership qualities and business acumen to lead the commercial world”.**

- Inauguration and orientation
- Debate on current issues

- Commerce Quiz
- Mock Press
- Research paper
- Meet the C.E.O
- Flip Side
- Collage
- Commerce exhibition
- Venture Launch
- Case analysis
- Team Game

**Extension Activity:** Visiting organisation and providing information about small savings to employees.

### **ACQUIS (BUSINESS LAW)**

**MOTTO-“To give a legal orientation to the students of business management”**

The following activities are planned for this academic year

- Case analysis
- Pick and speak on law related topics
- Debate on legal issues
- Business law quiz
- Book review
- Paper presentation

#### **Extension activity**

Legal literacy programmes

### **SCAN (Computer Applications)**

**Motto: "Empowering the student to excel in the field of technology and improve their computing skills to be best in the corporate world."**

The following activities are planned for this academic year

- COLOR SPARY (Paint Brush)
- RECKON ELEMENT (Guest the part)
- BRAINGLE (Memory test)
- CODEATHON (Coding & Debugging)
- NETRIX (Web Designing)

- TECHMOOT (IT Debate)
- TECHREKLAME (IT Advertisement)
- QWERTY (Quick Hands)
- SMARTINIS (IT Quiz)
- TECHNOART (IT Collage)
- CONSILIO (MS Word Design)
- TOGGLE TOGGLE
- CAPTCHA CRACKER
- PAPER PRESENTATION
- INSPIRE (Interclass IT Fest)
- SYGMA (Intercollegiate State Level IT Fest)

Extension activities:

- Student Internet World to high school students.
- Computer literacy to primary students of Govt/aided schools.
- Organizing short term computer course to college students.

Venue for the activities: Room No. 208 and LAB

## **CROWN OF WISDOM (ENGLISH ASSOCIATION)**

**Motto: "To sharpen the linguistic skills & to bring out the hidden talents/creativity of the students."**

The following activities are planned for this academic year

- Inauguration and Orientation
- Trendy writing (essay writing )
- Magic word ( spell me )
- Pictionary
- Expression House (elocution)
- Pick one's brains (literary quiz)
- Vent out (poem writing )
- Pour in & out (poem recitation)
- Tangle (debate)
- Run down (story writing )
- Saga narration (story –telling )
- Speak one's piece (pick & speak )
- Catch Line (slogan writing )
- Monologue (enacting famous personalities )
- Baffle Game (word puzzle )

- Toast Master ( master of ceremony )
- Colourful Poster ( poster-making )
- Imprint (logo designing)
- Write –Up (article writing )
- Creative writing

Extension activities:

Visiting schools, old age homes and orphanages.

Venue for the activities: Room No. 302 (English)

