

SHRI DHARMASTHALA MANJUNATHESHWARA COLLEGE OF BUSINESS MANAGEMENT

NAAC Re-accredited with 'A' Grade IV (2023)

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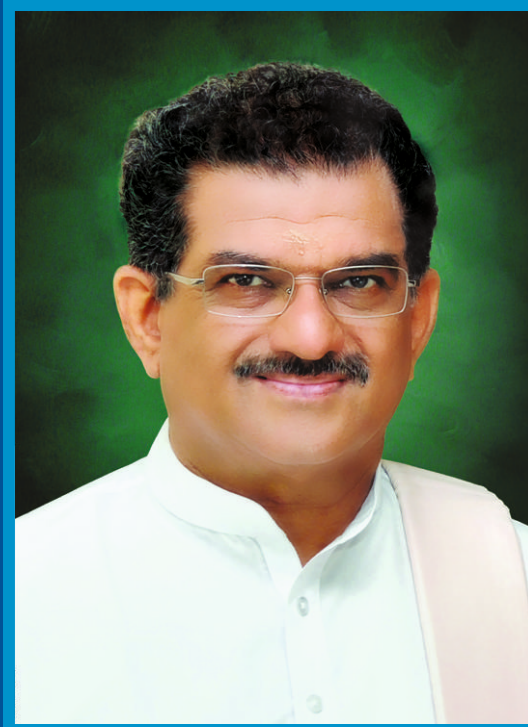


PROSPECTUS





Lord Shri Manjunatha Swamy
Shree Kshethra Dharmasthala



Dr. D. Veerendra Heggade
President, SDM Educational Society ®, 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® 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 2023(CGPA 3.15), it offers courses like BBA, BCA, B.Com and BA(HRD) which are much sort after in the professional world. The college is sponsored and managed by SDM Educational Society, Ujire headed by none less than Dharmadhikari Dr D. Veerendra Heggade who was conferred the second highest Civilian Award PADMA VIBHUSHAN & nominated as member of Rajya sabha. 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-curricular activities. Anticipating the expectation of the prospective students and their enlightened parents, the institution leaves no stone unturned to provide the best of the amenities to promote the holistic personality development. State of the Art Infrastructure provided includes Learning Resource Centre, Wifi, ICT, well equipped library and Computer Labs, Student Service Centre, etc to make the learning more effective. In order to give effective guidance to the students, a system of mentoring prevails in which students of each class get academic , personal , career and psycho-social counseling, Value education programmes and extension activities are also organized.

VISION

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

MISSION

“Enrich the quality of life by creating and sustaining the urge to continuous learning by developing leadership, entrepreneurship, patriotism, and positive attitude towards life through practical training which gives exposure to global business and industry”



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 BBA department was started in the year 1978 which is the pioneer in the management education. Presently the department has three 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

NEP - B.B.A COURSE

I SEMESTER - BBA

Language – I
Language – II
Management Principles and Practice
Fundamentals of Business Accounting
Marketing Management
Digital Fluency
OEC
Health and Wellness
Physical Education and Yoga

II SEMESTER - BBA

Language – I
Language – II
Corporate Accounting and Reporting
Human Resource Management
Business Environment
Environmental Studies
OEC
Physical Education – Sports
NCC/ NSS / R&R(S&G)
Cultural

III SEMESTER - BBA

Language-I
Language -II
Cost Accounting
Organizational Behaviour
Statistics for Business
Decisions
Cyber Security
OEC
Sports
NSS/NCC/Any other

IV SEMESTER - BBA

Language-I
Language -II
Management Accounting
Business Analytics/ Financial
Markets & Services
Financial Management
Financial Education & Investment
Awareness
OEC
Physical Education- Sports
NCC/NSS/Cultural

V SEMESTER - BBA

Production and Operations
Management
Income Tax-I
Banking Law and Practice
Elective -1
Elective-2
Information Technology for
Business
Employability Skills

VI SEMESTER - BBA

Business Law
Income Tax-II
International Business
Elective -1
Elective-2
Goods and Services Tax
Internship

NEP - BCA COURSE

I SEMESTER - BCA

Language – I
Language – II
Fundamentals of Computers
Programming in C
Mathematical Foundation
LAB: Information Technology
LAB: C Programming
OEC
Health and Wellness
Physical Education and Yoga
Environmental Studies

II SEMESTER - BCA

Language – I
Language – II
Discrete Mathematical Structures
Data Structures using C
Object Oriented Concepts using
JAVA
LAB: Data Structure
LAB: JAVA Lab
Digital Fluency
OEC
Sports
NSS/NCC/R&R(S&G)/Cultural

III SEMESTER - BCA

Language – I
Language – II
Data Base Management Systems
C# and DOT NET Framework
Computer Communication and
Network
Open-Source Tools
LAB: DBMS
LAB: C# and DOT NET Framework
OEC
Sports
NSS/NCC/R&R(S&G)/Cultural
EC & CC

