

Shri Dharmasthala Manjunatheshwara College of Business Management, Mangalore – 575003

The Annual Quality Assurance Report (AQAR) of the IQAC Part – A

AQAR for the year

2014-2015

Details of the Institution

1.1 Name of the Institution

Shri Dharmasthala Manjunatheshwara College of Business
Management

1.2 Address Line 1

M. G. Road

Address Line 2

Kodialbail

City/Town

Mangalore

State

Karnataka

Pin Code

575 003

Institution e-mail address

sdmcbm@sdmcbm.ac.in

Contact Nos.

0824-2494186

Name of the Head of the Institution:

Mrs. Aruna P. Kamath

Tel. No. with STD Code:

0824-2496980

Mobile:

9964142796

Name of the IQAC Co-ordinator:

Mr. Muralidhara Rao K. S.

Mobile:

9945370431

IQAC e-mail address:

iqac@sdmcbm.ac.in

1.3 NAAC Track ID (For ex. MHC0GN 18879)

8976

OR

1.4 NAAC Executive Committee No. & Date:

EC/53/RAR/14 dated 04-09-2010

(For Example EC/32/A&A/143 dated 3-5-2004.

This EC no. is available in the right corner- bottom of your institution's Accreditation Certificate)

1.5 Website address:

sdm.ac.in

Web-link of the AQAR:

<http://sdmcbm.ac.in/static/iqac/aqar.pdf>

For ex. <http://www.ladykeanecollege.edu.in/AQAR2012-13.doc>

1.6 Accreditation Details

Sl. No.	Cycle	Grade	CGPA	Year of Accreditation	Validity Period
1	1 st Cycle	B	--	2004	Till 2009
2	2 nd Cycle	A	3.16	2010	Till 2015
3	3 rd Cycle				
4	4 th Cycle				

1.7 Date of Establishment of IQAC :

DD/MM/YYYY

30/07/2005

1.8 Details of the previous year's AQAR submitted to NAAC after the latest Assessment and Accreditation by NAAC ((for example AQAR 2010-11 submitted to NAAC on 12-10-2011)

- i. AQAR 17/08/2011 (DD/MM/YYYY)
- ii. AQAR 27/09/2012 (DD/MM/YYYY)
- iii. AQAR 22/05/2013 (DD/MM/YYYY)
- iv. AQAR 30/05/2014 (DD/MM/YYYY)
- v. AQAR 22/06/2015 (DD/MM/YYYY)

1.9 Institutional Status

University

State

Central

Deemed

Private

Affiliated College Yes No

Constituent College Yes No

Autonomous college of UGC Yes No

Regulatory Agency approved Institution Yes No

(eg. AICTE, BCI, MCI, PCI, NCI)

Type of Institution Co-education Men Women

Urban Rural Tribal

Financial Status Grant-in-aid UGC 2(f) UGC 12B

Grant-in-aid + Self Financing Totally Self-financing

1.10 Type of Faculty/Programme

Arts Science Commerce Law PEI (Phys Edu)

TEI (Edu) Engineering Health Science Management

Others (Specify)

1.11 Name of the Affiliating University (for the Colleges)

Mangalore University, Karnataka

1.12 Special status conferred by Central/ State Government-- UGC/CSIR/DST/DBT/ICMR etc

Autonomy by State/Central Govt. / University

University with Potential for Excellence

UGC-CPE

DST Star Scheme

UGC-CE

UGC-Special Assistance Programme

DST-FIST

UGC-Innovative PG programmes

Any other (Specify)

UGC-COP Programmes

2. IQAC Composition and Activities

2.1 No. of Teachers

2.2 No. of Administrative/Technical staff

2.3 No. of students

2.4 No. of Management representatives

2.5 No. of Alumni

2.6 No. of any other stakeholder and
community representatives

2.7 No. of Employers/ Industrialists

2.8 No. of other External Experts

2.9 Total No. of members

2.10 No. of IQAC meetings held

2.11 No. of meetings with various stakeholders:

No.

Faculty

Non-Teaching Staff Students

Alumni

Others

2.12 Has IQAC received any funding from UGC during the year? Yes

No

If yes, mention the amount

3,00,000

20-03-2014

2.13 Seminars and Conferences (only quality related)

(i) No. of Seminars/Conferences/ Workshops/Symposia organized by the IQAC

Total Nos.

International

National

State

Institution Level

(ii) Themes

SEE ANNEXURE - 1

2.14 Significant Activities and contributions made by IQAC

SEE ANNEXURE - 2

2.15 Plan of Action by IQAC/Outcome

The plan of action chalked out by the IQAC in the beginning of the year towards quality enhancement and the outcome achieved by the end of the year *

Plan of Action	Achievements
In the beginning of the year various activities are planned. SEE ANNEXURE – 3.1	Most of the programmes are executed as per the plan of action. SEE ANNEXURE – 3.2

2.15 Whether the AQAR was placed in statutory body Yes No

Management Syndicate Any other body

Provide the details of the action taken

All the suggestions given by the management and faculty in staff meeting were incorporated

Part – B

Criterion – I

I. Curricular Aspects

1.1 Details about Academic Programmes

Level of the Programme	Number of existing Programmes	Number of programmes added during the year	Number of self-financing programmes	Number of value added / Career Oriented programmes
PhD				
PG				
UG	03	01	04	
PG Diploma				
Advanced Diploma				
Diploma				
Certificate				12
Others				
Total	03	01	04	12

Interdisciplinary				10
Innovative				

SEE ANNEXURE – 4

✓

1.2 (i) Flexibility of the Curriculum: CBCS/Core/Elective option / Open options

(ii) Pattern of programmes:

Pattern	Number of programmes
Semester	04
Trimester	
Annual	

1.3 Feedback from stakeholders* Alumn Parents Employers Students
(On all aspects)

Mode of feedback : Online Manual Co-operating schools (for PEI)

SEE ANNEXURE – 5

1.4 Whether there is any revision/update of regulation or syllabi, if yes, mention their salient aspects.

College is affiliated to Mangalore University, University updates the syllabi once in 5 years. BA(HRD) course syllabus was updated in 2011-12, BBM and BCA course syllabus were updated in 2012-13.

1.5 Any new Department/Centre introduced during the year. If yes, give details.

SEE ANNEXURE - 6

Criterion – II

2. Teaching, Learning and Evaluation

2.1 Total No. of permanent faculty

Total	Asst. Professors	Associate Professors	Professors	Others
33+02	06	01	--	28

2.2 No. of permanent faculty with Ph.D.

06 (Pursuing)

2.3 No. of Faculty Positions Recruited (R) and Vacant (V) during the year

Asst. Professors		Associate Professors		Professors		Others		Total	
R	V	R	V	R	V	R	V	R	V
-	-	-	-	-	-	03	-	03	-

2.4 No. of Guest and Visiting faculty and Temporary faculty

- - 04

2.5 Faculty participation in conferences and symposia:

No. of Faculty	International level	National level	State level
Attended	4	30	
Presented papers	3	13	
Resource Persons		06	

2.6 Innovative processes adopted by the institution in Teaching and Learning:

Industrial visits and report presentation, Organizational report writing, case analysis, Group discussion, role plays, ICT, Projects, Extension activities, Book Review

2.7 Total No. of actual teaching days during this academic year

94+94

2.8 Examination/ Evaluation Reforms initiated by the Institution (for example: Open Book Examination, Bar Coding, Double Valuation, Photocopy, Online Multiple Choice Questions)

MCQ

2.9 No. of faculty members involved in curriculum restructuring/revision/syllabus development as member of Board of Study/Faculty/Curriculum Development workshop

09

SEE ANNEXURE – 7

2.10 Average percentage of attendance of students

90%

2.11 Course/Programme wise
distribution of pass percentage :

Title of the Programme	Total no. of students appeared	Division				
		Distinction %	I %	II %	III %	Pass %
BBM	295	71	81	69	---	75%
BCA	97	52	12	1	----	67%
BA(HRD)	50	08	14	12	-----	68%

2.12 How does IQAC Contribute/Monitor/Evaluate the Teaching & Learning processes :

- IQAC instruct all the lecturers to maintain daily lecture plans and submit it to the HOD's and to the Principal at the week end.
- It directs the examination committee to conduct two internal test and one viva voce to all the students in each semester
- It monitors skill enhancement programmes and co-curricular activities.
- It conducts dry run inspection once in a year to verify all the activities and events organized by various committees.
- It verifies various teaching methods adopted by the lecturers such as roleplays, assignments, paper presentations , case analysis etc.

2.13 Initiatives undertaken towards faculty development

<i>Faculty / Staff Development Programmes</i>	<i>Number of faculty benefitted</i>
Refresher courses	---
UGC – Faculty Improvement Programme	----
HRD programmes	41
Orientation programmes	41
Faculty exchange programme	5 BBM faculties take up MBA Classes
Staff training conducted by the university	35
Staff training conducted by other institutions	03
Summer / Winter schools, Workshops, etc.	----
Others	

2.14 Details of Administrative and Technical staff

Category	Number of Permanent Employees	Number of Vacant Positions	Number of permanent positions filled during the Year	Number of positions filled temporarily
Administrative Staff	18	03		
Technical Staff	02	--		

Criterion – III

3. Research, Consultancy and Extension

3.1 Initiatives of the IQAC in Sensitizing/Promoting Research Climate in the institution

SEE ANNEXURE - 8

3.2 Details regarding major projects NIL

	Completed	Ongoing	Sanctioned	Submitted
Number				
Outlay in Rs. Lakhs				

3.3 Details regarding minor projects

	Completed	Ongoing	Sanctioned	Submitted
Number	----	07		01
Outlay in Rs. Lakhs	-----	6 Lakhs		46,000

SEE ANNEXURE – 9

3.4 Details on research publications

	International	National	Others
Peer Review Journals			
Non-Peer Review Journals	International journal of Business ,Management and social sciences ISSN:2249-7463 “A Study on claims Management in general insurance companies with special reference to reliance general insurance company”		
e-Journals			
Conference proceedings		1. UGC sponsored 2 days National Conference on	

		“Celebration of 150th Birth Anniversary of Swami Vivekananda 2. UGC sponsored National Conference on “Big Data - Changing The World” 3. UGC sponsored National Conference on “Emerging Trends and Challenges in Human Resources” 4. NAAC sponsored National Seminar on “Measures For Quality Enhancement And Sustenance in Higher Education”	
--	--	--	--

3.5 Details on Impact factor of publications: 1.3409

Range Average h-index Nos. in SCOPUS

3.6 Research funds sanctioned and received from various funding agencies, industry and other organisations

Nature of the Project	Duration Year	Name of the funding Agency	Total grant sanctioned	Received
Major projects				
Minor Projects	2014-15	Dakshina Kannada Milk Union	46,000	46,000
Interdisciplinary Projects				
Industry sponsored				
Projects sponsored by the University/ College				
Students research projects <i>(other than compulsory by the University)</i>	2014-15	Self Finnced		
Any other(Specify)				
Total				

3.7 No. of books published i) With ISBN No. Chapters in Edited Books

ii) Without ISBN No.

3.8 No. of University Departments receiving funds from

UGC-SAP	<input type="text" value="---"/>	CAS	<input type="text" value="---"/>	DST-FIST	<input type="text" value="--"/>
DPE	<input type="text" value="---"/>	DBT Scheme/funds		<input type="text" value="---"/>	

3.9 For colleges

Autonomy	<input type="text" value="---"/>	CPE	<input type="text" value="---"/>	DBT Star Scheme	<input type="text" value="--"/>
INSPIRE	<input type="text" value="---"/>	CE	<input type="text" value="--"/>	Any Other (specify)	<input type="text" value="---"/>

3.10 Revenue generated through consultancy

3.11 No. of conferences organized by the Institution

Level	International	National	State	University	College
Number		04			02
Sponsoring agencies		UGC NAAC			

SEE ANNEXURE – 10

3.12 No. of faculty served as experts, chairpersons or resource persons

3.13 No. of collaborations International National Any other

3.14 No. of linkages created during this year

SEE ANNEXURE – 11

3.15 Total budget for research for current year in lakhs :

From Funding agency	<input type="text" value="----"/>	From Management of University/College	<input type="text" value="----"/>
Total	<input type="text" value="----"/>		

3.16 No. of patents received this year

Type of Patent		Number
National	Applied	--
	Granted	--
International	Applied	--
	Granted	--
Commercialised	Applied	--
	Granted	--

3.17 No. of research awards/ recognitions received by faculty and research fellows of the institute in the year

Total	International	National	State	University	Dist	College
						07

SEE ANNEXURE – 12

3.18 No. of faculty from the Institution who are Ph. D. Guides and students registered under them

3.19 No. of Ph.D. awarded by faculty from the Institution

3.20 No. of Research scholars receiving the Fellowships (Newly enrolled + existing ones)

JRF SRF Project Fellows Any other

3.21 No. of students Participated in NSS events:

University level State level
 National level International level

3.22 No. of students participated in NCC events: NA

University level State level
 National level International level

3.23 No. of Awards won in NSS:

University level State level
 National level International level

3.24 No. of Awards won in NCC: NA

University level State level
 National level International level

3.25 No. of Extension activities organized

University forum	---	College forum	21		
NCC	NA	NSS	13	Any other	07

3.26 Major Activities during the year in the sphere of extension activities and Institutional Social Responsibility

SEE ANNEXURE – 13

Criterion – IV

4. Infrastructure and Learning Resources

4.1 Details of increase in infrastructure facilities:

Facilities	Existing	Newly created	Source of Fund	Total
Campus area	1.3 acres	--	Management	1.3 acres
Class rooms	24	--	Management	24
Laboratories	03	--	Management	03
Seminar Halls	02	--	Management	02
No. of important equipments purchased (\geq 1-0 lakh) during the current year.	14	03	Management	17
Value of the equipment purchased during the year (Rs. in Lakhs)	67,21,943	23,07,660	UGC & Management	90,29,603
Others	1,16,55,372	4,11,710	UGC & Management	1,20,67,082

4.2 Computerization of administration and library

The college administration uses management software called Educational Enterprise Resource Planning and Management System (EERPMS) for all purposes.

The library has a module in EERPMS called as WEB OPAC for bibliographical information and other purposes

4.3 Library services:

	Existing		Newly added		Total	
	No.	Value	No.	Value	No.	Value
Text Books	3,900	8,07,500	553	1,05,841	4,453	9,13,341
Reference Books	3,246	6,80,000	154	18,237	3,400	6,98,237
e-Books	---	---	---	---	--	--
Journals	562	5,50,000	64	82,900	626	6,32,900
e-Journals	17	5,95,000	--	--	17	5,95,000
Digital Database	---	---	--			
CD & Video	---	---	11	2,080	11	2,080
Others (specify)	---	---				

4.4 Technology up gradation (overall)

	Total Computers	Computer Labs	Internet	Browsing Centres	Computer Centres	Office	Departments	Others
Existing	177	138	---	17	---	10	03	09
Added	14	03	---	06	---	---		05
Total	191	141		23		10	03	14

4.5 Computer, Internet access, training to teachers and students and any other programme for technology upgradation (Networking, e-Governance etc.)

<ul style="list-style-type: none"> * WiFi facility is provided to the staff and students. * Computers are provided in all the staff rooms, Library , Learning Resources Center and in the Labs to access internet facility. * The computer department staffs are available for any sort of guidance regarding technology. * Computer Training programme was organized for the staff members * Faculty Development Programme on “How to use lively shared documents”
--

4.6 Amount spent on maintenance in lakhs :

i) ICT	54,108
ii) Campus Infrastructure and facilities	87,358
iii) Equipments	1,06,033
iv) Others	29,491
Total :	2,76,990

Criterion – V

5. Student Support and Progression

5.1 Contribution of IQAC in enhancing awareness about Student Support Services

Orientation to the fresher’s, complete campus visit on the first day, class advisors give complete instructions about various facilities within the campus.

5.2 Efforts made by the institution for tracking the progression

Institution offers cash incentive for those students who score more than 85% in each theory subjects and more than 95% in practical subjects. Silver medal and certificates are given to the distinction holders. Marks cards of the internal test and semester exams are issued to the parents. Fest Forum plays an important role in personality development by sending the students to various fests.

5.3 (a) Total Number of students

UG	PG	Ph. D.	Others
1361			

(b) No. of students outside the state

29

(c) No. of international students

NIL

	No	%		No	%	
Men	838	61.58		523	38.42	Women

Last Year						This Year					
General	SC	ST	OB C	Physically Challenged	Total	General	SC	ST	OB C	Physically Challenged	Total
736	35	03	641	02	1417	721	33	04	603	-----	1361

Demand ratio : 1 : 1.75 Dropout % : 0.21%

5.4 Details of student support mechanism for coaching for competitive examinations (If any)

Created awareness programmes for various competitive examinations with the support of coaching institutions.

No. of students beneficiaries

250

5.5 No. of students qualified in these examinations

NET SET/SLET GATE CAT
 IAS/IPS etc State PSC UPSC Others

5.6 Details of student counselling and career guidance

Counselling Cell and career guidance cell organizes relevant guest lectures and other related programmes.

No. of students benefitted

SEE ANNEXURE – 14

5.7 Details of campus placement

<i>On campus</i>			<i>Off Campus</i>
Number of Organizations Visited	Number of Students Participated	Number of Students Placed	Number of Students Placed
03	150	25	30

5.8 Details of gender sensitization programmes

Organized women empowerment programmes and observed women’s day celebrations.
 The main function of Women Cell is to sensitize through various programmes on women issues and to solve the issues related with women working in this institute.
 In this regard Women’s Cell organized a self defense training program in association with Radio Mirchi .

5.9 Students Activities

5.9.1 No. of students participated in Sports, Games and other events

State/ University level National level International level

No. of students participated in cultural events

State/ University level National level International level

5.9.2 No. of medals /awards won by students in Sports, Games and other events

Sports : State/ University level National level International

Cultural: State/ University level National level International

5.10 Scholarships and Financial Support

	Number of students	Amount
Financial support from institution	03	16,000
Financial support from government	75	1,27,214.00
Financial support from other sources	-----	-----
Number of students who received International/ National recognitions	-----	-----

5.11 Student organised / initiatives

Fairs : State/ University level National level International level

Exhibition: State/ University level National level International level

5.12 No. of social initiatives undertaken by the students

SEE ANNEXURE – 13

5.13 Major grievances of students (if any) redressed:

Play ground space is not sufficient.

Since there is district stadium and many other play grounds within a short distance to the college, students are directed to make use of these facilities and sometime are hired depending on the programmes.