**ವಿಕಸನ (ಕನ್ನಡ ಸಂಘ)**

**ಉದ್ದೇಶ: ಸಾಹಿತ್ಯ “ಸ” ಹಿತ ಹಾಗೂ “ಸ್ವ” ಹಿತವಾದ ಅಭಿವ್ಯಕ್ತಿ**

೧. UDHGATANE ಉದ್ಘಾಟನೆ ಮತ್ತು ಪುನರ್ಮನನ

೨. ಕಥೆ ಮತ್ತು ಕವನ ಬರೆಯುವ ಸ್ಪರ್ಧೆ

೩. ಸಾಹಿತ್ಯ ರಸಪ್ರಶ್ನೆ

೪. ಚರ್ಚಾ ಸ್ಪರ್ಧೆ

೫. ಆಶುಭಾಷಣ ಸ್ಪರ್ಧೆ

೬ ಭಾವಗೀತಾ ಸ್ಪರ್ಧೆ

೭ ಪ್ರಬಂಧ ಸ್ಪರ್ಧೆ

೮ ಭಾಷಣ ಸ್ಪರ್ಧೆ

೯ ಚಿತ್ರ ನೋಡಿ ಕಥೆ/ ಕವನ ಬರೆಯುವ ಸ್ಪರ್ಧೆ

೧೦ ಘೋಷಣೆ ಬರೆಯುವ ಸ್ಪರ್ಧೆ

೧೧ ಕವನ ವಾಚನ ಸ್ಪರ್ಧೆ

೧೨ ಪ್ರಹಸನ

**ಕನ್ನಡ ವಿಭಾಗ “ವಿಕಸನದ”ವತಿಯಿಂದ ವಿಸ್ತರಣಾ ಚಟುವಟಿಕೆಗಳು**

**ಆಯೋಜಿಸಲಾಗುವುದು**

Venue for the activities 303 (Kannada),

**Spuran (Hindi Association)**

**Motto: ‘Popularizing the use of National Language’.**

- प्रचार वाक्य -
- प्रबंध
- शायरी
- कहानी कथन
- भाषण
- चित्र देखकर कहानी लिखना

- प्रश्नोत्तरी स्पर्धा
- देशभक्ति गीत
- चुनो और
- पहेलिया
- कविता लिखना
- विस्तृत कार्य

Venue for the activities: 304 (Hindi)  
**VIBHAVA (Economics Association)**

**Motto- "To create awareness about the current economic scenario".**

The following activities are planned for this academic year

1. Inauguration and orientation
2. Quest for knowledge
3. Knock out and drag out
4. Best out of waste
5. Photo Montage
6. Turn coat
7. Paper presentation
8. Budget presentation

### **KALA VAIBHAV (Fine Arts)**

**Motto: "Seeing what is invisible to others'."**

The following activities are planned for this academic year

- Inaugration and Orientation
- Veriety Entertainment
- College Anthem
- Mehendi
- Nail Art
- Flower Arrangement
- Singing
- Pencil Sketch
- Rangoli
- Art exhibition

**Extension activities:**



Visiting to school to teach various form arts.

Vising Ashram and Entertaining the inmate.

Venue for the activities: Room No. 205

### **SPORTS & ATHLETIC ASSOCIATION (Sports)**

Motto: **"To enhance Physical, Mental and Spiritual development of the student."**

The following activities are planned for this academic year

- Interclass Foot Ball
- Interclass Chess
- Inter Collegiate Chess
- Interclass Kabaddi
- Interclass Volley Ball
- Interclass Volley Ball
- Interclass Cricket
- Interclass Cricket
- Inter Collegiate Cricket
- Interclass Throw Ball
- Inter Collegiate competitions as sanctioned by University.

Extension activities:-

- In association with Kasturba Medical College, our college students will be participating in the world heart day Marathon event.
- Coaching to school children.

### **NSS**

Motto: **"NOT ME BUT YOU."**

The following activities are planned for this academic year:

- Inauguration and orientation
- Vanamahostava
- One day camp-1
- Guest lecturer-personality development and public speaking
- One day camp-2
- Awareness programme
- Yoga training programme
- Medical camp
- Guest lecturer on food health and nutrition
- Guest lecturer on ecological balance
- Blood donation programme
- Orphanage visit
- Campus cleaning
- Socio economic survey
- Street play

- Annual camp
- Extension activities

## **YOUTH REDCROSS**

Motto: **"Everywhere for everyone."**

The following activities are planned for this academic year

- Inauguration and orientation
- First aid training programme.
- One day camp.
- Disaster management training programme.
- Street plays.

## **TALENT HUNT (FEST FORUM)**

Motto: **"To provide platform for every student to bring out in himself the best of what he can be."**

The following activities are planned for this academic year

- Conducting inter-class fest for first years.
- Organizing Genesis.  
Organising Synergy & Sygma

### **Extension activities:**

Providing necessary guidance, help to first year students of other college to enable them to take part in Genesis.