SUBJECTS

IV SEMESTER - BCA

Language – I
Language – II
Python Programming
Computer Multimedia and Animation
Operating System Concepts
LAB: Multimedia and Animation
LAB: Python Programming
Financial Education and Investment Awareness
Constitution of India
Sports
NSS/NCC/R&R(S&G)/Cultural

V SEMESTER - BCA

Design & Analysis of Algorithms
Statistical Computing and R Programming
Software Engineering
LAB: R Programming
LAB: Design & Analysis of Algorithms
Vocational:
Digital Marketing
Employability Skills
Elective Course:
Cloud Computing

VI SEMESTER - BCA

Artificial Intelligence and Applications
PHP and MySQL
LAB: PHP and MySQL
Advanced JAVA and J2EE
LAB: Advanced JAVA and J2EE
Web Content Management System
Mini Project
Elective Course:
Fundamentals of Data Science

NEP - B.A (HRD) COURSE

I SEMESTER - B.A(HRD)

Language – I
Language – II
Principles of Management
Business Environment
Personal Development & Interpersonal Skills
Digital Fluency
OEC
Yoga Health Wellness/ Social and Emotional learning

II SEMESTER - B.A(HRD)

Language – I
Language – II
Human Resource Management
Professional Skill Development
Business Economics
Environmental Studies
OEC
Sports
NSS/NCC/R&R(S&G)/Cultural

III SEMESTER - B.A(HRD)

Language – I
Language – II
Organisational Behaviour
Strategic Management
Employee Relations
Financial Education and Investment Awareness
OEC
Sports
NSS/NCC/R&R(S&G)/Cultural

IV SEMESTER - B.A(HRD)

Language – I
Language – II
Organisational Development and Management of change
Human Resource Research Methodologies
Entrepreneurship Development
Cyber Security
OEC
Sports
NSS/NCC/R&R(S&G)/Cultural

V SEMESTER - B.A(HRD)

Global Human Resource Management
Financial Analysis for HR Managers
Corporate communication and Public Relations
Principles of Training and Development
Vocational:
Employability Skills
Elective -1
Elective-2

VI SEMESTER - B.A(HRD)

Trends in Human Resources Development
Business Ethics and Corporate Governance
Human Resource Information System
Human Resource Accounting
Vocational:
Internship
Elective -1
Elective-2

SUBJECTS

NEP - B.COM COURSE

I SEMESTER - B.COM

Language – I
Language – II
Financial Accounting
Management Principles and Applications
Principles of Marketing
Digital Fluency
Yoga
Health and Wellness
OEC

II SEMESTER - B.COM

Language – I
Language – II
Advanced Financial Accounting
Business Mathematics / Corporate Administration
Law & Practice of Banking
Sports
NCC/NSS/R&R(S&G)/Cultural
Environmental Studies
OEC

III SEMESTER - B.COM

Language-I
Language-II
Corporate Accounting
Business Statistics
Cost Accounting
Cyber Security
Sports
NCC/NSS/R&R(S&G)/Cultural
OEC

IV SEMESTER - B.COM

Language-I
Language-II
Advanced Corporate Accounting
Costing Methods & Techniques
Business Regulatory Framework
Financial Education and Investment Awareness
Sports
NCC/NSS/R&R(S&G)/Cultural
OEC

V SEMESTER - B.COM

Financial Management
Income Tax Law and Practice-I
Principles and Practice of Auditing
Elective 1
Elective 2
GST- Law & Practice
Vocational -I
Cyber Security
Employability Skills

VI SEMESTER - B.COM

Advanced Financial Management
Income Tax Law and Practice-II
Management Accounting
Elective 1
Elective 2
Vocational -II
Mini Project

FUTURE PROSPECTS

Higher Studies:

Students of any course can take up higher studies like MBA, MCA, MSW and so on. Students of BBM 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. 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
- 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

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)
- COMERICO (Commerce 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 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 & REGULATIONS

DISCIPLINARY RULES

College timings : 9.00 A.M. to 4.30 P.M. classes

Dress code : College Uniform on all days

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

HOW TO APPLY:

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

1. Registration fees of Rs. 100 – non refundable.
2. Attested copies of
 - PUC Marks Card
 - Caste certificate if any
 - Passport size photograph
 - Copy of Aadhar Card & 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 only.

Following original certificates shall be produced during the interview.

- Transfer certificate
- Secondary school leaving certificate (SSLC marks card)
- PUC Marks card
- Caste certificate / income certificate
- Eligibility certificate if the candidate is coming from other state
- Migration certificate from other Board
- Passport size photograph 7 copies

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

PLACEMENTS



Northern Trust