Criterion – VI

6. Governance, Leadership and Management

6.1 State the Vision and Mission of the institution

SEE ANNEXURE - 15

6.2 Does the Institution has a management Information System

The institution uses management software called Educational Enterprise Resource Planning and Management System (EERPMS) for all purposes.

6.3 Quality improvement strategies adopted by the institution for each of the following:

6.3.1 Curriculum Development

Conducted short term courses, bridge courses, latest topic seminar in every subject

6.3.2 Teaching and Learning

- Lecturing
- Class discussion
- Group discussion
- Presentations by students
- Student-group reports
- Debate on current issues
- Assignments
- Book Review
- Assignment to outline portions of the textbook
- Debates (subjects)
- Crossword puzzles
- Construction of vocabulary lists
- Interviews
- Field trips
- Drama, role playing
- Open textbook study
- Notebook
- Class projects
- Individual projects

6.3.3 Examination and Evaluation

Two Internal Tests in each semester, Viva-voce, Assignments, Group discussion, Multiple Choice questions, seminars and presentations, Semester examinations.

6.3.4 Research and Development

Faculty development programmes are conducted to motivate the faculty members to undertake PhD programme, Major Research Projects and Minor Research Projects funded by UGC, CSIR and HRD etc.

Encourages the faculties to acquire higher qualification.

6.3.5 Library, ICT and physical infrastructure / instrumentation

HOD's suggested a list of books based on interaction with the students and faculty members. This list was forwarded to concerning authority for sanction and purchase of books. Open access system exists in the library, LCD projectors are installed in all classrooms, Laptop, portable mike system, WiFi facility, Lift, generator, Reprographic facility are available.

6.3.6 Human Resource Management

Conducted faculty development programmes, encouraged faculties to attend and present/publish papers in the seminars/conferences. Administrative staff are also encouraged to attend training/ seminars/ workshops

6.3.7 Faculty and Staff recruitment

Based on merit and past experience.

6.3.8 Industry Interaction / Collaboration

Organized factory visits for staff and students, guest lecturers, placement programmes

6.3.9 Admission of Students

Based on merit.

6.4 Welfare schemes for

Teaching	PF contribution by the management
Non teaching	Medical reimbursement
Students	Scholarships, insurance

6.5 Total corpus fund generated

1,43,96,311

6.6 Whether annual financial audit has been done

Yes No

6.7 Whether Academic and Administrative Audit (AAA) has been done?

Audit Type	External		Internal	
	Yes/No	Agency	Yes/No	Authority
Academic	YES	Government (JD)	YES	SDME Society, IQAC
Administrative	YES	Government (JD)	YES	SDME Society

6.8 Does the University/ Autonomous College declares results within 30 days?

For UG Programmes Yes No

For PG Programmes Yes No

6.9 What efforts are made by the University/ Autonomous College for Examination Reforms?

Online submission of admission forms, examination forms, internal marks, computerized tabulation system and online results is introduced by the affiliating university..

6.10 What efforts are made by the University to promote autonomy in the affiliated/constituent colleges?

Support and encouragement during affiliation to go for autonomy.

6.11 Activities and support from the Alumni Association

Alumni interact with the students to create awareness about an industry environment whenever they visit the institution. Guest lecturers are also arranged for more awareness on industry. They help the institution in career guidance and placements.

6.12 Activities and support from the Parent – Teacher Association

Annual general meeting is conducted. A cash incentive is given to the students who have scored more than 85% in each theory subjects and more than 95% in practical subjects. Silver medal and certificates are given to the distinction holders. Support for factory visits.

6.13 Development programmes for support staff

- workshop on Google Application for Educations organized by SDME Society, Ujire
- Workshop on Web Development organized by SDME Society, Ujire
- Computer Training programme on M.S . Word application was organised to the staff members.

Mr. Ashwin Loyal Mendonce

- Attended one day workshop on Web Development organized by SDME Society, Ujire on 7th November 2014.

6.14 Initiatives taken by the institution to make the campus eco-friendly

Tree plantation programme, campus cleaning by NSS students, guest lectures on Environmental Issues ,Street play on “Swachh Bharath Abhiyan”, Swaccha Manasu Swaccha Bharatha

Criterion – VII

7. Innovations and Best Practices

7.1 Innovations introduced during this academic year which have created a positive impact on the functioning of the institution. Give details.

- 3 UGC sponsored National Conferences
- NAAC sponsored National seminar
- Industry sponsored minor research project
- 12 Add on Courses in various subjects.
- Academic Programmes & Guest lectures by experts
- Value Education Programmes.
- Orientation by various Associations.
- IQAC Programmes for initiating Quality Improvements
- Skill enhancements programmes to provide practical experiences in various functional areas of management and computer application.
- Field visit to get industrial exposures
- Programmes in association with different organizations
- Extension activities to reach out to the society and also to share knowledge
- Students Council Programmes
- Placement Cell Activities
- Observation of important days
- Alumni & PTA meetings.

7.2 Provide the Action Taken Report (ATR) based on the plan of action decided upon at the beginning of the year

SEE ANNEXURE - 16

7.3 Give two Best Practices of the institution (*please see the format in the NAAC Self-study Manuals*)

SEE ANNEXURE - 17

7.4 Contribution to environmental awareness / protection

Tree plantation programme, campus cleaning and cleaning the city programmes by NSS students, guest lectures on rain water harvesting, green marketing,

7.5 Whether environmental audit was conducted? Yes No

7.6 Any other relevant information the institution wishes to add. (for example SWOT Analysis)

Strengths:

- Widely acclaimed SDM brand due to the commitment of the management to social service.
- Long standing reputation gained by being a unique single faculty management college for more than 20 years.
- High demand for the course.
- Greater scope in the job market.

Weakness

- Inability to charge more fees / donation as the Institution is philanthropic in approach as Vidyadhana is considered as one of the Dhanas of Shri Kshethra Dharmasthala.
- Lesser connectivity when compared to metropolitan cities.
- Limited local placement opportunities as there are few industries in Mangalore when compared to Metropolitan cities
- Government policy regarding grant-in-aid.

Opportunities:

- Upcoming SEZ can boost the placement opportunities.
- To conduct wide range of certificate courses.
- Opportunities for availing funds for minor research and organizing seminars.
- Being the pioneering institution, faculties have opportunities to be the members of BoE and BoS.
- Greater scope for self development for staff and students.

Challenges:

- Multiple regulatory authorities.
- New generation institutions with better infrastructure.
- Retention of high profile faculty.
- Challenge of getting right resource persons.
- Inability to update the syllabus according to industrial needs under affiliation system.

8. Plans of institution for next year

SEE ANNEXURE - 18

Name **Mr. Muralidhar Rao K. S.**

Name **Prof. Aruna P. Kamath**

Signature of the Coordinator, IQAC

Signature of the Chairperson, IQAC

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Annexure I

Abbreviations:

CAS	-	Career Advanced Scheme
CAT	-	Common Admission Test
CBCS	-	Choice Based Credit System
CE	-	Centre for Excellence
COP	-	Career Oriented Programme
CPE	-	College with Potential for Excellence
DPE	-	Department with Potential for Excellence
GATE	-	Graduate Aptitude Test
NET	-	National Eligibility Test
PEI	-	Physical Education Institution
SAP	-	Special Assistance Programme
SF	-	Self Financing
SLET	-	State Level Eligibility Test
TEI	-	Teacher Education Institution
UPE	-	University with Potential Excellence
UPSC	-	Union Public Service Commission

PART-A

ANNEXURE – 1

Annexure for question number 2.13: Seminars and Conferences (only quality related)

(ii) Themes

National Level

- ❖ NAAC sponsored National Seminar on “Measures for Quality Enhancement and Sustenance in Higher Education”

Institutional Level

- ❖ Faculty Development Programme on “Innovative teaching Methodology”
- ❖ Faculty development Programme on “Opportunities for funded Research “
- ❖ Faculty Development Programme on “Creative lively shared documents”
- ❖ Faculty Development on “How a Teacher Perception Shapes Class room Education”
- ❖ Faculty Development Programme on “Research methodology”

ANNEXURE – 2

Annexure for question number 2.14 : Significant Activities and contributions made by IQAC

Contributions made by IQAC- IQAC takes the initiative and provides guidance to organize various activities in the college. In the regular meetings of IQAC, feedback is taken about the functioning of the institution. Suggestions are given by the IQAC members for further improvement. Following are the significant activities of IQAC:

Dry Run Inspection: Annual Dry Run Inspection is conducted followed by review meeting .

Faculty Development Programme on “Opportunities for funded Research”:- FDP programme was organized by the IQAC for the faculty on 5th April 2014. Mr. Jeevan Pinto, Asst. Professor, Srinivas College was the resource person.

Faculty Development Programme on “Innovative teaching Methodology”

A Faculty Development Programme was organized by IQAC on 13th June 2014 to train and boost the teaching quality of all the lecturers from different colleges. The objective of faculty development programme was to assist and support faculty in their professional development. The resource person was Prof. Jala Jayaprakash, Assistant Training Manager, Academic Staff College, VIT University, Vellore. He spoke about the education system and said there is a need to rethink. Students should be taught to compete with themselves and co-operate with others. He said, effective teaching is necessary for coping with the competitive world with wide knowledge and the same should be shared with the students in a more creative way. Various activities were conducted by him during the session to think and act more creatively. The objective of the programme was to improve the teaching quality using creative methods to develop more enthusiasm among the students. Prayer service was done by Ms. Priyanka. Mr. Thrishanth Kumar, coordinator of the FDP programme, welcomed the gathering and proposed vote of thanks. The programme was compeered by Mrs. Shashiprabha.

Faculty Development Programme on “Creative lively shared documents”

A Faculty Development Programme to learn “How to use lively shared documents” for the purpose of documentation work was organized by IQAC on 17th June 2014. The resource person was Mr. Ashwin Mendonca, Lecturer, English Department, SDM College of Business Management, and Mangalore.

Faculty Development on “How a Teacher Perception Shapes Class room Education”

A FDP programme about “How a Teacher Perception Shapes Class Room Education” was organised on 30th August 2014, from 11.00a.m to 12.30 p.m. The objective of the faculty development programme was to enlighten the faculties about IQAC and NAAC Criteria. The resource person was Mr. Clement D’Souza, Professor in Economics, St. Joseph’s College, Bangalore. The resource person spoke about three aspects which are very important for NAAC i.e Individual & department activities, Best practices and Documentation. He also suggested that the most important factor in student learning in class rooms is the quality of teaching and he also pointed few of the thinking processes that profoundly influence teacher behavior and student experience. Each teacher operates from a set of unexamined beliefs –about the nature of teaching and learning, about knowledge, and about the purpose of education itself. He quoted many anecdotes to justify the criteria suggested by NAAC. He highlighted the importance of research activities, certificate programmes and innovations. The programme was coordinated by IQAC. Mrs. Shashiprabha welcomed the gathering and Mrs. Madhumathi Raja introduced the guest. Ms. Sowmya Hegde compeered the programme and Mrs. Shashikala Shetty proposed the vote of thanks.

FDP Programme on “Research Methodology”

A FDP programme on Research methodology was conducted for the faculty on 6 January 2015 at 3 pm in the conference hall. The resource person was Dr. Suresh Poojary, Dean, Department of Commerce, St. Aloysius College, Mangalore. The objective was to enhance the knowledge and to motivate the faculty to undertake research. The resource person covered the areas like ethical framework of a researcher, identification of research problem and research process. He emphasized that society challenges are the opportunity for research. Researcher should always try to select simple topic of his interest and find out all the answers till the conclusion. A researcher faces lot of problems for exploring his research questions that can be effectively resolved using correct research methodology. He also guided on writing bibliography and various research funding agencies. Mrs. Veena, faculty introduced the guest. Mrs. Shashikala Shetty proposed the vote of thanks. The programme was coordinated by Mrs. Manju under IQAC guidelines.

NAAC sponsored National Seminar on “Measures for Quality Enhancement and Sustenance in Higher Education”

A *National Assessment and Accreditation Council* (NAAC) sponsored national level seminar on “Measures for Quality Enhancement and Sustenance in Higher Education” was organized by SDM College of Business Management and SDM P.G. Centre for Management Studies and Research, Mangalore on 9 and 10 October 2014.

It was inaugurated by Professor K. Byrappa, Honourable Vice Chancellor of Mangalore University. In his address, he said that NAAC has done a commendable job in bringing about quality in higher education in India. He highlighted the role played by IQAC in colleges and universities in ensuring and sustaining quality. In his keynote address, Dr. Sandeep Shashtry, Pro Chancellor of Jain University and National coordinator of Lokniti Network, said that there is a need for industry and academic collaboration in order to bridge the gap between the world of study and the world of work. Quality in higher education is beyond materials, methods, procedures and processes. Dr. B. Yashovarma, principal of SDM College, Ujire and secretary of SDME Society, Ujire, in his presidential address, noted that there is a need for quality improvement in education, in order to deal with the outcomes of the globalization of higher education. Dr. A. Senthil Kumaran, principal counsellor and head of education excellence, CII Institute of Quality, Bangalore addressed the gathering.

The two days deliberations included different sessions chaired by experts who held interactive sessions on various topics related to improvement of quality in higher education. In the first session Dr. A. Senthil Kumaran spoke on the topic “Measuring Institutional Effectiveness with Data”. He pointed out the role of stake holders in quality maintenance and contribution of institutional vision, mission and management philosophy towards it. Dr. Radhika Pai, Professor, Department of Information & Comm. Tech., Manipal University, spoke on “Pedagogical Integration of ICT for Quality Enhancement” in the second session. She highlighted the ways and means of enhancing the quality through information technology. In the third session, Prof. Clemet D'Souza, coordinator of IQAC, St. Joseph's College, Bangalore spoke on “Quality Sustenance through Internal Quality Assurance Mechanism.” He insisted on independent vision and mission for IQAC of each institution and explained the significance of linking these with that of institution. He also suggested that the students should be made to experience these missions and visions through the relevant activities. Prof. Raghunandan, Retired Professor, SVS College, Bantwal talked about “Student Empowerment through Mentoring & Reverse Mentoring” in the fourth session. He opined that teacher student relationship is one of the important factors contributing to quality. To achieve this, both must realize the importance of learning from each other.

Besides this, researchers and academicians presented papers covering wide range topics based on the theme of the seminar. The main objective of the seminar was to enhance the quality of education and to ensure quality sustenance through various mechanisms.

Mr. A. M. Narahari, Registrar, St. Aloysius College (Autonomous), Mangalore, presided over the valedictory function held on 10 October. Mr. Vivek Mohan Alva, Managing Trustee, Alva's Education Foundation was the guest of honour.

In his valedictory speech, Prof. A. Narahari, registrar, St. Aloysius College (Autonomous), stressed that in the teaching learning process, aspects such as domain knowledge, commitment and involvement play an important role in improving quality in higher education. If there is integration of teaching, tutorial, practical and self-study in higher education, it would help to improve and maintain quality. He said that education sector should align with the other sectors in the society such as economic, social and industrial sectors.

In his chief guest's address, Vivek Mohan Alva, managing trustee of Alva's Education Foundation and also alumni of the college, said that college, university and industries must work together to design and develop the courses and curriculum to help the students to be better prepared for the future. He stressed that there is lack of research orientation in Indian Education. We should take inspiration from the success of India's recent *Mars Orbiter Mission* and do our best to excel in research.

The delegates provided feedback about the seminar. Certificates were distributed to resource persons, paper presenters and delegates. The seminar provided a platform to deliberate on the ways and means of improving quality in higher education.

ANNEXURE – 3.1

Annexure for question number 2.15 : Plan of Action by IQAC/Outcome .

The plan of action chalked out by the IQAC in the beginning of the year towards quality enhancement and the outcome achieved by the end of the year

Highlights of measures taken for quality improvement

❖ Department

- Each department to have their own plan of action
- Organize independent Extension activities

❖ Other steps for academic up gradation

- 14 short term courses
- Remedial classes
- Guest lectures in all the subject
- UGC sponsored seminars
- Association with professional organization
- Students encouraged to find summer placement on their own
- Skill based program to improve competency level

❖ Feedback Mechanism:

Review Meeting to discuss the previous months activity and plan for the next month.

- Weekly meeting - Principal with HODS On every Friday 3.15pm
- Fortnightly Meeting - Class advisors On First & third Monday of the month
- Monthly meeting - Departmental : On First Tuesday of Every month

HOD'S : On First Wednesday .of Every month

IQAC : On First Thursday of Every month

Committee Meeting : On first Friday of Every month

General Staff Meeting : On First Saturday of Every month

❖ Improvement of Student Discipline

- Indiscipline, poor performance, long absence -parents were called and asked to give undertaking
- Value Education program by inviting speakers
- Incorporation of values in the subject by teachers
- Reporting to HOD and to Principal in case of indiscipline
- Reporting to class advisor, MOD and principal in case of long absence
- Malpractices during test to be reported to test committee

❖ **Students' Council**

- Motto is framed for Student council and every Association.
- A theme is decided for the year to give a right direction and conduct meaningful activities
- Planned to Organize Extension Activities

❖ **IQAC**

NAAC criteria team meeting held and presentations made with suggestions to be incorporated in the college activities.

- Suggestions made-Starting new short term courses Introduction of large number of Extension activities- which is implemented
- Areas lacking pointed out- like Research, Consultancy, addition of new courses.
- Management Representative and External Member to be decided for the year.

❖ **Challenges to be faced**

- Physical education
- Library

ANNEXURE – 3.2

Annexure for question number 2.15

MONTHWISE BRIEF REPORT ON THE ACTIVITIES OF THE COLLEGE

APRIL 2014

1. STUDENTS ACTIVITIES :

Students of BBM, BCA & BA(HRD) had their semester examinations in the month of April 2014.

2. STAFF ACTIVITIES :

Veena D. Kotian

- ✧ Presented a joint paper on “Work life balance among working women with special reference to teaching faculties in Mangalore” in 2 days UGC sponsored National Seminar on “Feminine Qualities and Leadership” organised by University College, Mangalore on 22nd & 23rd April 2014.

3. ACADEMIC ACTIVITIES :

- **Opportunities for funded Research :** FDP programme was organized by the IQAC for the faculty on 5th April 2014. Mr. Jeevan Pinto, Asst. Professor, Srinivas College was the resource person.
- IQAC, HOD and general staff meetings were held to discuss and finalise important matters.

MAY 2014

1. STUDENTS ACTIVITIES :

Students of BBM, BCA & BA(HRD) Course are on summer vacation.

2. STAFF ACTIVITIES :

All the faculty members are away on Valuation in their respective subjects which started on 19th May 2014.

3. ACADEMIC ACTIVITIES :

Admission

Admissions started from 9th May 2014 for BBM, BCA, BA(HRD) and B.Com. Course.