## **ROVERS AND RANGERS**

Motto: **NOT 'I' BUT "WE"**

The following activities are planned for this academic year

- Tree Plantation
- Celebration of international yoga day
- Medical Camp
- Public blood donation camp
- Street play
- Leadership camp
- Guest lecture
- Skill enhancement activities

## **SAMRUDHI (CONSUMER CLUB)**

## **MOTTO: 'AWARE, ALERT AND ACT'**

The following activities are planned for this academic year

- Paper presentation
- Short term certificate course on consumer education in association with the Dakshina Kannada District Consumer Federation.
- Organising seminars.
- Case analysis.
- Book review.
- Debate on Consumer Protection Acts.
- Quiz on consumer rights.

### **Extension activity**

Awareness programmes on Consumer Protection Act.

## **ADHYAN (EDP CELL)**

Motto: "To enhance the entrepreneurship Qualities and competencies among budding entrepreneurs".

The following activities are planned for this academic year

- Group discussion
- Case analysis
- Quiz
- Workshop on entrepreneurship
- Guest lecture by entrepreneurs

Extension activities:

Educating about cashless society to the upcoming entrepreneurs

## **PLACEMENT CELL**

The Placement Cell plays a very important and key role in counseling and guiding the students for their successful career placement which is a crucial interface between the stages of completion of academic programme of the students and their entry into the suitable employment. This cell also coordinates various activities related to the career of the students along with the industrial training.

The following activities are planned for this academic year

- Inviting various corporate houses and Non Government Organisations (NGOs) regularly for campus recruitment to conduct various tests and group discussions.
- To provide guidance to students in career planning, resume preparation, to prepare for an interview, to improve their communication skills, employability skills, tips for group discussion, and how to prepare for competitive examinations.

- Enhancing Industry - Institute Interaction activities.
- Organising industrial visits for students and faculty to various industries and institutions as recommended by the college.
- Organising behavioral training programmes to bring about an overall development, improve self-esteem and confidence level, develop better presentation skills, learn to communicate well and participation in GDs, Mock personal interviews, etc.

## **COLLEGE LIBRARY**

1. The Library will remain open on all working days from 8.30 a.m. to 5.00 p.m. and Saturday 8.30am to 1.00p.m.
2. Students may take two books at a time.
3. The students will have to apply for books before 12.15 p.m. on the day prescribed and will be issued at 4p.m. The application will be treated as cancelled if the book is not taken before the close of the library on that day.
4. 15 days' time is allowed for the borrowed books after which a fine at the rate of Re.2.00 per book per day will be collected.
5. A book may however be renewed for a further period of 15 days. The book may be returned in such a case as the procedure lay down /under Rule 3 may again be adopted, for renewal.
6. No book will further be issued to any student unless he returns the previous one.
7. Sub-lending of books is strictly prohibited
8. Any damage done to the books in the custody of the borrower will have to be paid for and if the book is lost the cost of the same must be paid.
9. Strict silence should be maintained in the Library.
10. Students bags & personal belonging should be kept on the property counter.
11. Students are requested to bring the identity card issued from this college daily.
12. Newspapers and magazines in the Magazines section should be properly placed after reading.
13. Entry to the library is strictly on production of Identity Card.
14. Discussion or murmuring and using mobile phones are strictly prohibited in the library.
15. The Librarian is authorized to withdraw the library facilities, if the rules are not adhered to.

16. [www.sdm.ac.in/elibrary](http://www.sdm.ac.in/elibrary) : through this website students can access previous years question papers, project reports & syllabus.

17. [www.nlist.inflibnet.ac.in](http://www.nlist.inflibnet.ac.in) : here students can access E-Resources (E-journals & E-Books)

## DISCIPLINARY RULES AND REGULATIONS

<b>College timings</b>	<b>: 9.00 A.M. to 4.30.p.m</b>
<b>Dress code</b>	<b>: College Uniform</b>
<b>Saturday</b>	<b>: Boys-formal shirts &amp; pant</b>
	<b>: Girls-Salwar kameez.</b>
	<b>Sleeveless, T-shirt &amp; low waist pants are not allowed.</b>

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 shall not loiter in the verandah.
8. 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.
9. 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.
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. Students should be punctual to the class and habitual late arrival should be avoided
17. Every student should possess an Identity Card issued by the College which should be produced whenever asked for, especially when dealing with the office and Library.
18. 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.
19. Students should refrain from the use of tobacco, alcohol and drugs.
20. 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.
21. The students are expected and to cooperate in the smooth functioning of the Institution.
22. 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.

