



SHRI DHARMASTHALA MANJUNATHESHWARA COLLEGE OF BUSINESS MANAGEMENT

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NAAC Reaccredited (2017)
with 'A' Grade

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Institutional Distinctiveness

Vision of the founder:

Development of entrepreneurship and leadership is the Institutional Distinctiveness which the college wants to project. The very name of the college indicates that it is a college of business management established to promote entrepreneurship and leadership among the students so that they are provided with much needed initiatives to start and manage business units. Way back in 1978, Mangalore city had several business communities running their business with a skill set learnt from their fore fathers as business education was hardly available in the district. Besides there was no succession planning in business and many flourishing businesses not having next generation entrepreneurs to take it forward were getting discontinued. At this juncture, our president Dr. D.Veerendra Heggde felt the need for a professional college meant to train the students in entrepreneurship. His vision was that, “student passing from this institution should be job providers and not job seekers. They should not write somebody else’s account but their own account”. With this novel idea, the college was established to train budding entrepreneurs.

Creation of eco system for entrepreneurship development:

Developing entrepreneurship mind set among the youth is a challenging task as generally higher education is perceived to be a means of getting highly paid career and hence youth opt for secure and stable career. Despite having a good image of entrepreneur, the risk associated with entrepreneurship makes it a low preferred choice. College has taken this as a challenge to motivate and empower the students with entrepreneurial traits and foster composite skills which include imagination, readiness to take risk, ability to mobilize factors and there by initiate a dynamic process of creation. Entrepreneurship needs passion towards creation and implementation of new ideas and creative solutions. Efforts are made to imbibe the future leaders with ability to solve more complex interlinked and fast changing problems by triggering the entrepreneurial spirit through the following measures.

1) Orientation to new entrants:

As the college of business management, the institution prioritizes on inculcating entrepreneurial skills among all the students irrespective of their branch of studies. When the students join the college, they are given an orientation about the vision and mission of the institution which emphasis on leadership and entrepreneurship

2) Field study of three organization:

This is an important assignment given to all the students in the beginning of their academic journey in the college with the objective of exposing students to the world of entrepreneurship. The students are expected to

- Visit any three organization
- Interact with proprietor/ CEO
- Collect information about various aspects
- Prepare a report by mentioning the objectives and outcome of the study

This exercise gives wide exposure to the students as they are able to come into direct contact with entrepreneur.

3) Teaching Pedagogy:

It is designed in such a way that students can inculcate various traits needed for entrepreneurship. Simulation exercises like role-play case study etc. gives them a real feel of the world of entrepreneurship. Student presentation quiz and such other activities expand their horizons

4) Management and IT Fest:

These fests are designed with objective of replicating the situation in the realistic business world. These fests are conceptualized, planned and executed completely by the students for which they take guidance from various practitioners in the corporate world. This process itself is a learning experience. It also promotes accountability risk taking and owning responsibility for the act which is essential for entrepreneurship. Fest also inculcates a spirit of group dynamism which is the prerequisite for entrepreneurship.

5) Skill Enhancement activities by association:

Various functional areas of management and IT have their own subject association, the objective of which is to gear up the students to have greater exposure in that particular field.

6) Fest forum:

Forum aims at training the students to participate in various management fest. Management games promoting various Entrepreneurial Skills are demonstrated by actively involving the first-year students which provide the first-hand experience of the fest.

7) Yasha – Industry Institution Interaction Programme:

It is organized to enable the final year students to know the corporate expectation and to build up entrepreneurial community. As, like minded students come together here, their networking with industrialist can be developed to promote budding startups.

8) EDP Cell:

EDP cell educates mentors and provides enterprising resources to budding entrepreneurs. The cell aims to create an enabling eco-system for entrepreneurship development. It also organizes interaction programme with entrepreneurs

8) Short term courses:

Interdisciplinary short-term courses are provided to all the students to hone entrepreneurial skills and encourage the spirit of innovation and creativity.

9) Library:

Library has good collection of books and journals on entrepreneurship related topics which the students can refer to gain immense knowledge.

10) Inviting alumni as guest:

Alumni who are entrepreneurs or having exposure in business are invited as guest to provide the much-needed networking. This relationship which starts with a college programme last longer as mentorship and guide ship for budding entrepreneur and provide open channel of communication and information related to entrepreneurship.

11) Value Education:

College aspires to develop ethical entrepreneurship among the students. Hence it tries to propagate various values among the students so that they understand social responsibility of business by providing fair treatment to all stake holders.

12) Extension Activities:

In order to develop social enterprises, the budding entrepreneurs should be aware of the social problems which can be solved by initiating entrepreneurship. The extension activities conducted have sensitized the budding entrepreneurs. For instance, involvement of service minded students in providing logistic support during covid-19 lockdown, enable them to see a business prospects in this field which they can initiate with social concern.

13) Collaboration and MOU with chamber of commerce and industry:

Students actively take part in the program organized by chamber of commerce and industry which gives them opportunity to interact with professional and business leaders.

All these efforts to promote entrepreneurship has resulted in large number of students passing out from the institution entering into entrepreneurship. There are ample examples of students from non-business management courses venturing in to entrepreneurship because of the exposure they received in the college.