4. OTHERS :

Valuation Centre : College is the Centre of Valuation for BBM & BA(HRD) Course from 9th May 2014 to till date.

JUNE 2014

1. STUDENTS ACTIVITIES :

Orientation Programme : On 14th June, 2014, an orientation programme was organised for the first year students. The main objective of the programme was to brief the students about the college. Principal Smt. Aruna P. Kamath presided over the programme. Later Mr. Shreemukha Sullia, Mr. Rahil Ahamed and Ms. Swathi Rao, alumni of the college, shared their experiences and memories associated with the college.

Leadership training program : A Leadership training programme was organized for the student council members on 28th June 2014 in the conference hall. The Resource Persons were Mr. Surfraz Hasim and Mr. Nabeel Ahmed.

2. STAFF ACTIVITIES :

Mrs. Aruna P. Kamath

- Attended one day workshop on preparation of Institutional Development Proposal (IDP) of Rashtriya Uchchar Shiksha Abhiyan (RUSA) organized by Department of Collegiate Education, Karnataka at Government Arts College, Bangalore on 19th June 2014.

Mrs. Divya Uchil

- Attended one day workshop on revised syllabus for undergraduate program of Mangalore University in Computer Science/Computer Application/Data Processing organized by Mangalore University Computer Science Teachers' Association on 25th June 2014 at Srinivas College of Management Studies, Pandeshwar, Mangalore.

Mr. Arun F. Sequeira

- Attended one day workshop on preparation of Institutional Development Proposal (IDP) under Rashtriya Uchchar Shiksha Abhiyan (RUSA) organized by Department of Collegiate Education, Karnataka at Government Arts College, Bangalore on 19th June 2014.

Mrs. Manju

- Attended V Semester BBM syllabus revision workshop organised by FOBMAT on 28th June 2014 at Bhuvanendra College, Karkal.

Mrs. Gayathri K.

- Attended V Semester BBM syllabus revision workshop organised by FOBMAT on 28th June 2014 at Bhuvanendra College, Karkal.

Mr. Thilakraj G.

- Attended V Semester BBM syllabus revision workshop organised by FOBMAT on 28th June 2014 at Bhuvanendra College, Karkal.

Mrs. Shashikala Shetty

- Attended one day workshop on revised syllabus for undergraduate program of Mangalore University in Computer Science/Computer Application/Data Processing organized by the Mangalore University Computer Science Teacher's Association on 25th June 2014 at Srinivas College of Management Studies, Pandeshwar, Mangalore.

Mrs. Shashiprabha

- Attended one day workshop on revised syllabus for undergraduate program of Mangalore University in Computer Science/Computer Application/Data Processing organized by the Mangalore University Computer Science Teacher's Association on 25th June 2014 at Srinivas College of Management Studies, Pandeshwar, Mangalore.

Mrs. Veena D Kotian

- Attended National Conference on 'Innovations and Best practices in higher education institutions' held on 28th June 2014 in Srinivas Institute of Management Studies, Pandeshwar Mangalore. And also presented paper on 'A study on Developing positive work culture to improve desired teaching qualities in higher education'.

Mrs. Shaini Naveen

- Attended National Conference on 'Innovations and Best practices in higher education institutions' held on 28th June 2014 in Srinivas Institute of Management Studies, Pandeshwar Mangalore. And also presented paper on 'A study on Developing positive work culture to improve desired teaching qualities in higher education'.

Mrs. Reshmi B.R

- Attended one day workshop on revised syllabus for undergraduate program of Mangalore University in Computer Science/Computer Application/Data Processing organized by the Mangalore University Computer Science Teachers Association on 25th June 2014 at Srinivas College of Management Studies, Pandeshwar, Mangalore.

Ms. Preethika Dharmapal

- Attended V Semester BBM syllabus revision workshop organised by FOBMAT on 28th June 2014 at Bhuvanendra College, Karkal.

Mrs. Rashmi T

- Attended V Semester BBM syllabus revision workshop organised by FOBMAT on 28th June 2014 at Bhuvanendra College, Karkal.

Mrs. Parinitha

- Attended V Semester BBM syllabus revision workshop organised by FOBMAT on 28th June 2014 at Bhuvanendra College, Karkal.

Mr. Deviprasad

- Attended V Semester BBM syllabus revision workshop organised by FOBMAT on 28th June 2014 at Bhuvanendra College, Karkal.

Ms. Sahana

- Attended one day workshop on revised syllabus for undergraduate program of Mangalore University in Computer Science/Computer Application/Data Processing organized by the Mangalore University Computer Science Teachers' Association on 25th June 2014 at Srinivas College of Management Studies, Pandeshwar, Mangalore.

3. ACADEMIC ACTIVITIES :

Faculty Development Programme : A Faculty Development Programme was organized by IQAC on 13th June 2014 to train and boost the teaching quality of all the lecturers from different colleges. The resource person was Prof. Jala Jayaprakash, Assistant Training Manager, Academic Staff College, VIT University, Vellore. Principal Smt. Aruna P. Kamath presided over the programme.

Faculty Development Programme : A Faculty Development Programme to learn “How to use lively shared documents” for the purpose of documentation work was organized by IQAC on 17th June 2014. The resource person was Mr. Ashwin Mendonca, Lecturer, English Department, SDM College of Business Management, Mangalore.

Literary Association : Literary Association was inaugurated on 25th June 2014 in the Conference Hall. Mr. B. Deepak Joyappa, Journalist & Alumni of SDMCBM was the chief guest. Mrs. Aruna P. Kamath, Principal presided over the inaugural function. Mrs. Jeevitha D. co-ordinated the programme.

Following Guest Lectures were organized for the benefit of students :

Talk on Self Management : A talk on “Self Management” was arranged on 26th June 2014 for BBM students. The speaker was Mr. Vishnupadha Das from ISKCON Group.

Guest lecture on Career Development : A guest lecture on “Career Development” was organized by Commerce Department on 27th June 2014. CA Kiran, Chartered Accountant, Mangalore was the resource person.

4. OTHERS :

FOBMAT General Body Meeting : The annual general body meeting of FOBMAT, Forum of Business Management Teachers was held on 3rd June 2014 in the conference hall. The chief guest was Director Dr. Devaraj K. Principal Smt. Aruna P. Kamath presided over the programme. New Office bearers for the current academic year were elected.

Felicitation to Mr. Annu Gowda : A farewell and felicitation to Mr. Annu Gowda, Peon who served our institution for 34 years was organised on 30th June 2014 in the conference hall. Principal, all the faculty and administrative staff were present on the occasion.

JULY 2014

➤ STUDENTS ACTIVITIES :

Inauguration of Student Council : The Students’ Council Inauguration for the year 2014-15 was held on 5th July 2014 in the college Auditorium. The programme was inaugurated by Mr. Ramprasad, Director & Trainer, Calls for Safety & Quality Solutions. Mr. B.V. Sadashiva Rao, Proprietor, Honeyvale Group and alumni of SDMCBM was the Guest of Honour.

The Staff Co-ordinators Mr. Thrishanth Kumar & Mrs. Shwetha Y. were present on the dais. Principal Mrs. Aruna P Kamath presided over the function. Mr. Manel Srikanth Nayak of III BBM assumed the office as the president of the student council, Ms. Nifa Ali of II BA(HRD) as the secretary and Ms. Amra Amir Arabi of II BBM as the joint secretary. All the office bearers were sworn into their respective offices by reciting the oath administered by the student council staff coordinator Mr. Thrishanth Kumar.

One day NSS camp at Mangalajyothi Integrated School, Vamnjoor : The two NSS units of college organized one day camp on 13th July 2014 at Mangalajyothi Integrated School, Vamanjoor. Volunteers started their work at 9.00a.m. Mangalajyothi ITI campus was cleaned and made available for the inauguration of the building to be held shortly.

First Aid Training Programme : On 26th July 2014, The Youth Red Cross Association organized a first aid training session for their volunteers at Wenlock Hospital. The students were allowed to observe and gain knowledge about First Aid and treatments given to the patients under the guidance of Dr. Rajashree. Mr.Prasanna Kumar T. co-ordinated the programme.

Vanamahostava Celebrations : NSS units organized Vanamahostava Programme on 26th July 2014 at Government School, Kapikad. The chief guest of the programme was Mr. Rajaneesh, Corporator of Kapikad. Headmistress of the school Mrs. Nagarathna inaugurated the programme by planting a sapling. About 40 saplings of plants of rose, may flower, jackfruit, amla and cocum were planted by the NSS volunteers. Mrs. Gayathri K, Mr. Deviprasad and Mrs. Renuthakshi co-ordinated the programme.

Various Association in the Students' Council conducted the following activities to bring out the talents of the students :

Name of the Association	Activities Conducted
Marketing Association 'VENTA'	Brand Wars Competition
Scan Association	Color-Spray(Paint Brush) Competition, Snap-Up (Quick hands) Competition
Fine Arts Association	Collage Competition, Pick & Act
Literary Association	Shayari writing Competition
Commerce Association	Campus Quiz
Finance Association 'FONDUS'	Money Talk
Economics Association	Paper presentation competition
Sports Association	Interclass Foot Ball Tournament

*** Students' Participation - Outside activities :**

- ❖ Mr. Vijeth Joswil Pinto attended 7 days **University Level Leadership Camp** held at Mangalore University, Konaje from 9th to 15th July 2014.

2. STAFF ACTIVITIES :

Mrs. Aruna P. Kamath

- Invited to be the Chief Guest in UGC sponsored National Conference on "Numerical Methods and Network Analysis" organized by Milagres College, Kallianpur on 17th July 2014.
- Attended the interactive session with Dr. Gopu Kumar, Dy. Secretary, UGC, SWRO, Bangalore on Sunday, 3 August 2014 at Govinda Dasa College, Surathkal.

Mr. Arun Francis Sequeira

- Attended UGC sponsored 2 days National Conference on "Numerical Methods and Network Analysis" organized by Milagres College, Kallianpur on 17th July 2014.
- Attended the interactive session with Dr. Gopu Kumar, Dy. Secretary, UGC, SWRO, Bangalore on Sunday, 3 August 2014 at Govinda Dasa College, Surathkal.

Mr. Ashwin L. Mendonca

- Attended Workshop on new English syllabus of Mangalore University organized by Association of English Teachers on 16th July 2014 at Canara College, Mangalore.

Mrs. Manju H.

- Attended B.Com. syllabus revision workshop on 5th July 2014 at St. Aloysius Evening College, Mangalore.

Mr. Thilakraj G.

- Attended B.Com. syllabus revision workshop on 5th July 2014 at St. Aloysius Evening College, Mangalore.

Mrs. Renuthakshi

- Delivered a talk on the topic of “Aashada Masada Mahathwa, Achara Vichara Matthu Nambikegalu” at Karnataka State Devadiga Sudharaka Sangha, Mannagudda, Mangalore on 27th July, 2014.

Mrs. Shashikala K G

- Attended National Seminar on “Emerging issues in Global Economy, Commerce, Management : Challenges and strategies for international competitiveness” organized by Sri Bhuvanendra College, Karkala on 26th July 2014.

Mrs. Shashiprabha

- Attended Seminar on “Technology for Business Youth” organised by Kanara Chamber of Commerce & Industry, Mangalore on 23rd July 2014.

Mrs. Veena D Kotian

- Attended B.Com. syllabus revision workshop on 5th July 2014 at St. Aloysius Evening College, Mangalore.

Ms. Preethika Dharmapal

- Attended National Seminar on “Emerging issues in Global Economy, Commerce, Management : Challenges and strategies for international competitiveness” organized by Sri Bhuvanendra College, Karkala on 26th July 2014.

Mr. Prasanna Kumar T.

- Attended B.Com. syllabus revision workshop on 5th July 2014 at St. Aloysius Evening College, Mangalore.
- Attended Seminar on Union Budget 2014 organised by Kanara Chamber of Commerce & Industry, Mangalore on 16th July 2014.

Mr. Deviprasad

- Attended Seminar on “Technology for Business Youth” organised by Kanara Chamber of Commerce & Industry, Mangalore on 23rd July 2014.
- Attended Seminar on Union Budget 2014 organised by Kanara Chamber of Commerce & Industry, Mangalore on 16th July 2014.
- Attended Presentation of Union Budget 2014 organised at ICAI Bhawan, Padil, Mangalore on 19th July 2014.

Ms. Parinitha Salian

- Attended Seminar on “Technology for Business Youth” organised by Kanara Chamber of Commerce & Industry, Mangalore on 23rd July 2014.

3. ACADEMIC ACTIVITIES :

UGC sponsored 2 days National Conference on “Celebration of 150th Birth Anniversary of Swami Vivekananda”: SDM College of Bus. Mgt. organised UGC sponsored 2 days National Conference on “Celebration of 150th Birth Anniversary of Swami Vivekananda” in association with Ramakrishna Mission, Mangalore on 11th & 12th July 2014. The conference was inaugurated on 11th July 2014 by Swami Nikhileshwaranandaji, Secretary, Ramakrishna Mission, Vadodara who later delivered keynote address. The Chief Guest was Mr. Venkatesh Baliga, Editor, Kodial Khaber, Mangalore & also Alumni of SDMCBM. Principal Smt. Aruna P. Kamath presided over the function.

In 2nd session on “Modernisation of education with the ancient Indian Culture” the resource person was Dr. Padmanabha Marathe, Director, Shree Durga Centre for PG Studies and Research in Sanskrit, Kateel.

In 3rd session on “Education and Spiritual Development” the resource person was Swami Jitakamanandaji, Secretary, Ramakrishna Mission, Mangalore.

The paper presentation session was chaired by Dr. Balika, Faculty, SDM Law College, Mangalore.

On 12th July 2014, in the 4th session on “Character building of Youth through education” the resource person was Dr. Gananath Yekkar, Director, PG Centre, Kannada Dept., Govt. College, Udupi.

In the valedictory function Dr. Mohan Pai, Retired Professor in Medicine, KMC, Mangalore was the Chief Guest. Mrs. Priti Jeevan, Asst. Professor, MBA Dept., Srinivas College, Mangalore & Alumni of the college was the guest of honour. The Conference was co-ordinated by Mrs. Shaini Naveen, Faculty, BBM Department.

UGC sponsored National Conference on ”Big Data – Changing The World”: SDM College of Bus. Mgt. organised UGC sponsored National Conference on “Big Data – Changing the World” in association with Corporation Bank, H.O., Information Technology Division, Mangalore on 30th July 2014. The conference was inaugurated by Mr. Brijesh B Krishnan, Senior Delivery Manager, Infosys Limited., Mangalore who later delivered keynote address. The Chief Guest were Mr. Divakar Kini, former Vice President, IT Architecture and Control, Emirates National Bank of Dubai and Mr. Venkatesh N Pandit, Senior QA Engineer, Operative Media, Bangalore & also Alumni of SDMCBM. Mr. S. Kumar, Deputy General Manager, Corporation Bank (H.O), Mangalore presided over the function.

In second technical session on “Convergence of Big Data and Data Mining” the resource person was Mr. Manjunath T. N, Associate Professor & PG Co-ordinator, Dept of ISE, Acharya Institute of Technology, Bangalore.

In third technical session on “Current Trends Of Big Data Analysis” the resource person was Dr. Manjajiah D.H, Professor & Chairman of BoS, Dept. of Computer Science, Mangalore University, Mangalagangothri.

The paper presentation session was chaired by Prof Santhosh Rebello, Dean & Chairman, AIMIT, St. Aloysius College (Autonomous), Beeri.

In the valedictory function Mr. Raviraj Belma, Senior Project Manager, Infosys Limited, Mangalore was the Chief Guest. Mr. Ashwath Hegde, Software Developer, Primacy Industries Ltd, Mangalore & Alumni of the college was the guest of honour. The Conference was co-ordinated by Mrs. Divya Uchil, HOD, BCA Department. Principal Mrs. Aruna P. Kamath, Chairman of the Organising Committee was present on the occasion.

UGC sponsored National Conference on Emerging Trends and Challenges in Human Resources: SDM College of Bus. Mgt. organised UGC sponsored National Conference on “Emerging Trends and Challenges in Human Resources” in association with National Institute of Personnel Management(NIPM), Mangalore Chapter on 31st July 2014. The conference was inaugurated by Dr. K. Rajesh Nayak, Director-Training, College of Banking & Financial Studies, Muscat, Sultanate of Oman who later delivered keynote address. The Chief Guest was Mr. Anup George Rebello, Asst. Manager, The Catholic Syrian Bank Ltd., Chennai & also Alumni of SDMCBM. Mr. Shekar Purari, Chairman, NIPM, Mangalore Chapter presided over the function.

In second technical session on “Integrating Technology for HR Effectiveness” the resource person was Mr. P. Suresh, Senior Manager-HR, MCF Ltd., Panambur, Mangalore.

In third technical session on “Emerging Trends in HR” the resource person was Mr. Dheeraj Shetty, Deputy General Manager-HR & Administration, JBF Petrochemicals Ltd., Mangalore.

The paper presentation session was chaired by Dr. Vishal Samartha, Associate Professor, Dept. of Business Administration, Sahyadri College of Engineering and Management, Adyar, Mangalore and Dr. Yathish Kumar, Associate Professor, University College, Mangalore.

In the valedictory function Mr. John C. Lazar, Asst. General Manager, South Indian Bank, Main Branch, Mangalore was the Chief Guest. Ms. Hanica Kunder, Placement Officer, AIMIT, St. Aloysius College, Beeri, Mangalore & Alumni of the college was the guest of honour. The Conference was co-ordinated by Mr. Thrishanth Kumar, HOD, BA(HRD) Department. Principal Mrs. Aruna P. Kamath, Chairman of the Organising Committee was present on the occasion.

INAUGURATION & ORIENTATION OF VARIOUS ASSOCIATIONS :

Inauguration of B.Com Course : On 8th July 2014 B.com Course was inaugurated in the conference hall of the college. The programme was inaugurated by CA Nithin J Shetty, Chartered Accountant, Mangalore which was followed by his talk on “PROFESSIONAL CAREERS” Mr. Sathish J Prabhu, Bangalore, Alumni of SDMCBM was the chief guest for the programme. The Principal Prof. Aruna P Kamath presided over the function. Mrs. Manju H., HOD, Dept. of Commerce co-ordinated the programme.

Inauguration of Finance Association: Finance association inauguration was held on 3rd July 2014. Mr. Roopesh, Alumni of SDMCBM was the chief guest. Ms. Sowmya Hegde co-ordinated the programme.

Inauguration of HR Association : The HR Association “Resource Hub” inauguration was held on 10th July 2014 in college conference hall. The guest for the inaugural was Mr .Vidyaranya, HR manager, Emphasis Company, Mangalore. Ms. Preethika Dharmapal co-ordinated the Programme.