### **SCHOLARSHIPS & FEE CONCESSIONS:**

Scholarships and fee concession are available to students according to Govt. Rules. All scholarships and fees concession are subject to satisfactory progress, good conduct and attendance. Some of the scholarships and concession are:

- a) Government of India Scholarship. Scholarships for backward class students.
- b) Educational concession to the children/ dependents of service personnel (Army, Navy, and Air force)
- c) Fee concession to the students of Scheduled Caste, Scheduled Tribes, Backward Tribes and other lower income groups (income below Rs. 44,500/- per year)

### **PARENT-TEACHERS ASSOCIATION:**

Parents play a decisive role in the development of students in their formative years. The college has a Parent-Teachers Association working towards this end which expects whole hearted co-operation from parents.

Regular meeting of parents and teachers are organised during the year which the parents are required to attend without fail.

After the sessional Tests/ examinations the marks cards are given to the students/ sent by post to get them signed by the parents and to be returned to the college. If they do not get the marks cards for their signature, the parents should contact personally the staff advisors of the class or the college office.

Parents are also invited to drop in personally to meet the principal and staff advisors of each class especially when unsatisfactory attendance or progress of their ward is brought to their notice on the college working days.

### **CORRESPONDENCE**

All Correspondence should be addressed to:

The Principal  
Shri Dharmasthala Maujunatheshwara College of Business Management,  
Kodialbail, MANGALORE - 575 003.  
Phone :2494186.

**JUNE – 2020**

**JULY-2020**

Date	Days	Particulars	Date	Days	Particulars
1	MON		1	WED	
2	TUE		2	THU	<i>National Webinar by BBA</i>
3	WED	<i>FDP on E- content</i>	3	FRI	
4	THU		4	SAT	<i>International Webinar By BCA</i>
5	FRI		5	<b>SUN</b>	<i>H</i>
6	SAT		6	MON	
7	<b>SUN</b>	<i>H</i>	7	TUE	
8	MON		8	WED	
9	TUE		9	THU	
10	WED		10	FRI	
11	THU		11	SAT	
12	FRI		12	<b>SUN</b>	<i>H</i>
13	SAT		13	MON	
14	<b>SUN</b>	<i>H</i>	14	TUE	
15	MON		15	WED	
16	TUE		16	THU	
17	WED		17	FRI	
18	THU		18	SAT	
19	FRI		19	<b>SUN</b>	<i>H</i>
20	SAT		20	MON	
21	<b>SUN</b>	<i>H</i>	21	TUE	<i>Webinar on Capital Market</i>
22	MON		22	WED	
23	TUE		23	THU	
24	WED		24	FRI	
25	THU		25	SAT	
26	FRI		26	<b>SUN</b>	<i>H</i>
27	SAT	<i>National Webinar By B.Com</i>	27	MON	
28	<b>SUN</b>		28	TUE	
29	MON		29	WED	
30	TUE	<i>National Webinar By BA(HRD)</i>	30	THU	
			31	FRI	