Inauguration of Scan Association: SCAN Association was inaugurated on 14th July 2014 in the Conference Hall. Mr. Shreemukha Sullia, alumni of SDM inaugurated the SCAN Association by lighting the lamp. Aruna P Kamath, Principal presided over the function, Staff Co-ordinator Mrs. Reshmi B.R coordinated the programme.

Inauguration of Fine Arts Association : The Inauguration of Fine Arts Association for the year 2014-15 was held on 7th July 2014 in the college Conference Hall. The programme was inaugurated by Mrs.Vaniraj Gopal, Former Principal of Sandesha College of Fine Arts, Mangalore. The Vice Principal, Prof. Muralidhar Rao presided over the function. Mrs. Renuthakshi, staff co-coordinator of fine arts was present on the occasion.

Inauguration of NSS Unit : NSS units for the year 2014-15 was inaugurated on Monday 7th July 2014 in college auditorium. Dr. Subhashini Srivatsa, Associate Professor and Co-ordinator of MBA(IB), Mangalore University College, Mangalore inaugurated the programme. The chief guest of the programme was Mr. Pawan, Creative Head of Madhubhan Graghics, Mangalore and alumni of the college. The Principal Prof. Aruna P Kamath presided over the function. NSS programme officers Mrs. Gayathri K and Mr. Deviprasad were present on the occasion.

Inauguration of Youth Red Cross : The Youth Red Cross Association for the academic year 2014-2015 was inaugurated on 11th July 2014 in the college conference hall. The guests were Mr. Santosh Peters, Advocate and Mr. Rakshith, an alumni of the college. Mrs. Aruna P Kamath, Principal presided over the function. Staff coordinators Mr.Prasanna Kumar T. and Mrs. Renuthakshi co-ordinated the Programme.

NSS Orientation Programme : The NSS unit organised orientation for first year students on Friday, 4th July 2014 to enlighten the purpose, objectives, motto and activities of NSS. NSS programme officers Mrs. Gayathri K and Mr. Deviprasad oriented the students.

Orientation of Marketing Association(VENTA): The Orientation of Marketing Association for the year 2014-15 was held on 7th July 2014. The former secretary of our college Mr. Neil D’souza was the guest of honour. Staff coordinator Mrs. Shwetha Y co-ordinated the programme.

B.Com. Orientation Programme : The Commerce Association had organised an orientation programme on 10th July 2014 for the benefit of students in order to get a brief introduction about the activities. The programme was presented by our former student President Ms. Swathi S. Rao. The programme was co-ordinated by Mrs. Manju H., HOD, Dept. of Commerce.

Following Guest Lectures were organized for the benefit of students :

Guest Lecture on “Print Media” : A guest lecture on “Print Media” was organized on 17th July 2014 for the benefit of II BA(HRD) students. The talk was given by Ms. Akshatha, Journalist, Deccan Herald.

Talk on “Successful Life” : A talk on “Successful Life” was arranged by Commerce Department on 1st July 2014 for I B.Com. students. The speaker was Mrs. Akshaya, KYC-Analyst, JP Morgan Bank, Singapore and alumni of SDMCBM.

Guest Lecture on “Work Life Balance” : A guest lecture on “Work Life Balance” was organized by BCA Dept. to BCA students on 17th July 2014. Prof. Chandrashekara K, Assistant Professor, Govt. First Grade College for Women, Balmatta, Mangalore was the Resource person.

Guest Lecture on “Consumer Protection Act of 1986” : A guest lecture on “Consumer Protection Act of 1986” was organized by Business Law Dept. on 17th July 2014. Mr. Manju Sharma, Advocate, Mangalore was the Resource person.

Value education Guest lecture on “Inculcating Moral Values in Life” : A guest lecturer on the topic “Inculcating Moral Values in Life” was organized for I BCA students on 21st July 2014 in the college conference hall. The resource person was Mr. B. Thanoji Rao, Retired Karnataka Govt. employee.

Value education Guest lecture on “Creative Thinking” : A guest lecturer on the topic “Creative Thinking” was organized for II BCA students on 18th July 2014 in the college conference hall. The resource person was Mr. Subappa K., Assistant Professor, Govt. First Grade College for Women, Balmatta, Mangalore.

4. OTHERS :

RUSA - Compilation Programme : RUSA - scheme compilation of Mangalore region was done in BCA LAB of our college. The team worked in the college for 10 days. Mr. Arun Sequeira, Mrs. Shashikala Shetty and LAB assistants provided the necessary support.

EXTENSION ACTIVITIES :

The following extension activities were organised by various departments on Saturday, 26th July 2014.

- * Fest Forum students visited government Firstgrade College, Carstreet on 26th July 2014. Genesis, the annual fest for first year students was explained to the first year students of Carstreet College. Training for various events such as marketing and finance were given to the students.
- * The SCAN Association had organized an extension activity on 26th July 2014 at Govt. Higher Primary School, Balmatta, Mangalore. The school students were taught basics of computer like different parts of computer and its functionalities. The staff coordinator was Mrs. Reshmi. B. R.
- * Literary Association members visited Abhaya Ashram, an old age home located in Kodialbail on 26th July 2014. The students were escorted by staff coordinators.
- * The Fine Arts Association members conducted an extension activity at Governemt Higher Primary School, Kapikad, Mangalore on 26th July 2014. Singing and dance was taught to the children of the school. Various games were conducted for the children, and prizes were distributed to the winners. The staff coordinator was Mrs. Renuthakshi.
- * The students of Marketing Association visited Big Bazaar on 26th July 2014. The coordinators were Mrs. Rashmi.T & Mrs. Deepashree. G. The aim was to study “Promotional Strategies developed in the Market”.
- * HR Association had conducted an extension activity in St.Joseph Prashanth Nivas, Mangalore on 26th July 2014 headed by the incharge of HR department Mrs. Anasuya & Ms. Parinitha.
- * Fest Forum had conducted an extension activity in Government First Grade College, Carstreet on 26th July 2014. Training for various events was given to the students and for about 2 hours debate session and Brand War was conducted.
- * Commerce Department of the college conducted an extension activity in Government women’s college Balmatta on 26th July 2014 and provided training to the students in terms of Financial Literacy. Mrs.Manju and Mrs.Veena staff incharge were present for the programme.

- * Students from the Commerce Department participated in “Investor Awareness Programme on Rights and Obligations of Small Investors” organised by Govt. of India Ministry of Corporate Affairs in association with ICSI Mangalore on 26th July 2014.

AUGUST 2014

1. STUDENTS ACTIVITIES :

“Genesis 2014” University Level Management Fest : Our college organised University Level Management Fest – Genesis 2014 on 7th August, 2014. The theme for Genesis 2014 is ‘Global Kaleidoscope- An illustrious journey across the world’. It was inaugurated by Mr. Nigam Vasani, Vice- President, Kanara Chamber of Commerce and Industries, Mangalore Mr. Preetham M N, Head – Business Development, The Travel Terminal (Alumnus of SDMCBM) was the Guest of Honour. In the Valedictory Function, Mr. N G Mohan, District Commissioner, Bharath Scouts and Guides was the Chief Guest and Mr. T Arun Pai, Partner – Anupam Advertisers and Printers, Mangalore (Alumnus of SDMCBM) was the Guest of Honour. Mrs. Veena D Kotian co-ordinated the programe.

Mirchi Suraksha - Swaraksha for Women : Women’s Cell organized a **self defense training program** in association with Radio Mirchi on August 8, 2014 in the college auditorium. Martial artist Karthik S Kateel taught some of the self defense techniques so as to make them aware about the negative vibes.

INSPIRE 2014 : INSPIRE 2014 is an interclass fest organised by the final year BCA students to 1st and 2nd year students on 7th August 2014 in order to train them for the upcoming fest SYGMA and also to give them knowledge about technical fest. It was inaugurated by Ms Karishma V, Alumni of SDMCBM. Mrs Reshmi BR co-ordinated the programe.

Interclass College Anthem Singing Competition : Fine Arts association organized Interclass College Anthem Singing Competition on 14th August 2014. Students from all the classes participated with competitive spirit.

Interclass Variety Entertainment Competition : Fine Arts association organized most awaited event of the year, interclass variety competition on 15th August 2014. The theme of the competition was Good Citizenship for the 1st year, Nurture the Nature for II year and future India 2050. The objective of the activity was to create positive attitude towards life, enhance the quality of life of individual by encouraging to believe in personal integrity, hard work and honesty in public life and protect the environment.

Independence Day Celebrations : Independence Day celebration commenced in the premises of our college on 15th August 2014 at 8 a.m. The chief guest Mr. J Shriyan, Editor, Issues & Concerns, Mangalore hoisted the flag. Interclass March Past Competition was organized..

Celebration of Sadbhavana Day : NSS unit of the college celebrated Sadbhavana day on 21st August 2014. After briefing the students about need and importance of communal harmony an oath was administered by the NSS officer.

Leadership Training Program : A Leadership Training Program was organized by Rovers and Rangers Association on 12th August 2014 to train and boost the leadership quality of the students from different colleges. The resource person was Mr. Pushparaj Badiyadka, Principal, Chinmaya Vidyalaya Kasaragod.

Professional Course Orientation : Commerce department of the college in association with placement cell has conducted a professional course orientation for students on 5th August 2014. Mrs. Sonali Suresh Mallya Company Secretary graduate was the Resource Person.

Campus Cleaning : NSS units of the college organized campus cleaning on 6th August, 2014. College entrance, parking place, college ground and basement path was cleaned by the students. Mrs. Gayathri K, NSS programme officer organised the event.

One day camp at Govanithshrama, Pajir : Two NSS units of college organized one day camp at Govanithshrama, Pajir on 31st August 2014. Volunteers cleaned the surroundings of ashrama and made paths to cultivate plants. NSS programme officers Mrs. Gayathri K and Mr. Deviprasad coordinated the students.

Various Association in the Students' Council conducted the following activities to bring out the talents of the students :

Name of the Association	Activities Conducted
Marketing Association 'VENTA'	Flash Marketing Competition, Tag Line
NSS Unit	Slogan writing, Painting competition
Finance Association 'FONDUS'	An Argument, Bid & Win, Solving Case Study
Scan Association	Memory Test, Power Point Presentation, IT-Collage
Literary Association	Elocution Competition, Pictionary Competition
Business Law	Pick and Speak
Commerce Association	Debate, Book Review, Colloquium
HR Association	Case Study, Paper Presentation
Sports Association	Chess Selection

*** Students' Participation - Outside activities :**

- ❖ Our students participated in ESPERANZA 2014, an Undergraduate Level IT and Management fest conducted by Srinivas Institute of Management Studies Pandeshwar, Mangalore on 20th August 2014 and won **Overall Championship**.
- ❖ Students participated in Multi District level competition organized by Karavali Sangeetha Kalavidara Okkuta at Town Hall, Mangalore on 22nd August 2014 and won several prizes.

2. STAFF ACTIVITIES :

Mrs. Aruna P Kamath

- Attended Interactive Session with Dr. Gopu Kumar, Dy. Secretary, UGC, SWRO, Bangalore organized by Association of First Grade College Principals of Mangalore University on 3rd August 2014 held at Govindadasa College, Surathkal.
- Was invited as a guest speaker on the occasion of Rakshabhandan Celebrations organized by Rastriya Sevika Samithi at Sangarikethan, Mangalore on 10th August 2014.

Mr. Arun Francis Sequeira

- Attended Interactive Session with Dr. Gopu Kumar, Dy. Secretary, UGC, SWRO, Bangalore organized by Association of First Grade College Principals of Mangalore University on 3rd August 2014 held at Govindadasa College, Surathkal.
- Attended BOS meeting at SDM College, Ujire on 22nd August 2014.

Mr. Prasanna Kumar T

- Qualified the Karnataka State Eligibility Test (KSET) for Lecturer/Assistant Professorship held on 8th Dec. 2013.
- Attended one day workshop on red cross activity organised by Red Cross Unit, Mangalore University on 30th August 2014 at University College, Mangalore.
- Attend seminar on disaster management organised by Mangalore Management Association on 6th August at S D M Conference Hall, Mangalore.

Mr. Deviprasad

- Attended one day University level workshop on “Research Methodology” organized by Vivekananda Centre for Research Studies, MUEA and Vivekananda College, Puttur on 9th August 2014

Mr. Bharath Kumar Jain

- Attended UGC sponsored International Seminar on “Exercise for physical fitness and willness” organized by Poornaprajna College, Udupi in association with Mangalore University and College Physical Education Teachers’ Association on 22nd and 23rd August 2014.

Mr. M Jeevandhar Kumar

- Attended UGC sponsored National Conference on “Libraries & Librarianship Transition : Challenges & Opportunities” organized by Besant Evening College, Mangalore on 22nd and 23rd August 2014.

3. ACADEMIC ACTIVITIES :

Faculty Development Programme on How a Teacher Perception Shapes Class room Education : A FDP programme on “How a Teacher Perception Shapes Class Room Education” was organised on 30th August 2014. The resource person was Mr. Clement D’Souza, Professor in Economics, St. Joseph’s College, Bangalore.

Tally Course : Commerce department of the college has started a short term course on Tally for the benefit of B.Com students from 4th August 2014. This course was initiated by the department to give practical exposure to computerized accounting to equip the students.

Inauguration of “Samvradhi” – Consumer Club : “Samvradhi” – Consumer Club was inaugurated on 11th August 2014 by Mr.M.J.Salian, President, District Consumer Federation, Mangalore. An MOU was signed by Smt. Aruna P. Kamath, Principal of the college with the District Consumer Federation, Mangalore to organise a short term certificate course on Consumer Protection. Mr.Deviprasad will be the Staff co-ordinator of the course.

Factory visit : On 22nd Sept. 2014, our college students visited different factories to get an exposure about the industry. All First year students visited to Canara Workshop, Maroli, Mangalore; Second year students visited to Karnataka Milk Federation(KMF) Kulshekar, Mangalore. The staff members escorted the students.

Following Guest Lectures were organized for the benefit of students :

Talk on “Information Regarding Banking Exams” : A talk on “Information Regarding Banking Exams” was organised on 8th August 2014 for II BBM students. The speaker was Mr. Ravish, Research scholar, Department of Business Administration, Mangalore University.

Guest Lecture on “Effective Communication Skills” : A Guest lecture on “Effective communication Skills” was organized on 12th August 2014 for II BCA students. The resource person was Ms Sahana. H. Bloor, Technical trainer and compliance auditor from Mphasis, Mangalore.

Guest lecture on “Investment scenario and stock market” : Economics department organised a guest lecture on “Investment scenario and stock market” for final year BBM students on 26th August 2014. Mr. G R Prasad, Branch Manager of Anand Rathi Company was the Resource person.

Guest lecture on E-Banking : Economics department organised a guest lecture on “E-Banking” for I BBM students on 30th August 2014. Mr. Prakash C, Bank of Baroda, Hassan was the Resource Person.

Guest lecture on IT Industries in India : A Guest lecture on “IT Industries in India” was organized on 28th August 2014 for III BCA students. The resource person was Mr. Mohideen, Techno Pulse, Mangalore

Guest lecture on HR : HR department organised a guest lecture on “HR” on 20th August 2014. Mrs Sushma Kannan Nair, Faculty, Sahyadri College of Engineering And Management, Mangalore was the Resource Person.

Guest lecture on AIDS Awareness : NSS Unit in association of Karnataka AIDS Prevention Society organised a guest lecture on “AIDS Awareness” on 20th August 2014. Mrs. Manjula, Counsellor, KMC, Mangalore was the Resource Person.

Guest lecturer on The Responsibilities and Duties of Citizenship A guest lecture was organised on the topic “The Responsibilities and Duties of Citizenship” by the Hindi Department on 26th August 2014. The resource person was Dr. Amitha, faculty, Badriya First Grade College, Mangalore.

Guest lecture on Environmental Disaster – Risk Reduction: NSS Unit organised a guest lecture on “Environmental Disaster – Risk Reduction” on 21st August 2014. Dr. M.K. Nagarag, Professor, Department of Applied Mechanics & Hydraulics, National Institute of Technology Karnataka, Surathkal was the Resource Person.

4. OTHERS :

EXTENSION ACTIVITIES :

- * Students attended a workshop on “Distress Management for Women” by Mr. Sampath Devipal, Gualabi Gang, Uttarpradesh organized on the occasion of Mangalpady Namdev Shenoy Commemoration Function on 5th August 2014 at T. V. Raman Pai Hall. The resource person spoke about self defense techniques that women can use.
- * The BCA students attended a Conference on “Operating Systems and Networks” organised by MCA Dept. of Sridevi College, Mangalore on 12th August 2014.
- * Visit to Kallbavi Cashew Factory : On 20th August 2014, our students of finance association visited Kallbavi Cashew Factory at Baikampady under the guidance of Ms. Sowmya Hedge. The main aim of this initiative was to educate the workers of the organization about “Financial Literacy”.
- * Rovers and Rangers association organized drawing competition at Mangaladevi temple premises to the children of local area on 29th August 2014. More than 194 students participated in the competition.
- * Visit to Digantha Mudrana : Our students visited the Digantha Mudrana, Industrial Estate, Yeyyadi, Mangalore on 30th Aug. 2014 to study about day to day works, Procedures, recycling of paper and how to print different type of books and later conducted group discussion on challenges of export activity of print industry. Mr. Prasanna Kumar T. escorted the students.

- * Students of Business Law Department visited District Session Court Mangalore to gain knowledge about the legal aspects and awareness about the current systematic procedures prevailing under the guidance of Mrs. Supriha and Mrs. Vasudha.

SEPTEMBER 2014

1. STUDENTS ACTIVITIES :

Blood donation programme : The in association with D. K. District Indian Red Cross and Youth Red Cross units of other colleges organised a blood donation programme at Lady Goschen Government Hospital, Mangalore on 25th September 2014.

Various Association in the Students' Council conducted the following activities to bring out the talents of the students :

Name of the Association	Activities Conducted
Marketing Association 'VENTA'	Jingle writing competition
Finance Association 'FONDUS'	Crossword
Scan Association	Toggle-Toggle
Commerce Association	Collage competition
Economics Department	Economics Quiz

* Students' Participation - Outside activities :

- ❖ Our students won Overall Championship in 'FACULA 2014" UG level Management Fest conducted by St. Philomena College, Puttur on 2nd September 2014.
- ❖ Won Overall Runnersup Championship in "AURA-2014" - National level UG Management Fest organized by Shrinivas College, Mangalore on 3rd September 2014.
- ❖ Students participated and won several prizes in University level intercollegiate Music Competition "Yuva Sangeethothsava 2014" organized by Mangalore University College on 18th & 19th September 2014.
- ❖ Mr. Vijeth Joswil Pinto , II BBM D attended 3 days Republic Day Marchpast training camp held at Bangalore University from 8th September 2014 to 10th September 2014.
- ❖ Mr. Ummar Farooq (II BBM 'A'), Shushanth Shetty (II BAHRD) and Abhishek (I BAHRD) attended a programme on "Grammen punar nirmana role of youth" conducted by Mangalore University National Service Scheme department in association with School of Social Work, Roshani Nilaya, Mangalore on 19th September, 2014.

Sports Event :

- ❖ Our college table tennis team participated in the Mangalore University Table Tennis tournament held at Besant Women's College, Mangalore on 2nd and 3rd September 2014. Akshay Bekal was selected for the final selection of University teams.
- ❖ Mohammed Irfan participated in the Mangalore University Chess team selection trails to participate in the inter university tournaments.
- ❖ Somanath C. Shetty was selected to represent Mangalore University handball team in the south zone inter-university handball tournament at Periyar University, Tamilnadu.
- ❖ Our students represented Dakshina Kannada Athletic Team at 24th Karnataka State Senior and Junior Athletic Championships on 18th to 20th September 2014 at Kanteerava Stadium, Bangalore. The team won two silver medal and one Bronze medal. In 4 x 100 mts relay they won silver medal. They also participated in the Dasara athletic meet held at Mysore and won 2 silver medals.

2. STAFF ACTIVITIES :

Mrs. Smitha

- Attended & presented a paper titled “Role of Microfinance in Rural Development” in 2 days National Conference on “Women Empowerment through Microfinance – Challenges & Prospectus” organized by St. Agnes College, Mangalore on 26th & 27th September 2014.

Mr. Arun F Sequeira

- Appointed as a member of BOS of Computer Science at SDM College (Autonomous), Ujire for 2 years, 2014-16.
- Appointed as a member of BOE of Computer Applications at St. Agnes College (Autonomous), Mangalore.
- Attended the BOS meeting of Computer Science at SDM College (Autonomous), Ujire on 22nd Sept. 2014.
- Attended the BOE meeting of Computer Applications at St. Agnes College (Autonomous), Mangalore on 4th Sept. 2014.

Mr. Thrishanth Kumar

- Participated in the National Summit on Quality in Education “Smart Measurements for a sustainable educational institution” organized by CII Institute of Quality at Christ College, Bangalore on 16th & 17th September 2014.

Mr. Thilakraj G

- Participated & presented a paper titled “A study on claims management in general insurance companies with special reference to Reliance General Insurance Company” in International Conference on “Current Experiments & Innovations in Commerce, Management, Languages and Social Sciences” organized by Government of Karnataka, Govt. First Grade College, KK Koppa & INAAR on 27th September 2014. ISSN 2249-7463, International Journal of Business Management & Social Sciences 2014

Mrs. Renuthakshi

- Delivered a talk on “Ashada Masada Mahatva – Achara, Vichara & Nambikegalu” organized by Karnataka Devadiga Sudhakara Sangha, Mangalore on 27th September 2014.

Mrs. Shwetha Y.

- Attended Two days UGC sponsored national seminar on “Women and Political Representation in India” on 12th and 13th September 2014 at University College Hampankatta, Mangalore organized by Department of Political Science.

Mr. Prasanna Kumar T.

- Attended Placement Meeting held at JSS College, Dharwad on 15th September 2014.
- Attended 2 days National Seminar on “Sustainable Agriculture Development – Issues and Challenges” organized by SKDRDP, Dharmasthala on 24th & 25th Sept. 2014.

Ms. Salian Parinitha

- Attended State level UGC Conference on “Statistical Method for Practice” organized by St. Agnes College, Mangalore on 12th & 13th September 2014.

Mr. Deviprasad

- Attended NSS Co-ordinators meeting held at University College, Mangalore on 4th September 2014.
- Attended Consumer Club Co-ordinators Meeting organized by District Consumer Federation held at SDM College of Business management, Mangalore on 26th Sept. 2014.

Mr. Gururaj G

- Attended State level UGC Conference on “Statistical Method for Practice” organized by St. Agnes College, Mangalore on 12th & 13th September 2014.
- Attended Certificate Course on Journalism at Sandesha College organized by St. Aloysius College and Canara Communication Centre from 10th Sept. to 27th Sept. 2014.
- Attended 2 days National Seminar on “Sustainable Agriculture Development – Issues and Challenges” organized by SKDRDP, Dharmasthala on 24th & 25th Sept. 2014.

Mr. Bharath Kumar Jain

- Nominated as a member of Selection Committee to select Mangalore University Table Tennis Team(Men & Women) during the Intercollegiate Competition held at Besant Women’s College, Mangalore on 2nd & 3rd Sept. 2014.

3. ACADEMIC ACTIVITIES :

The PTA annual general Meeting : The PTA annual general Meeting was held on 3rd Sept. 2014 at 3:00 pm in the college auditorium. The PTA President Mr. Narayana T. was the chief guest for the programme. 241 students of present second and final year BBM, BCA and BA(HRD) were facilitated by giving cash incentives for those who secured $\geq 85\%$ in each theory subject and $\geq 95\%$ in each practical or project work. 71 BBM, 52 BCA and 08 BA(HRD) students who secured distinction in the Mangalore University examinations conducted during the April/May 2014 were felicitated by giving them Certificates and Silver Medal. The election of new office bearer was conducted by the Principal Mrs. Aruna P. Kamath. Mr. B. Sathish Padival was selected as the President and Mrs. Rama Thyagarajan was selected as joint secretary. Mr. Arun F. Sequeira, Secretary of PTA proposed vote of thanks. Mrs. Renuthakshi, faculty, compeered the programme.

Teacher’s Day Celebrations : Teacher’s Day was celebrated in our college to pay respect to Dr. S. Radhakrishnan, a great philosopher and teacher on his birth anniversary on 5th Sept. 2014 to honour the teachers of our institution and to pay reverence and gratitude for their selfless efforts in shaping the career of students.

Mrs. Vedavathi K., Rtd. Principal, St. Aloysius Evening College, Mangalore who also served as part-time lecturer in Hindi in our college was the Chief Guest. She was honoured by Director, Dr. Devaraj K and our Principal, Prof. Aruna P Kamath.

The teaching and the non-teaching staff of our institution were honoured by our Chief Guest Mrs Vedavathi by presenting mementos as a token of love and appreciation for being the pillars of strength and support of the institution and for being instrumental in moulding the character of students by instilling good values and knowledge.

Factory Visit : Our III Year students of BBM/BCA/BA(HRD) visted Campco Industries, Puttur on 13th September 2014 escorted by respective class advisors.

Consumer Club“SAMVRADHI” : A meeting of consumer federation was held in SDM College of Business Management, Mangalore on 26th Sept. 2014 to discuss on the syllabus, evaluation scheme, project report, important dates for project submission, books for reference, etc and also on other related topics. The meeting was presided by the president of district consumer federation Mr. M.J.Salian. Joint secretary and other members of the federation were also a part of the meeting.

Coordinators of consumer clubs from various colleges were also present. The meeting was concluded by vote of thanks proposed by Mr. Deviprasad, Co-ordinator of Consumer Club, SDM College of Business Management, Mangalore.

Hindi Day Celebrations : The Hindi Department had organized Hindi Day Celebrations and a guest lecture on the topic “The Importance of Hindi in Technical Field” on 19th Sept. 2014. The Chief Guest was Mrs. Binu T.S., Senior Manager, Head Office, Corporation Bank, Mangalore.

Student Faculty Programme : Marketing Association (VENTA) of SDM College business management organized a Student Faculty Programme for I year BAHRD students on 26th Sept. 2014 on “Online Marketing” Objective of this programme was to give awareness regarding online marketing, Dilemma faced by customers during the purchase of online goods.

Following Guest Lectures were organized for the benefit of students :

Guest Lecture on “Banking in India and Retail Banking” : A Guest lecture on “Banking in India and Retail Banking” was organized by Department of Commerce on 4th September 2014 for I Year B.Com. students The resource person was Mr. Rohan Preetham Catelino, Branch manager, Vijaya Bank, Mangalore.

Guest Lecture on “E-Commerce” : A Guest lecture on “E-Commerce” was organized by Marketing Association “Venta” on 29th September 2014 for III Year BBM students The resource person was Mr. Ashhar Abdul Razak , the Franchisee owner of Nilgiris super market & also the CEO & founder of Kartoffy.com

Guest lecture on Yakshagana Talamaddale : Guest lecture on “Yakshagana Talamaddale” was organized by Kannada Department on 18th September 2014. Dr. Dinakar Pacchanadi was the Resource Person.

Value Education Program:

The following guest lectures were organised to inculcate good values and ethical practices among the students.

- ❖ A guest lecture on the topic “**Volunteering**” was organised by Department of Commerce on 2nd September 2014 for I Year B.Com. students. Mr. Preetham Rodrigues, Executive Director, Inchira Foundations, Mangalore was the resource person.
- ❖ A guest lecture on the topic “**Stress Management & Values**” was organised by Economics Department on 2nd September 2014 for I Year BBM students. Mr. Hariprakash, H.O.D., Srinivas Institute of Technology and Management, Mangalore was the resource person.
- ❖ A guest lecture on the topic “**Moral Values**” was organised on 2nd September 2014 for II Year BA(HRD) students. Ms. Asha Ravi, NGO, Art of Living was the resource person.
- ❖ A guest lecture on the topic “**Students Empowerment**” was organised for III Year BBM & BA(HRD) students. Mr. Mulky Jayananda Devadiga, Social Worker & Secretary of Adarsh School, Mangalore was the resource person.

4. OTHERS :

EXTENSION ACTIVITIES :

- * **Visit to SKDRDP, Dharmasthala :** The students visited the SKDRDP and learnt the various strategies employed by SKDRDP in the field of agriculture and rural development on 24th September 2014.

OCTOBER 2014

1. STUDENTS ACTIVITIES :

Students of BBM, BCA, BA(HRD) & B.Com. had their semester examinations in the month of October . Hence the college could organize only a limited number of activities.

*** Students' Participation - Outside activities :**

- ❖ Our College team participated and won First place in street play and 2nd place in Paper presentation in "ABHIGYAN-2014" A national level undergraduate management Fest conducted by SDMIMD ,Mysore on 30th September and 1st October 2014.

2. STAFF ACTIVITIES :

Mr. Thilakraj G

- Participated in International Conference "Agri-business Management - Opportunities and Challenges" and presented a paper titled "Agriculture Finance by Co-operative" organised by Sahyadri College of Engineering & Management, Adyar, Mangalore on 9th & 10th October 2014.

Mr. Deviprasad

- Attended 7 days NSS ETI Training held at KSOU, Muktagangothri, Mysore from on 15th October 2014 to 21st October 2014.

3. ACADEMIC ACTIVITIES :

NAAC sponsored National Seminar on "MEASURES FOR QUALITY ENHANCEMENT AND SUSTENANCE IN HIGHER EDUCATION" : The NAAC sponsored National Seminar on "MEASURES FOR QUALITY ENHANCEMENT AND SUSTENANCE HIGHER EDUCATION" was organized by IQAC of our College on 9th and 10th October 2014 in the college Conference hall.

The seminar was inaugurated on 9th Oct. 2014 by Prof. K. Byrappa, Honourable Vice Chancellor of Mangalore University. Dr. Sandeep Shastri, Pro Vice Chancellor of Jain University and National Coordinator of Lokniti Networks, Bangalore was the keynote speaker. Dr. B. Yashovarma, Secretary of SDME Society, Ujire presided over the function.

In the First technical session on "Measuring Institutional Effectiveness with Data" the Resource Person was Dr. A. Senthil Kumaran, Principal Counsellor and Head of Education Excellence, CII Institute of Quality, Bangalore,

In Second technical session on "Pedagogical integration of ICT for quality enhancement" the Resource Person was Dr. Radhika Pai M.M., Associate Director –Innovation Centre, Department of Information & Comm. Tech., Manipal University

In Third technical session on "Student empowerment through Mentoring and Reverse Mentoring" the Resource Person was Prof. Raghunandan, Retired Professor, SVS College, Bantwal.

In Fourth technical session on "Quality Sustenance through Internal Quality Assurance Mechanism" the Resource Person was Prof. Clement D'Souza, St. Joseph College, Bangalore

The paper presentation session was chaired by Dr. Shridhara Maniyani, Govt. First Grade College, Kavoor, Mangalore

In the valedictory function held on 10th October 2014, Mr. Vivek Mohan Alva, Managing Trustee, Alva's Education Foundation, Moodbidri & Alumni of the college was the Chief Guest. Dr. A. M. Narahari, Registrar, St. Aloysius College(Autonomous), Mangalore presided over

the function. The Conference was co-ordinated by Mrs. Smitha, HOD, BBM Department. Principal Mrs. Aruna P. Kamath, Chairman of the Organising Committee was present on the occasion.

4. OTHERS :

Observation of International Day for Disaster Reduction : Youth Red Cross of SDMCBM organized International Day for Disaster Reduction in association with Indian Red Cross Society D.K. on 13th Oct. 2014 at SDMCBM conference hall. Mr. B. Sadashiva Prabhu, Additional Deputy commissioner, D.K. inaugurated the program and delivered the inaugural address. H.S. Varadaraj, Chief Fire Officer, delivered keynote address about fire accidents and safety measures to control fire accidents. Mr. V. Purushotham, Deputy commandant, Home Guards, DK District, was the chief guest of the programme. Principal Mrs. Aruna P. Kamath presided over the function.

NOVEMBER 2014

Students of BBM, BCA, B.COM. & BA(HRD) had their semester examinations in the month of November followed by vacation for students and valuation for faculty. So apart from Meeting to organize Synergy and to plan out other activities, major programmes could not be organised.

1. STUDENTS ACTIVITIES :

Mangalore University declared Rank List for the year 2013-2014.

Our students secured following 7 Ranks :

Sl. No.	Course	Name of the Student	Rank
1	BA(HRD)	Sana Kausar	I Rank
		Gautam R	II Rank
		Rameeza	III Rank
2	BBM	Sindura H	III Rank
		Shreya D Suvarna	VI Rank
		Soumya	IX Rank
3	BCA	Nandini Rohidas Shriyan	VIII Rank

2. STAFF ACTIVITIES :

Mr. Arun Francis Sequeira

- Attended one day workshop on Google Application for Educations organized by SDME Society, Ujire on 11th November 2014.

Mr. Ashwin Loyal Mendonce

- Attended one day workshop on Web Development organized by SDME Society, Ujire on 7th November 2014.

Mrs. Shashiprabha

- Attended one day workshop on Google Application for Educations organized by SDME Society, Ujire on 11th November 2014.

DECEMBER 2014

1. STUDENTS ACTIVITIES :

Art Exhibition : Fine Arts Association 'Kala Vaibhav' organized an Art Exhibition "AALEKH-2014" on 22nd and 23rd December 2014 which was inaugurated by Shameer Ali, Art Instructor, BGM School of Art, Mangaluru and Sharath Holla, President, Chitrakala Chavadi, Mangaluru. Mrs. Renuthakshi and Mrs. Anasuya co-ordinated the programme.

Medical Camp : Red Cross Unit of our College in association with Yuva Shakti Friends Club, Kanyana organized one day Medical Camp at D.K. District Zilla Panchayath Higher Primary School, Kanyana Village on 21st Dec. 2014. Mr. Prasanna Kumar and Mr. Deviprasad co-ordinated the programme.

NSS Annual Special Camp : It was held at D.K. District Zilla Panchayath Higher Primary School, Valpady, Peribettu, Moodbidri for a period of 7 days from 23rd to 29th Dec,2014. 80 volunteers participated in the camp. Inaugural function of the annual special camp took place on 23rd Dec,2014 at 3.30p.m. Sri Umanath Kotian, Former President, Tulu Sahitya Academy, Karnataka inaugurated and wished the campers and shared his experiences by giving some useful tips. Smt. Aruna P. Kamath, Principal SDMCBM Mangaluru presided over the function. Dignitaries from various field were also present and wished all success to the campers.

Various Association of the Students' Council conducted the following activities to bring out the talents of the students :

Name of the Association	Activities Conducted
Marketing Association 'VENTA'	Caption writing competition Logo Designing competition
Scan Association	Coding and Debugging Web Designing Treasure Hunt
Sports Association	Interclass Kabaddi Tournament
Fine Arts Association 'KALA VAIBHAV'	Rangoli Competition Painting Competition
Finance Association 'FONDOS'	Skill based activity – The Portfolio Management
Economics Department	Pick & Speak Competition Debate Competition
Consumer Club 'SAMVRUDHI'	Essay Competition Collage Competition
HR Association 'Resource Hub'	Flip Side Allegation

	Just A Minute
	Networking
Literary Association	Story Writing & Slogan Writing Competition, Debate Competition
Commerce Department	Mock Press

✱ **Students' Participation - Outside activities :**

- ❖ Our students won **Overall Trophy** in National Level Cultural Fest “ASTITVA” organized by St. Aloysius College, Mangaluru on 19th & 20th December 2014.
- ❖ Our students won **Overall Runners Up Trophy** in Commerce Category in National Level Intercollegiate Fest VITTORIA-2014 organized by St. Agnes College, Mangaluru. Several prizes were also won in Science and Arts Category.
- ❖ Our students won **Overall Runners Up Trophy** in National level Intercollegiate Fest “COMPOSITE-2014” organized by St. Aloysius College, Mangaluru on 18th & 19th Dec. 2014.
- ❖ Mr. Vignesh Kamath won I place & Ms. Sanjana won II place in Intercollegiate English Essay Competition organized by District Consumer Federation, Mangaluru on account of Celebration of National Consumers' Day 2014 held on 23rd Dec. 2014.
- ❖ Our students won Consolation Prize in “Yakshagana Competition” organized by Vijaya College, Mulky on 30th Dec. 2014.

2. STAFF ACTIVITIES :

Mrs. Aruna P Kamath

- Attended Principals' Meeting organized by NSS, Mangaluru University at Ravindra Kala Bhavana, University College, Mangaluru.
- Attended Principals' Meeting at J.D. Office, Mangaluru regarding Karavali Utsav Procession on 18th December 2014.
- Attended 'CanPlast 2014', a seminar on “Solid Waste Management Solution” organized by Canara Plastic Manufacturers & Traders Association at Hotel Ocean Pearl, Mangaluru on 22nd Dec. 2014.