## AUGUST –2020

## SEPTEMBER – 2020

Date	Days	Particulars	Date	Days	Particulars
1	SAT		1	TUE	Commencement of Online classes
2	<b>SUN</b>	<i>H</i>	2	WED	
3	MON		3	THU	
4	TUE		4	FRI	
5	WED		5	SAT	
6	THU	<i>National Webinar by Kannada Dept</i>	6	<b>SUN</b>	<i>H</i>
7	FRI	<i>National Webinar By NSS</i>	7	MON	
8	SAT	<i>National Webinar By Library Dept</i>	8	TUE	
9	<b>SUN</b>		9	WED	
10	MON		10	THU	
11	TUE		11	FRI	
12	WED		12	SAT	
13	THU	<i>International Webinar By English Dept</i>	13	<b>SUN</b>	<i>H</i>
14	FRI		14	MON	
15	SAT	<i>H – Independence Day</i>	15	TUE	
16	<b>SUN</b>	<i>H</i>	16	WED	
17	MON		17	THU	<i>H Mahalaya Amavasya</i>
18	TUE		18	FRI	
19	WED		19	SAT	
20	THU		20	<b>SUN</b>	<i>H</i>
21	FRI		21	MON	
22	SAT		22	TUE	
23	<b>SUN</b>	<i>H</i>	23	WED	
24	MON		24	THU	
25	TUE		25	FRI	
26	WED		26	SAT	
27	THU		27	<b>SUN</b>	<i>H</i>
28	FRI		28	MON	
29	SAT		29	<b>TUE</b>	
30	SUN	<i>H</i>	30	WED	
31	MON	<i>Orientation to First year students</i>			

## OCTOBER – 2019

## NOVEMBER - 2019

Date	Days	Particulars	Date	Days	Particulars
1	THU		1	<b>SUN</b>	<i>H – Kannada Rajoysthava</i>
2	FRI	<i>H – Gandhi Jayanthi</i>	2	MON	
3	SAT		3	TUE	
4	<b>SUN</b>		4	WED	
5	MON		5	THU	
6	TUE		6	FRI	
7	WED		7	SAT	
8	THU		8	<b>SUN</b>	
9	FRI		9	MON	
10	SAT		10	TUE	
11	<b>SUN</b>		11	WED	
12	MON		12	THU	
13	TUE		13	FRI	
14	WED		14	SAT	<i>Naraka Chaturdharshi</i>
15	THU		15	<b>SUN</b>	
16	FRI		16	MON	<i>Deepavali</i>
17	SAT		17	TUE	
18	<b>SUN</b>		18	WED	
19	MON		19	THU	
20	TUE	<i>Commencement of I Internal Exam</i>	20	FRI	
21	WED		21	SAT	
22	THU		22	<b>SUN</b>	
23	FRI		23	MON	<i>Commencement of II Internal Exams</i>
24	SAT		24	TUE	
25	<b>SUN</b>		25	WED	
26	MON	<i>Vijaya Dhashami</i>	26	THU	
27	TUE		27	FRI	
28	WED		28	SAT	
29	THU		29	SUN	
30	FRI	<i>Id Milad</i>	30	MON	
31	SAT	<i>Valmiki Jayanti</i>			

DECEMBER – 2020			JANUARY – 2021		
Date	Days	Particulars	Date	Days	Particulars
1	TUE		1	FRI	
2	WED		2	SAT	
3	THU	<i>Kanakadasa Jayanthi</i>	3	<b>SUN</b>	
4	FRI		4	MON	
5	SAT		5	TUE	
6	<b>SUN</b>		6	WED	
7	MON		7	THU	
8	TUE		8	FRI	
9	WED		9	SAT	
10	THU		10	<b>SUN</b>	
11	FRI		11	MON	
12	SAT		12	TUE	
13	<b>SUN</b>		13	WED	
14	MON		14	THU	
15	TUE		15	FRI	
16	WED		16	SAT	
17	THU		17	<b>SUN</b>	
18	FRI		18	MON	
19	SAT		19	TUE	
20	<b>SUN</b>		20	WED	
21	MON		21	THU	
22	TUE		22	FRI	
23	WED	<i>End of Semester I,III &amp; V classes</i>	23	SAT	
24	THU	<i>H-Vacation begins</i>	24	<b>SUN</b>	
25	FRI	<i>H - Christmas</i>	25	MON	
26	SAT		26	TUE	
27	<b>SUN</b>		27	WED	
28	MON		28	THU	
29	TUE		29	FRI	
30	WED		30	SAT	
31	THU		31	SUN	