Mrs. Divya Uchil

- Attended & presented a paper on “How the next evolution of internet is changing everything – The Internet of Things” in one day UGC sponsored National Seminar on “Research & Higher Education in Computer Science & Technology” organized by Vivekananda College, Puttur on 17th December 2014.

Mr. Thrishanth Kumar

- Was a resource person on the topic “Management of Business and Marketing Management” in the workshop for Social studies teachers of high school organized by our College in association with the Department of Public Instruction, D.K. District on 16th December 2014.

Mrs. Gayathri K

- Attended one day workshop on the Revised Syllabus of BBM VI Semester of Mangaluru University organized by Vivekananda College, Puttur in association with FOBMAT, Mangaluru University on 13th Dec. 2014
- Was a resource person on the topic “Evolution and Growth of Commerce” in the workshop for Social studies teachers of high school organized by our College in association with the Department of Public Instruction, D.K. District on 16th December 2014.

Mrs. Manju

- Was a Resource Person for the subject - Advanced Marketing Management in BBM VI Semester Syllabus Workshop organized by Vivekananda College, Puttur in association with FOBMAT on 13th December 2014.
- Was a resource person on the topic “Economic Development” in the workshop for Social studies teachers of high school organized by our College in association with the Department of Public Instruction, D.K. District on 16th December 2014.

Mr. Thilakraj G

- Attended one day workshop on the Revised Syllabus of BBM VI Semester of Mangaluru University organized by Vivekananda College, Puttur in association with FOBMAT, Mangaluru University on 13th Dec. 2014.
- Attended Meeting at Taluk Office, Mangaluru regarding Karavali Utsav Procession on 18th December 2014.
- Was a resource person on the topic “Accounting in Business and Financial Management” in the workshop for Social studies teachers of high school organized by our College in association with the Department of Public Instruction, D.K. District on 16th December 2014.

Kavitha Prabhu

- Coordinated one day workshop for Social studies teachers of high school organized by our College in association with the Department of Public Instruction, D.K. District on 16th December 2014.

Mrs. Anasuya

- Attended one day workshop on the Revised Syllabus of BBM VI Semester of Mangaluru University organized by Vivekananda College, Puttur in association with FOBMAT, Mangaluru University on 13th Dec. 2014

Mrs. Shwetha Y.

- Attended one day workshop on the Revised Syllabus of BBM VI Semester of Mangaluru University organized by Vivekananda College, Puttur in association with FOBMAT, Mangaluru University on 13th Dec. 2014

Mr. Prasanna Kumar T

- Attended one day workshop on the Revised Syllabus of BBM VI Semester of Mangaluru University organized by Vivekananda College, Puttur in association with FOBMAT, Mangaluru University on 13th Dec. 2014.
- Participated in the five days course in Entrepreneurship conducted by St. Aloysius Evening College from 1st Dec.2014 to 8th Dec.2014.
- Participated in Two week Faculty Development Programme on “Entrepreneurship for Academicians” sponsored by Dept. of Science & Technology, New Delhi & Entrepreneurship Development Institute of India, Ahmedabad organized by SDM Institute of Technology, Ujire from 15th Dec. to 27th Dec. 2014.
- Presented a paper on “Urban Micro Finance and Urban Poverty” in one day national seminar on “Emerging Economic Issues of India” on 9th December 2014 organised by TIMS, Bannerugatta, Bangalore

Ms. Preethika

- Attended one day workshop on the Revised Syllabus of BBM VI Semester of Mangaluru University organized by Vivekananda College, Puttur in association with FOBMAT, Mangaluru University on 13th Dec. 2014

Mrs. Rashmi T.

- Attended & presented a joint paper on “Teaching & Learning” in one day International Seminar on “Higher Education” organized by Nitte First Grade College, Nitte on 29th & 30th December 2014.

Mrs. Vasudha R

- Attended & presented a joint paper on “Teaching & Learning” in one day International Seminar on “Higher Education” organized by Nitte First Grade College, Nitte on 29th & 30th December 2014.

Ms. Parinita

- Participated in the five days course in Entrepreneurship conducted by St. Aloysius Evening College, Mangaluru from 1st December 2014 to December 2014.

Mr. Gururaj

- Attended a programme on National Consumers’ Day organized by Consumer Forum and University College, Mangaluru on 24th Dec. 2014.

3. ACADEMIC ACTIVITIES :

Following Guest Lectures were organized for the benefit of students :

- ❖ **Guest Lecture on “Human Rights”** : On the occasion of World International Human Rights Day, a guest lecture on the topic “**Human Rights**” was organised by Rovers & Rangers Unit on 10th December 2014. Dr. Balika, Asst. Professor, SDM Law College, Mangaluru was the resource person.
- ❖ **Guest Lecture on “Capital Market Awareness”** : The department of Commerce conducted a guest lecture on “Capital Market Awareness” on 13th December 2014. The resource person was Ms. Garima Kumar, Director & Co-Founder, Lotus Knowlwealth, Mumbai.
- ❖ **Guest Lecture on “Career Opportunities in Horticulture Business”** : The department of Human Resource Management conducted a guest lecture on “Career Opportunities in Horticulture Business” on 15th December 2014. The objective of this lecture was to create awareness about the opportunities available in horticulture business. The resource person was Ms. Vijetha, Technical Consultant, Horti-Culture Department, Mangaluru.
- ❖ **Guest Lecture on “Hindi ke rekachitra - Rama Nibandha”** : The Hindi Department organised a guest lecture on “Hindi ke rekachitra-Rama Nibandha” on 17th December 2014. The resource person was Dr. Sukanya Martis, Associate Professor, Poornaprajna college, Udupi
- ❖ **Guest Lecture on “Value Education”** : A guest lecture on “Value Education” was organized for II BBM A & B Section students on 18th December 2014. The resource person was Dr. Devan, Professor, A.J. Institute of Medical College, Mangaluru.
- ❖ **Guest Lecture on “Sensitization of Women about their legal rights”** : The Business Law Department organised a guest lecture on “Sensitization of Women about their legal rights” on 20th December 2014. The resource person was Sri Sainath Malligemadu, Asst. Professor, SDM Law College, Mangaluru.
- ❖
- ❖ **Guest lecture on “Need for Service Industry”** : Guest lecture on “**Need for Service Industry**” was organized for I BCA students on 23rd Dec. 2014. The resource person was Mr. Sachin Shenoy, Network Administrator, WIPRO InfoTech, Mysore & also an Alumni of SDMCBM.

Student Faculty Programme :

- * A student faculty program was organized by BCA Department for the II Year BCA B Section students on 13th December 2014 by Mr. Abdul Basith of III BCA B on the topic “Developing your Application”. The objective of the program was to motivate the students to develop their own projects. The program was coordinated by Mrs. Divya Uchil.

- * A student faculty program was organized by BCA Department for the II Year BCA A Section students on 17th December 2014 by Ms. Nishmitha of Final BCA A on the topic “Scope for Self Employment”. The objective of the program was to motivate the students to take up self employment. The program was coordinated by Mrs. Shashikala Shetty.
- * A student faculty program was organized by BBM Department for the II Year BBM A Section students on 19th December 2014 by Mr. Vignesh Kamath of Final BBM A on the topic “Functions & Organisational Structure of Financial Management”. The objective of the program was to inculcate the teaching skills among the students. The program was coordinated by Ms. Sowmya Hegde.
- * A student faculty programme was organized for the benefit of First year BCA students on 23rd December 2014 by Ms. Shalini Pai of Final year BCA on the topic “Virtual Reality”. The objective of this session was to provide awareness to the concept of “Virtual Reality” which is sometimes called Virtual Environment, an artificial environment or scene that are created by using hardware devices and software of a computer. Mrs.Sowmya Jyothi was the Lecturer In-charge.
- * A student faculty programme was organized for the students of III BCA A and B sections on 22nd & 23rd December 2014 respectively by Ms. Shreparna S. of Final year BCA B on the topic “How to face an Interview”. Mrs. Shashiprabha was the Lecturer In-charge.

Inter-collegiate Paper Presentation Competition on the topic “Indian Media and its Extravaganza” : The Students’ Council of our college organised an inter-collegiate paper presentation competition for under-graduate students on the topic, “Indian Media and its Extravaganza” on 22nd December 2014 in the College Conference Hall at 2.30 p.m. The judges were MJF Ln. Agnel Rodrigues, Managing Director, Agnel’s Ad-venture, Mangaluru and Mr. Mahesh Chandra Nayak, Faculty, SDM Law College, Mangaluru. The competition was co-ordinated by the students' council lead by Mr. Thrishanth Kumar and Mrs. Shwetha Y.

4. OTHERS :

One Day workshop for High School Teachers : One day workshop for Social studies teachers of high school was organized by our College in association with the department of Public Instruction, D.K. District on 16th December 2014 in the college conference hall. It was inaugurated by Mr.Walter D’Mello, Deputy Director of Public Instruction, Mangaluru, D.K.District. Principal Mrs. Aruna P. Kamath presided over the function. The workshop was organized with the aim of guiding the high school teachers about the commerce and management topics included in the social studies text book. The workshop had four session conducted by faculty of the college specializing in relevant topics. In the first session Mrs. Gayathri dealt with “Evolution and growth of commerce”. Mr Thrishanth Kumar spoke on “Management of business and marketing management” in the second session. In the third session Mr. Thilakraj spoke on “Accounting in business and financial management”. Mrs. Manju discussed the topic “Understanding economic development” in the final session. Large number of high school teachers were benefited from the workshop.

EXTENSION ACTIVITIES :

- ❖ Students of our college along with the faculty members participated in the procession of Karavali Utsav on 23rd December 2014.
- ❖ Students of our college led by Mr. Gururaj, Lecturer attended a programme on National Consumers’ Day organized by Consumer Forum and University College, Mangaluru on 24th Dec. 2014.

JANUARY 2015

1. STUDENTS ACTIVITIES :

“Synergy 2015” – A National Level Management Fest : Synergy 2015, two days National Level Management Fest exclusively for undergraduate management students was held on 23rd & 24th January 2015 in the college auditorium. It was inaugurated by Mr. Atul Hegde, C.E.O, Ignitee - TO THE NEW, Mumbai. Mr. Ananth G Pai, Executive Director, Bharath Group of Industries was the Chief Guest on the occasion. Mrs. Aruna P. Kamath, principal of the college presided over the function. Mr. Thilakraj G. & Ms. Sowmya Hegde were the staff co-ordinators of the fest.

The theme of Synergy 2015 was “Nirmaan”. This theme was chosen to bring together management students across the nation with a view to provide them a spot light so as to present their ideas in a true spirit of developing our motherland.

The valedictory programme was held on 24th January at 5.30 pm. The chief guests were CS Narasimha Pai P, Proprietor, P.N Pai Co., Chairman, ICSI, Mangalore Chapter and Ms. Kavyashree Gatty, HR, Altisource Business Solution Pvt Ltd, Bangalore (Alumni of SDMCBM). 12 colleges participated in the fest. The overall winners were Jain University Bangalore and runners up were DPS Christ University Bangalore.

“Sygma 2015” – State Level IT Fest : Sygma 2015, a State Level IT Fest for computer science students was held on 24th January 2015 in the college auditorium. Sygma 2015 was inaugurated by Mr. Vineeth Bhat, Director, I-Point, Mangalore. Miss. Ankitha Kamath, Advanced Tax Analyst, Ernst and Young(American Accounting and Consultancy Firm), Bangalore[Alumni of SDMCBM] was the Chief Guest on the occasion. Mrs. Aruna P. Kamath, Principal of the college presided over the function. Mrs. Sowmya Jyothi & Mrs. Reshmi B R were the staff co-ordinators of the fest.

The theme of Sygma 2014 was RETROSPECTRA – Reload the Past. The theme was to provide the platform to the students of participating colleges to showcase their talents and skills in different SYGMA events. Sygma 2014 hosted various events on different areas such as coding & debugging, web designing, IT quiz, IT debate, E-news, etc. 12 colleges participated in the fest. St.Aloysious College won Overall Trophy and Kristu Jayanthi College, Bangalore won Runners Up Trophy.

Annual Sports Day Celebrations : The Annual Sports Meet was held on 16th Jan. 2015. Mr. Vikas Puthran, an International Athlete and Sports Assistant, BSNL., Mangalore inaugurated the sports day celebrations. After the march past, various track & field events were held.

Prize Distribution Ceremony : College Annual Day prize distribution ceremony was held on 30th Jan. 2015 at 9.00 a.m. in the College Auditorium. Dr. K. Balakrishna Bharadhwaj, Principal, Sharada First Grade College, Mangaluru & Vidushi Sharanya B., Marketing Executive, Manipal Technologies Ltd., Manipal (Alumni of SDMCBM) were the Guests of honour. Smt. Aruna P. Kamath, Principal, presided over the function. Prizes for General Proficiency and Best Outgoing Students were awarded. Winners of the various competitions conducted by different associations like Management Association, Scan Association, HRM Association, Fine Arts Association, Sports Association, Commerce Dept. and Literary Association were also awarded prizes.

College Annual Day Celebrations : College annual day celebrations was held on 30th Jan. 2015 at 3.00 p.m. in the college premises. Prof. Dr. C. V. Raghuvver, Registrar, Yenepoya University, Mangaluru and Mr. Kadri Navaneeth Shetty, Chief Manager, The Times of India Group, Mangaluru (Alumni of SDMCBM) were the Chief Guests. Principal Smt. Aruna P. Kamath presented the college annual report. Rank students were honoured in this programme. Scholarships and awards were distributed to the students. The brief formal function was followed by variety entertainment performed by the students.

Departments & Association Activities

Various Association of the Students' Council conducted the following activities to bring out the talents of the students :

Name of the Association	Activities Conducted
Marketing Association 'VENTA'	Mad Ad And Product Launch competition Ad copy designing competition
Scan Association	IT Quiz, Stress interview, IT Debate
Fine Arts Association 'KALA VAIBHAV'	Singing Competition, Flower Arrangement Competition, Dance Competition
Finance Association 'FONDOS'	Audit the Balance sheet
Commerce Department	Treasure Hunt
HR Association 'Resource Hub'	Character showdown Competition RADIO TANTRA Competition
Literary Association	Poetry Writing Competition, 'Spell Me' - spelling competition
Business Law Department	Debate Competition, Paper Presentation Competition
Sports Association	Interclass Cricket Tournament

*** Students' Participation - Outside activities :**

- ❖ Students won **Overall Trophy** in National Level Management Fest "PADUA VERVE 2015" organized by Padua College, Mangalore on 17th Jan. 2015.
- ❖ Students won **Overall Runners Up Trophy** in State Level IT Fest "PINNACLE 2015" organized by St. Philomena College, Puttur on 9th Jan. 2015.
- ❖ Students won **Overall Runners Up Trophy** in State Level IT Fest "SCIENTICA 2015" organized by Canara College, Mangaluru on 12th & 13th Jan. 2015.
- ❖ Students won **Overall Runners Up Trophy** in National Level Youth Fest "DESIGN FIESTA 2015" organized by Karavali College, Mangaluru on 31st Jan. 2015.
- ❖ **Dravid Rao** of II BBM have been selected for Karnataka State Senior Men's Handball Team. He also won the Gold Medal in Senior Nationals beating Tamilnadu in the finals.

2. STAFF ACTIVITIES :

Mrs. Jeevitha D

- Attended 150th Birth Centenary of Vallabhabhai Patel & 100th Birth Centenary of Lala Lajpath Rai organized by Car Street First Grade College, Mangaluru in association with Joint Director of Collegiate Education, Mangaluru on 17th Jan. 2015.

Mr. Ashwin Loyal Mendonca

- Attended one day workshop on the Revised English Syllabus of Mangaluru University organized by St. Aloysius Evening College, Mangaluru on 19th Jan. 2015.

Mrs. Madhumathi J Raja

- Attended & presented a joint paper on "Emerging role of women in India" in 2 days UGC sponsored National Conference on "Gender Issues on campus and in society" organized by Canara College, Mangaluru on 23rd & 24th Jan. 2015.

Mrs. Kavitha Prabhu

- Attended & presented a joint paper on “Emerging role of women in India” in 2 days UGC sponsored National Conference on “Gender Issues on campus and in society” organized by Canara College, Mangaluru on 23rd & 24th Jan. 2015.

Mrs. Vasudha R.

- Attended & presented a joint paper on “An impact of E-Business on supply chain management – an empirical study” in one day National Conference on “E-Governance, E-Learning, E-Business” organized by Srinivas College of Mgt. Studies, Mangaluru on 24th Jan. 2015.

Mrs. Rashmi T.

- Attended & presented a joint paper on “An impact of E-Business on supply chain management – an empirical study” in one day National Conference on “E-Governance, E-Learning, E-Business” organized by Srinivas College of Mgt. Studies, Mangaluru on 24th Jan. 2015.

Mr. Prasanna Kumar T.

- Attended & presented a paper on “Impact of Micro Finance on Non-agricultural Activities” in 2 days UGC sponsored National Conference on “Micro Finance and Inclusive Growth in India” organized by Tunga Mahavidyalaya, Thirthahalli on 16th & 17th Jan. 2015.

Mr. Bharath Kumar Jain

- Participated as Technical Official in All India Inter-University Athletic Championship 2014-15 organised by Rajeev Gandhi Health University, Bangalore and Alva’s College, Moodbidri from 16th Jan. to 21st Jan. 2015.

3. ACADEMIC ACTIVITIES :

Faculty Development Programme : A Faculty Development Programme on Research Methodology was organized by IQAC for the staff members on 6th Jan. 2015. Dr. Suresh Poojary, Dean, Department of Commerce, St. Aloysius College, Mangalore was the Resource Person. Mrs. Manju co-ordinated the programme.

Placement : Campus placement was conducted by Northern Trust Bank and Diya Systems (P) Ltd.

Following Guest Lectures were organized for the benefit of students :

- ❖ **Guest Lecture on “Impact of Jan Dhan Yojan” :** A guest lecture on the topic “**Impact of Jan Dhan Yojan**” was organised by Economics Dept. for I BBM students on 29th Jan. 2015. Mr. Santhosh Peter, Advocate, Mangaluru was the resource person.
- ❖ **Guest Lecture on “Women Rights” :** A guest lecture on the topic “**Women Rights**” was organised by the Counselling Dept. for I B.Com & I BCA students on 21st Jan. 2015. Mrs. Asha Nayak, Advocate, Mangaluru was the resource person.
- ❖ **Guest lecture on “How to be successful in life” :** A guest lecture on “**How to be successful in life**” was organized for I BCA students on 17th Jan. 2015. The resource persons were Ms. Megha S. Kamath, Lecturer, Canara First Grade College, Mangalore and Ms. Niveditha P. Devadiga, Lecturer, Shree Devi Coaching Center, Mangalore.
- ❖ **Guest lecture on “Entrepreneurship development among Youth” :** A guest lecture on **Entrepreneurship development among Youth**” was organized for I BBM students on 2nd Jan. 2015. The resource person was Mr. Salman, an alumni of the college who became Entrepreneur at a young age.