**FEBRUARY - 2021**

**MARCH - 2021**

Date	Days	Particulars	Date	Days	Particulars
1	MON		1	MON	
2	TUE		2	TUE	
3	WED		3	WED	
4	THU		4	THU	
5	FRI		5	FRI	
6	SAT		6	SAT	
7	<b>SUN</b>		7	<b>SUN</b>	
8	MON		8	MON	
9	TUE		9	TUE	
10	WED		10	WED	
11	THU		11	THU	
12	FRI		12	FRI	
13	SAT		13	SAT	
14	<b>SUN</b>		14	<b>SUN</b>	
15	MON		15	MON	
16	TUE		16	TUE	
17	WED		17	WED	
18	THU		18	THU	
19	FRI		19	FRI	
20	SAT		20	SAT	
21	<b>SUN</b>		21	<b>SUN</b>	
22	MON		22	MON	
23	TUE		23	TUE	
24	WED		24	WED	
25	THU		25	THU	
26	FRI		26	FRI	
27	SAT		27	SAT	
28	SUN		28	<b>SUN</b>	
			29	MON	
			30	TUE	
			31	WED	

**APRIL – 2020****MAY – 2020**

Date	Days	Particulars	Date	Days	Particulars
1	THU		1	SAT	
2	FRI		2	<b>SUN</b>	
3	SAT		3	MON	
4	<b>SUN</b>		4	TUE	
5	MON		5	WED	
6	TUE		6	THU	
7	WED		7	FRI	
8	THU		8	SAT	
9	FRI		9	<b>SUN</b>	
10	SAT		10	MON	
11	<b>SUN</b>		11	TUE	
12	MON		12	WED	
13	TUE		13	THU	
14	WED		14	FRI	
15	THU		15	SAT	
16	FRI		16	<b>SUN</b>	
17	SAT		17	MON	
18	<b>SUN</b>		18	TUE	
19	MON		19	WED	
20	TUE		20	THU	
21	WED		21	FRI	
22	THU		22	SAT	
23	FRI		23	<b>SUN</b>	
24	SAT		24	MON	
25	<b>SUN</b>		25	TUE	
26	MON		26	WED	
27	TUE		27	THU	
28	WED		28	FRI	
29	THU		29	SAT	
30	FRI		30	<b>SUN</b>	
			31	MON	

### DETAILS OF LEAVE

NAME: \_\_\_\_\_ CLASS: \_\_\_\_\_ ROLLNO: \_\_\_\_\_

Sl. No.	Date/ Hours	No.of Days/ Hours	Reason for absence	Signature of Student's Parents or Guardian	Signature of Staff Advisor of the Class

Name in full \_\_\_\_\_ Specimen Signature of Parent / Guardian \_\_\_\_\_

### DETAILS OF LEAVE

NAME: \_\_\_\_\_ CLASS: \_\_\_\_\_ ROLLNO: \_\_\_\_\_

Sl. No.	Date/ Hours	No. of Days/ Hours	Reason for absence	Signature of Student's Parents or Guardian	Signature of Staff Advisor of the Class

Name in full \_\_\_\_\_ Specimen Signature of Parent / Guardian

### EC /CC Activity Record for I/III/V Semester

**NAME:** \_\_\_\_\_ **Association enrolled:** \_\_\_\_\_

<b>Sl. No.</b>	<b>Date</b>	<b>Time</b>	<b>Activity Participated</b>	<b>Association</b>	<b>In charge Signature</b>

**Signature of Association Incharge**



**EC /CC Activity Record for II/IV/VI Semester**

**NAME:** \_\_\_\_\_ **Association enrolled:** \_\_\_\_\_

<b>Sl. No.</b>	<b>Date</b>	<b>Time</b>	<b>Activity Participated</b>	<b>Association</b>	<b>Signature of the In charge</b>

**Signature of Association In charge**