4. OTHERS :

EXTENSION ACTIVITIES :

- ❖ Computer Training programme was organized for the staff members by BCA Dept. on 10th January 2015 at the BCA Lab . The main objective of the programme was to teach basics of computers.
- ❖ The Economics department organized a field visit to Baruka Electrical Power Plant, Baruka, Belthangady on 3rd January 2015 to get knowledge about water electrical power and financial status of Baruka Electrical Power Plant. Mr. Prasanna Kumar T. & Mrs. Shashikala K G were the staff co-ordinators.
- ❖ The Scan Association conducted extension activity by teaching basics of computers to high school students in D.K Zilla Panchayat Higher Primary School, Bokkapatna Mangalore on 10th January 2015. Mrs.Sowmya Jyothi and Mrs.Deepa D Hegde were the staff co-ordinators.
- ❖ The HR Association conducted extension activity to develop the communication skill of the school students in Mangalajyothi Integrated School at Vamanjoor on 10th January 2015. Mrs. Anasuya, Ms. Preethika and Ms. Parinita were the staff co-ordinators.
- ❖ The Finance Association conducted extension activity to educate the students the concepts of Accountancy in Canara Girls High School, Dongerkery, Mangaluru on 10th January 2015. Ms. Sowmya Hegde, Mr. Deviprasad and Mr. Gururaj were the staff co-ordinators.
- ❖ The Commerce department conducted an extension activity in BEM School, Carstreet Mangalore on 10th January 2015 and provided training to 10th standard kannada medium students about the banking transactions. Mrs. Manju and Mrs. Veena were the staff co-ordinators.

The Business Law department conducted an extension activity in Nalanda primary School Car street, Mangalore on 10th January 2015 to enlighten the students about consumer's rights. Mrs. Supritha A. & Mrs. Vasudha R. were the staff co-ordinators.

FEBRUARY 2015

1. STUDENTS ACTIVITIES :

Blood Donation Camp : The NSS units and Red Cross Unit organized blood donation camp in association with KMC Hospital, Mangalore on 11th February 2015 in the college auditorium. Around 104 students voluntarily donated their blood.

Swachha Manasu Swachha Bharatha : 28 NSS volunteers participated in two days programme on 'Swachha Manasu Swachha Bharath' conducted by Shree Ramakrishna Matt, Mangalore on 21st and 22nd February 2015. As a part of this programme volunteers took part in city cleaning programme on 22nd and Value Education on 21st February.

* Prizes secured by the students :

- ❖ **Overall Trophy** in National Level Cultural Fest "KALA AVISHKAR 2015" organized by Srinivas Institute of Management, Mangalore on 5th Feb. 2015.
- ❖ **Overall Trophy** in Mangalore University level Music Competition organized by University College, Mangalore on 5th & 6th Feb. 2015.
- ❖ **Overall Trophy** in University level IT Fest "INIGMA 2015" organized by Sri Ramakrishna College, Mangalore on 10th Feb. 2015.
- ❖ **Overall Trophy** in National Level Mgt Fest "DRISHTI 2015" organized by Sahyadri College of Engineering & Management, Mangalore on 12/02/2015.
- ❖ **Runners Up Trophy** and cash prize of Rs. 15000 in Mangalore University Intercollegiate Cricket Tournament organized by All College Students Union held from 1st Feb. to 4th Feb. 2015 at NMPT Grounds, Mangalore.
- ❖ **Overall Runners up Trophy** in University level Management Fest "IGNITE 2015" organized by Sri Ramakrishna College, Mangalore on 10th Feb. 2015.

- ❖ **Overall II Prize** in YAKSHOTSAVA 2015 an intercollegiate Yakshagana Competition organized by SDM Law College on 28th Feb. 2015.
- ❖ **III Prize in** Intercollegiate cultural fest “ADDHOORI 2015” organized by Govt. College, Hebri on 14th Feb. 2015.

Sports Activities :

- ❖ College Cricket team won M. Dayananda Kamath Memorial Rolling Trophy in Mangalore University Intercollegiate Cricket Tournament 2014-2015 – Mangalore Zone organized by our college from 9th – 20th Feb. 2015.

2. STAFF ACTIVITIES :

Mrs. Aruna P. Kamath

- Attended a NAAC ‘A’ Grade Colleges Principal’s Meeting organized by Directorate of Collegiate Education at Jnana Jyothi Auditorium, Bangalore University, Bangalore on 3.2.2015
- Invited to be the Chief Guest in the inaugural function of Management Fest “DHRISTI 2015” organized by Sahyadri College of Engineering & Management, Mangalore on 12/02/2015.

Mrs. Divya Uchil

- Participated in BOE Meeting on 10th Feb. 2015 held at Srinivas Institute of Management Studies, Pandeshwar, Mangalore.

Mr. Arun F. Sequeira

- Was appointed as BOE Member and attended BOE Meeting on 19th Feb. 2015 held at St. Agnes College, Mangalore.

Mr. Thrishanth Kumar

- Attended in the National conference on “Leadership Effectiveness” organized SDM College of Post Graduate and Research Centre on 13th February 2015 and presented a joint paper on “Shared leadership and its impact on teaching & learning.”

Mr. Thilakraj G

- Was appointed as BOE Member and attended BOE Meeting on 18th Feb. 2015 held at St. Agnes College, Mangalore.

Mrs. Shalini Devadiga

- Registered for Ph.D on the topic" Narendra Kohli ke rachanavo me vyangya" in Karnatak University.

Ms. Sowmya Hegde

- Attended in the National conference on “Leadership Effectiveness” organized SDM College of Post Graduate and Research Centre on 13th February 2015 and presented a joint paper on “Shared Leadership and its impact on teaching & learning.”

Mrs. Supritha A.

- Attended in the National conference on “Leadership Effectiveness” organized SDM College of Post Graduate and Research Centre on 13th February 2015 and presented a paper on “Effectiveness of Leadership and Personal Development.”

Mr. Prasanna Kumar T.

- Attended Red Cross Training Programme on 27th Feb. 2015 held at School of Social Work, Roshni Nilaya, Mangalore.

Mr. Deviprasad

- Attended National conference on “Banking and Finance-2015” and presented paper on “A Study on Banking Service Among People” organized by NITK, Surathkal on 20th Feb. 2015.

Mr. Gururaj G.

- Escorted the students to “SAMANVAYA 2015”, National level Commerce & Management Fest organised by Jain College, Bangalore on 3rd and 4th Feb. 2015.

3. ACADEMIC ACTIVITIES :

Mangalore University Intercollegiate Cricket Tournament 2014-2015 – Mangalore Zone : Our college organized M.U.I.C. Mangalore Zone Cricket Tournament 2014-2015 – Mangalore Zone from 9th Feb. to 20th Feb. 2015. The tournament was inaugurated on 9th Feb. at Neharu Maidan, Mangalore by Mr. Mahabala Marla, Mayor, Mangaluru City Corporation, Mangaluru. Mr. Ajith Kumar K P, Alumni of SDMCBM Mangaluru and Dr. Kishore Kumar C K, Director of Physical Education, Mangalore University were the Chief Guests. Principal Smt. Aruna P. Kamath presided over the function. The valedictory programme was held on 20th Feb. 2015. Dr. Shrikanth Rai, Hon. Secretary, D.K. District Cricket Association & Sri Mithun Chowter, Managing Director, Thribuvan Hero Motors, Mangalore & Alumni of SDMCBM were the Chief Guests. Our college team won Overall M. Dayananda Kamath Memorial Rolling Trophy and University College team won the Runners up Trophy. Mr. Bharath Kumar Jain, Physical Director convened the Tournament.

Workshop on “Entrepreneurship Development” : Workshop on “Entrepreneurship Development” was organized for the students of various colleges of Mangalore University on 25th February 2015 in the conference hall. The Chief guests were Mr. Vilas Nayak, CEO, Hanuman Groups and Mrs. Manjushree Karthikeya, Proprietor, Manjushree Silks and Sarees, Mangalore also an alumni of the college. Mrs. Aruna P. Kamath presided over the function. Mrs. Supritha A., Faculty co-ordinated the programme.

In the first technical session on “Social Entrepreneurship” the Resource Person was Mr. Annappa Pai, Director, M/s Ace Foods Pvt Ltd., Mangalore. In the second technical session on “Motivational Aspects for Entrepreneurs” the Resource Person was Sri Sunder S.M., Asst. Director, MSME, Mangalore. In the third technical session on “Financial perspectives for Entrepreneurship” the Resource Person was Ravi Kumar, Socialised Officer, MSME Branch, Canara Bank, Mangalore. In the last session on “Laws and procedures for Entrepreneurship” the Resource person was Mr. Sridhar Yenmakaje, Advocate, Mangalore.

Following Guest Lectures were organized for the benefit of students :

- ❖ **Guest lecture on “Wireless Network” :** A guest lecture on “Wireless Network” was organized for BCA students on 3rd Feb. 2015. The resource person was Ms. Vanaja, Lecturer, BCA Dept., St. Aloysius College, Mangalore.
- ❖ **Guest lecture on “Psychology & Behavioural Science aspects of entrepreneurship” :** A guest lecture on “Psychology & Behavioural Science aspects of entrepreneurship” was

organized to III BBM students on 6th Feb. 2015. The resource person was Mr. Sundar S.M., Asst. Director, MSME, Mangalore.

- ❖ **Guest Lecture on “WordPress”** : Guest Lecture on “WordPress” was organised to II BCA B students on 28th February 2015. The resource person was Mr. Ashwath Hegde ,a Software Engineer at Novigo Solutions Pvt Ltd, Mangalore .
- ❖ **Guest Lecture on “HR Issues & how to face interviews”** : Guest Lecture on “HR Issues & how to face interviews” was organised to II BBM students on 28th February 2015. The resource person was Mr. Naveen Saldanha, Asst. Manager, Infosys Ltd., Mangalore.

MARCH 2015

1. STUDENTS ACTIVITIES :

Whiz Quiz Competition : On 19 February, 2015 Sahyadri College of Engineering and Management, Dept of Business Administration in association with SDM College of Business Management, Mangalore organized 1st phase of Whiz Quiz Competition to all final year BBM and BA(HRD) students. 40 teams qualified for the II phase of Quiz competition that was held on 24 February, 2014 at SDM Campus, out of which 20 teams qualified for final round, that was held in Sahyadri college campus on 6 March, 2015. Students won cash prize of Rupees 37,000 (including 1st, 2nd, 3rd and 4th). Mr. Thrishanth Kumar and Ms. Sowmya Hegde coordinated the programme.

Sports Activities :

- ❖ College Cricket team won Runners Up Trophy in Mangalore University Intercollegiate Inter- zonal Cricket Tournament 2014-2015 organized by Mangalore University during March 2015.

2. STAFF ACTIVITIES :

Mrs. Aruna P. Kamath

- Was the guest of honour for World Consumer Day observed on March 15, 2015 at Zilla Panchayat Office, Mangalore.

Mr. Thrishanth Kumar

- Attended Faculty Development Programme on “Blooms Taxonomy and Case study analysis” organised by Indian Business School Bangalore at Moti Mahal College, Mangalore on 3rd March 2015.

Mrs. Manju

- Attended Faculty Development Programme on “Blooms Taxonomy and Case study analysis” organised by Indian Business School Bangalore at Moti Mahal College, Mangalore on 3rd March 2015.

Mr. Thilakraj G.

- Attended a one day workshop on “Inclusive practices – creating classroom experiences to enhance teaching and learning” and presented a paper on the topic, “A study on Students’ Expectations of teachers” organized by Besant Evening College, Mangalore on 28th Mar. 2015.

Ms. Sowmya Hegde

- Attended a one day workshop on “Inclusive practices – creating classroom experiences to enhance teaching and learning” and presented a paper on the topic, “Innovative teaching methods” organized by Besant Evening College, Mangalore on 28th March 2015.

3. ACADEMIC ACTIVITIES :

Women’s Day Celebrations : The International Womens Day Celebrations was held on 9th March 2015, in the conference hall. The chief guest was Ms. Ramya Aithal, Differently abled, who works as an English lecturer at Government Women’s P.U. College, Balmatta. Principal Mrs. Aruna P. Kamath presided over the function.

NSS Valedictory Ceremony : The valedictory of NSS was held on 11 March, 2015 at 3.30 p.m. in the college conference hall. Mrs. Pushpalatha, HOD, Business Management Department, Canara College was the chief guest of the function. Principal, Mrs. Aruna P.Kamath delivered the presidential address. Mrs. Gayathri K., programme officer presented a brief report of the activities conducted in the year. Final year students shared their experiences.

Student Faculty Programme : Marketing Association (VENTA) organized a Student Faculty Programme for I BA(HRD) students on 11th March 2015 on “**Eco-friendly product with respect to Green Marketing**” by Ananda Krishna and Dishanth Ullal of III BBM C and B sections. Objective of this programme is to give awareness regarding the scenario of Green marketing and the concept of Go Green in the corporate world.

Panel discussion on Union Budget 2015”: A Panel discussion on Union Budget 2015” was organized for Final BBM students on 9th March 2015. The resource person was Mr. Jayavanth Nayak, Associate Professor, University College, Mangalore. Students gave presentation on various aspects of the budget.

Consumer certificate distribution programme : The students of our college who successfully completed the certificate course on Consumer Protection were given the certificate on the occasion of the celebration of World Consumer day on 15th March 2015. Consumer Club of the college also secured overall consolation prize which was awarded by D.K. District Federation of Consumer Organisation.

Following Guest Lectures were organized for the benefit of students :

- ❖ **Guest lecture on “Gerontology – understanding the elderly and upholding their dignity”:** A guest lecture on “Gerontology – understanding the elderly and upholding their dignity” was organized for I BCA students on 2nd March 2015. The resource person was Prof. Ameer Hassan, Rtd. Professor, St. Anns College of Education, Mangalore.
- ❖ **Guest lecture on “Promotion of higher education”:** A guest lecture on “Promotion of higher education” was organized for Final BCA students on 3rd March 2015. The resource person was Mr. Riyaz Mohammed, Lecturer, MCA Department, St. Aloysius College, Beeri, Mangalore

PART-B

Criteria 1

ANNEXURE – 4

Annexure for question number 1.1 : Details about Academic Programmes

Number of existing Programmes : 03

BBM

BCA

BA(HRD)

Number of Added Programme: 01

B.Com

Number of self-financing programmes : 04

BBM

BCA

BA(HRD)

B.Com

Number of value added / Career Oriented programmes : Certificate Programmes : 14

Department	Add on Courses
BBM	Value Education Tourism Language Translation Research Methodology
BA(HRD)	Jouranlism Income Tax Language Translation
BCA	Management Practices Marketing Skills Personality Development
B.Com	Tally
Open to all	Tally, Web Designing

Interdisciplinary Courses for BBM: Value Education, Tourism, Language Translation

Interdisciplinary Courses for BA(HRD): Journalism, Income Tax, Language Translation

Interdisciplinary Courses for BCA: Management Practices, Marketing Skills, Personality Development.

Interdisciplinary Courses for B.Com: Tally

ANNEXURE – 5

Annexure for question number 1.3 : Feedback from stakeholders

- Alumni feedback is received when called as chief guest for college functions, judges for various events. They have given favourable opinion.
- Parent's feedback is taken during the PTA annual general meetings and executive committee meetings. Their suggestions and opinions are implemented.
- Employers feedback is elicited during the campus visit for career guidance and recruitment.
- For students feedback, suggestion boxes are kept in the convenient places. From final year students, feedback is collected through questionnaires.

ANNEXURE – 6

Annexure for question number 1.5 : Any new Department/Centre introduced during the year. If yes, give details.

Following is the new department introduced during the year 2014-15 in the existing course.

Commerce

ANNEXURE – 7

Annexure for question number 2.9 : No. of faculty members involved in curriculum restructuring/revision/syllabus development as member of Board of Study/Faculty/Curriculum Development workshop

Mrs. Divya Uchil –B.C.A. Practical Examination co-ordinator, BOE,BCA Examinations

Mrs. Kavitha Prabhu -Chairman, BOE, BA(HRD) Examinations

Mrs. Gayathri K.- Member of BOE,(BA(HRD) Examinations

Mr. Thilakraj - Member of BOE (St. Agnes College - Autonomous), BCA Examinations

Mr. Arun F. Sequeira -Member of BOE (St. Agnes College - Autonomous), BCA Examinations

Mrs. Smitha - Member of BOS, BA(HRD)

Member of BOE (St. Agnes College - Autonomous), BBM Examinations

Mrs. Shashikala Shetty - Member of BOE, BCA Examinations

ANNEXURE – 8

Annexure for question number 3.1 : Initiatives of the IQAC in Sensitizing/Promoting Research Climate in the institution

Opportunities for funded Research : A FDP programme was organized by the IQAC for the faculty on 5th April 2014. Mr. Jeevan Pinto, Asst. Professor, Srinivas College was the resource person.

FDP Programme on “Research Methodology”

A FDP programme on Research methodology was conducted for the faculty on 6 January 2015 at 3 pm in the conference hall. The resource person was Dr. Suresh Poojary, Dean, Department of Commerce, St. Aloysius College, Mangalore. The objective was to enhance the knowledge and to motivate the faculty to undertake research. The resource person covered the areas like ethical framework of a researcher, identification of research problem and research process. He emphasized that society challenges are the opportunity for research. Researcher should always try to select simple topic of his interest and find out all the answers till the conclusion. A researcher faces lot of problems for exploring his research questions that can be effectively resolved using correct research methodology. He also guided on writing bibliography and various research funding agencies. Mrs. Veena, faculty introduced the guest. Mrs. Shashikala Shetty proposed the vote of thanks. The programme was coordinated by Mrs. Manju under IQAC guidelines.

NAAC sponsored National Seminar on “MEASURES FOR QUALITY ENHANCEMENT AND SUSTENANCE HIGHER EDUCATION” :

The NAAC sponsored National Seminar on “MEASURES FOR QUALITY ENHANCEMENT AND SUSTENANCE HIGHER EDUCATION” was organized by IQAC of our College on 9th and 10th October 2014 in the college Conference hall.

The seminar was inaugurated on 9th Oct. 2014 by Prof. K. Byrappa, Honourable Vice Chancellor of Mangalore University. Dr. Sandeep Shastri, Pro Vice Chancellor of Jain University and National Coordinator of Lokniti Networks, Bangalore was the keynote speaker. Dr. B. Yashovarma, Secretary of SDME Society, Ujire presided over the function.

In the First technical session on “Measuring Institutional Effectiveness with Data” the Resource Person was Dr. A. Senthil Kumaran, Principal Counsellor and Head of Education Excellence, CII Institute of Quality, Bangalore,

In Second technical session on “Pedagogical integration of ICT for quality enhancement” the Resource Person was Dr. Radhika Pai M.M., Associate Director –Innovation Centre, Department of Information & Comm. Tech., Manipal University

In Third technical session on “Student empowerment through Mentoring and Reverse Mentoring” the Resource Person was Prof. Raghunandan, Retired Professor, SVS College, Bantwal.

In Fourth technical session on “Quality Sustenance through Internal Quality Assurance Mechanism” the Resource Person was Prof. Clement D’Souza, St. Joseph College, Bangalore

The paper presentation session was chaired by Dr. Shridhara Maniyani, Govt. First Grade College, Kavoor, Mangalore

In the valedictory function held on 10th October 2014, Mr. Vivek Mohan Alva, Managing Trustee, Alva’s Education Foundation, Moodbidri & Alumni of the college was the Chief Guest. Dr. A. M. Narahari, Registrar, St. Aloysius College(Autonomous), Mangalore presided over the function. The Conference was co-ordinated by Mrs. Smitha, HOD, BBM Department. Principal Mrs. Aruna P. Kamath, Chairman of the Organising Committee was present on the occasion.

ANNEXURE – 9

Annexure for question number 3.3 : Details regarding minor projects

Undergoing UGC sponsored Minor Research Projects

Faculty	Title of the Project
Mrs. Smitha	A Comparative study of Health Insurance Schemes offered by Public and Private Sector
Mr. Thrishanth Kumar	Transfer of Learning In IT and IT's Industry In Karnataka: Facilitators, Inhibitors And Strategies (Diagnostic Findings From Multiple Case Studies)
Mrs. Kavitha Prabhu	Customer Attitude towards General Insurance Product
Mrs. Shaini Naveen	Role of Educational Loan by Commercial Banks on Higher Education
Mrs. Veena Kotian	A Comparative study on Work Life Balance among Working Women in Metro and Non-Metro Cities
Ms. Sowmya Hegde	Branchless Banking for the Poor as a part of Financial inclusion.
Mr. Prasanna Kumar	A Socio-Economic Base Line Survey of Dalit Muslims in Rural Karnataka, India

Minor research completed

Mr. Thilakraj	A Study on Customer opinion survey towards Nandini Milk and its products at Dakshina Kannada and Udupi
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ANNEXURE – 10

Annexure for question number 3.11 : No. of conferences organized by the Institution

UGC sponsored 2 days National Conference on “Celebration of 150th Birth Anniversary of Swami Vivekananda”: SDM College of Bus. Mgt. organised UGC sponsored 2 days National Conference on “Celebration of 150th Birth Anniversary of Swami Vivekananda” in association with Ramakrishna Mission, Mangalore on 11th & 12th July 2014. The conference was inaugurated on 11th July 2014 by Swami Nikhileshwaranandaji, Secretary, Ramakrishna Mission, Vadodara who later delivered keynote address. The Chief Guest was Mr. Venkatesh Baliga, Editor, Kodial Khaber, Mangalore & also Alumni of SDMCBM. Principal Smt. Aruna P. Kamath presided over the function.

In 2nd session on “Modernisation of education with the ancient Indian Culture” the resource person was Dr. Padmanabha Marathe, Director, Shree Durga Centre for PG Studies and Research in Sanskrit, Kateel.

In 3rd session on “Education and Spiritual Development” the resource person was Swami Jitakamanandaji, Secretary, Ramakrishna Mission, Mangalore.

The paper presentation session was chaired by Dr. Balika, Faculty, SDM Law College, Mangalore.

On 12th July 2014, in the 4th session on “Character building of Youth through education” the resource person was Dr. Gananath Yekkar, Director, PG Centre, Kannada Dept., Govt. College, Udupi.

In the valedictory function Dr. Mohan Pai, Retired Professor in Medicine, KMC, Mangalore was the Chief Guest. Mrs. Priti Jeevan, Asst. Professor, MBA Dept., Srinivas College, Mangalore & Alumni of the college was the guest of honour. The Conference was co-ordinated by Mrs. Shaini Naveen, Faculty, BBM Department.

UGC sponsored National Conference on “Big Data – Changing The World”: SDM College of Bus. Mgt. organised UGC sponsored National Conference on “Big Data – Changing the World” in association with Corporation Bank, H.O., Information Technology Division, Mangalore on 30th July 2014. The conference was inaugurated by Mr. Brijesh B Krishnan, Senior Delivery Manager, Infosys Limited., Mangalore who later delivered keynote address. The Chief Guest were Mr. Divakar Kini, former Vice President, IT Architecture and Control, Emirates National Bank of Dubai and Mr. Venkatesh N Pandit, Senior QA Engineer, Operative Media, Bangalore & also Alumni of SDMCBM. Mr. S. Kumar, Deputy General Manager, Corporation Bank (H.O), Mangalore presided over the function.

In second technical session on “Convergence of Big Data and Data Mining” the resource person was Mr. Manjunath T. N, Associate Professor & PG Co-ordinator, Dept of ISE, Acharya Institute of Technology, Bangalore.

In third technical session on “Current Trends Of Big Data Analysis” the resource person was Dr. Manjaiah D.H, Professor & Chairman of BoS, Dept. of Computer Science, Mangalore University, Mangalagangothri.

The paper presentation session was chaired by Prof Santhosh Rebello, Dean & Chairman, AIMIT, St. Aloysius College (Autonomous), Beeri.

In the valedictory function Mr. Raviraj Belma, Senior Project Manager, Infosys Limited, Mangalore was the Chief Guest. Mr. Ashwath Hegde, Software Developer, Primacy Industries Ltd, Mangalore & Alumni of the college was the guest of honour. The Conference was co-ordinated by Mrs. Divya Uchil, HOD, BCA Department. Principal Mrs. Aruna P. Kamath, Chairman of the Organising Committee was present on the occasion.

UGC sponsored National Conference on Emerging Trends and Challenges in Human Resources: SDM College of Bus. Mgt. organised UGC sponsored National Conference on “Emerging Trends and Challenges in Human Resources” in association with National Institute of Personnel Management(NIPM), Mangalore Chapter on 31st July 2014. The conference was inaugurated by Dr. K. Rajesh Nayak, Director-Training, College of Banking & Financial Studies, Muscat, Sultanate of Oman who later delivered keynote address. The Chief Guest was Mr. Anup George Rebello, Asst. Manager, The Catholic Syrian Bank Ltd., Chennai & also Alumni of SDMCBM. Mr. Shekar Purari, Chairman, NIPM, Mangalore Chapter presided over the function.

In second technical session on “Integrating Technology for HR Effectiveness” the resource person was Mr. P. Suresh, Senior Manager-HR, MCF Ltd., Panambur, Mangalore.

In third technical session on “Emerging Trends in HR” the resource person was Mr. Dheeraj Shetty, Deputy General Manager-HR & Administration, JBF Petrochemicals Ltd., Mangalore.

The paper presentation session was chaired by Dr. Vishal Samartha, Associate Professor, Dept. of Business Administration, Sahyadri College of Engineering and Management, Adyar, Mangalore and Dr. Yathish Kumar, Associate Professor, University College, Mangalore.

In the valedictory function Mr. John C. Lazar, Asst. General Manager, South Indian Bank, Main Branch, Mangalore was the Chief Guest. Ms. Hanica Kunder, Placement Officer, AIMIT, St. Aloysius College, Beeri, Mangalore & Alumni of the college was the guest of honour. The Conference was co-ordinated by Mr. Thrishanth Kumar, HOD, BA(HRD) Department. Principal Mrs. Aruna P. Kamath, Chairman of the Organising Committee was present on the occasion.

NAAC sponsored National Seminar on “MEASURES FOR QUALITY ENHANCEMENT AND SUSTENANCE IN HIGHER EDUCATION” : The NAAC sponsored National Seminar on “MEASURES FOR QUALITY ENHANCEMENT AND SUSTENANCE HIGHER EDUCATION” was organized by IQAC of our College on 9th and 10th October 2014 in the college Conference hall.

The seminar was inaugurated on 9th Oct. 2014 by Prof. K. Byrappa, Honourable Vice Chancellor of Mangalore University. Dr. Sandeep Shastri, Pro Vice Chancellor of Jain University and National Coordinator of Lokniti Networks, Bangalore was the keynote speaker. Dr. B. Yashovarma, Secretary of SDME Society, Ujire presided over the function.

In the First technical session on “Measuring Institutional Effectiveness with Data” the Resource Person was Dr. A. Senthil Kumaran, Principal Counsellor and Head of Education Excellence, CII Institute of Quality, Bangalore,

In Second technical session on “Pedagogical integration of ICT for quality enhancement” the Resource Person was Dr. Radhika Pai M.M., Associate Director –Innovation Centre, Department of Information & Comm. Tech., Manipal University

In Third technical session on “Student empowerment through Mentoring and Reverse Mentoring” the Resource Person was Prof. Raghunandan, Retired Professor, SVS College, Bantwal.

In Fourth technical session on “Quality Sustenance through Internal Quality Assurance Mechanism” the Resource Person was Prof. Clement D’Souza, St. Joseph College, Bangalore

The paper presentation session was chaired by Dr. Shridhara Maniyani, Govt. First Grade College, Kavoor, Mangalore

In the valedictory function held on 10th October 2014, Mr. Vivek Mohan Alva, Managing Trustee, Alva’s Education Foundation, Moodbidri & Alumni of the college was the Chief Guest. Dr. A. M. Narahari, Registrar, St. Aloysius College(Autonomous), Mangalore presided over the function. The Conference was co-ordinated by Mrs. Smitha, HOD, BBM Department. Principal Mrs. Aruna P. Kamath, Chairman of the Organising Committee was present on the occasion.

One Day workshop for High School Teachers : One day workshop for Social studies teachers of high school was organized by our College in association with the department of Public Instruction, D.K. District on 16th December 2014 in the college conference hall. It was inaugurated by Mr. Walter D’Mello, Deputy Director of Public Instruction, Mangaluru, D.K. District. Principal Mrs. Aruna P. Kamath presided over the function. The workshop was organized with the aim of guiding the high school teachers about the commerce and management topics included in the social studies text book. The workshop had four sessions conducted by faculty of the college specializing in relevant topics. In the first session Mrs. Gayathri dealt with “Evolution and growth of commerce”. Mr. Thrishanth Kumar spoke on “Management of business and marketing management” in the second session. In the third session Mr. Thilakraj spoke on “Accounting in business and financial management”. Mrs. Manju discussed the topic “Understanding economic development” in the final session. Large number of high school teachers were benefited from the workshop.

Workshop on “Entrepreneurship Development” : Workshop on “Entrepreneurship Development” was organized for the students of various colleges of Mangalore University on 25th February 2015 in the conference hall. The Chief guests were Mr. Vilas Nayak, CEO, Hanuman Groups and Mrs. Manjushree Karthikeya, Proprietor, Manjushree Silks and Sarees, Mangalore also an alumni of the college. Mrs. Aruna P. Kamath presided over the function. Mrs. Supriya A., Faculty co-ordinated the programme.

In the first technical session on “Social Entrepreneurship” the Resource Person was Mr. Annappa Pai, Director, M/s Ace Foods Pvt Ltd., Mangalore. In the second technical session on “Motivational Aspects for Entrepreneurs” the Resource Person was Sri Sunder S.M., Asst. Director, MSME, Mangalore. In the third technical session on “Financial perspectives for Entrepreneurship” the Resource Person was Ravi Kumar, Socialised Officer, MSME Branch, Canara Bank, Mangalore. In the last session on “Laws and procedures for Entrepreneurship” the Resource person was Mr. Sridhar Yenmakaje, Advocate, Mangalore.

ANNEXURE – 11

Annexure for question number 3.14 : No. of linkages created during this year

- ❖ Linkage with Ramakrishna Ashram by associating with them for Organizing UGC sponsored 2 days National Conference on “Celebration of 150th Birth Anniversary of Swami Vivekananda
- ❖ “UGC sponsored National Conference on”Big Data – Changing The World” in association with IT Department Corporation Bank.
- ❖ Linkage with National Institute of Personnel Management by associating with them for Organizing UGC sponsored National Conference on Emerging Trends and Challenges in Human Resources
- ❖ Mirchi Suraksha- Swaraksha for Women in association with Red FM

ANNEXURE – 12

Annexure for question number 3.17 : No. of research awards/ recognitions received by faculty and research fellows of the institute in the year.

Rewarded 2014-2015

<i>No.</i>	<i>Name</i>	<i>Reason</i>
1	Mrs. Smitha	For sanctioning of UGC sponsored Minor Research Projects.
2	Mr. Thrishanth Kumar	
3	Mrs. Kavitha Prabhu	
4	Mrs. Shaini Naveen	
5	Mrs. Veena Kotian	
6	Ms. Sowmya Hegde	
7	Mr. Prasanna Kumar	

ANNEXURE – 13

Annexure for question number 3.26 : Major Activities during the year in the sphere of extension activities and Institutional Social Responsibility.

Annexure for question number 5.12 : No. of social initiatives undertaken by the students

Extension Activities were organized by all the associations to make the students realise their social responsibilities and to learn the importance of dignity of labour. Some of the extension activities organized were :

Business Law Department

- Students III BA(HRD) visited District court, Mangalore on 26th July 2014. They had a practical exposure of different business case analysis held at court. The lecturers incharge Mrs Supritha and Mrs Vasudha .R escorted students for the same.
- On 10th January 2015 Business Law department conducted extension activity at Nalanda School. They enlightened the children about consumer rights. They gave an insight into the knowledge of consumer law. Students conducted various competitions for children like pick and speak, quiz , elocution

Commerce Association

- Commerce department of the college has conducted an extension activity in Government women's college Balmatta on 26th July 2014. and provided training to the students in terms of Financial Literacy. 10 students from the college were participated for the programme and the objective was to improve the knowledge in terms of bank transactions and new banking concepts. Active interaction took place and students were enthusiastically responded. As a part of the programme quiz competition were also organised. Mrs.Manju and Mrs.Veena staff incharge were present for the programme.
- Commerce department of the college conducted an extension activity at BEM School Carstreet Mangalore on 10 January 2015 and provided training to the 10th standard Kannada medium students about the banking transactions. Students actively participated in the programme. The objective was to improve the knowledge in terms of bank transactions, new banking concepts and recent trends in banking like credit card, online transaction, mobile banking etc. Active interaction took place and students enthusiastically responded. As a part of the programme quiz competition was also organised wherein prizes were distributed to the winners. Mrs. Manju and Mrs.Veena were the coordinators for the programme.

Economics Department

Digantha Mudrana

- The students visited the Digantha Mudrana, Industrial Estate, Yeyyadi on 30 August 2014. It was as an opportunity to learn the various strategies employed in the field of Print Industry. Mr. Madhusudhan guided the students and explained the day to day work, procedures, recycling of paper and how to print different type of books and he also discussed about challenges of export activity in print industry. The students got an overview of the working culture of print industry at Digantha Mudrana. It was organised by Mr. Prasanna Kumar T.

SKDRDP

- The students visited the SKDRDP on 24 September 2014. It was an opportunity to learn the various strategies employed by a SKDRDP in the field of agriculture and rural development. Mr. Sriram K. led the students. He also explained the day to day works, procedures of different crafts and self employment scheme, documentation, customs office working, in great detail including cost of transport, and various other procedures followed by pragathi bandhu group of SKDRDP.
- Students visited milk dairy, Ujire and learnt about how milk is collected and processed. They also visited SIRI, got information about SIRI products like clothes, bags, soaps etc. Mr. Prasanna Kumar then summarized the above aspects. The students got an overview of the procedures and schemes of SKDRDP. It was organised by Mr. Prasanna Kumar.

Electrical power projects

- On 3 January 2015 team of enthusiastic students of Economics Association visited Baruka Electrical power projects at Koyyur Belthangadi taluk as a part of extension activity under the guidance of staff in charge Mr. Prasanna Kumar. The main objective of this visit was to knowabout the Electrical Power Plant.

FEST FORUM

- Final year students visited Government First Grade College, Car Street on 26th July 2014. Genesis, the annual fest for first year students, was explained to the first year students of Car Street College. Training for various events such as marketing and finance were given to the students. Students actively participated.

Finance Association – FONDOS

- On 20th August 2014, the team of five enthusiastic students of the finance association paid a visit to Kallbavi Cashew Factory at Baikampady as a part of extension activity under the valuable guidance of staff incharge Ms. Sowmya Hedge. The main aim of this initiative was to educate the workers of the organization about financial literacy. Vignesh Kamath of final year BBM spoke about the need and importance of saving money and investing wisely. It was an interactive session. Later a quiz session was conducted by Jamsheed where prizes were awarded to the laborers.
- On 10 January 2015, Finance association FONDOS onducted an Extension activity in Canara Girls High School, Dongerkery, with the guidance of lecturer in-charge Sowmya Hegde, Deviprasad and Gururaj. The main aim of this initiative was to educate the students the concepts of accountancy which is recently introduced in school syllabus. Quiz competition was also conducted in which the students very actively participated.

Fine Arts Association (Kala Vaibhav)

- The association members conducted an extension activity at Government Higher Primary School, Kapikad, Mangalore on 26 July 2014. The school children were taught to sing and dance. Games were also conducted for the children. The staff coordinator was Mrs. Renuthakshi. The student coordinators were Monisha and Neha. Through this activity they realized to bring out others talent as well as team spirit with confidence.
- The association members conducted an extension activity at Lourdes Kannada Medium Primary School, Bejai, Mangalore on 10 January 2014. The school children were taught to craft and dance. Games were also conducted for the children. The staff coordinator was

Mrs. Renuthakshi. The student coordinators were Monisha and Neha. Through this activity they realized to bring out others talent as well as team spirit with confidence.

Literary Association

- Literary association had conducted its first extension activity of the academic year 2014-15. The visit was to Abhaya Ashram, which is an old age home located in Kodialbail. There were a good number of students and 5 lecturers during the visit. The members of the association conducted an extension activity at St.Xavier Kannada medium school, Bejai on 10 January 2015. The main objective of this extension activity was to interact with children and play some creative games that inculcates an attitude of sportsmanship and develops their hidden talents. The children were very vibrant and were eager to participate with vigor. There were total of 120 students, they were divided into two groups and competitions were conducted like memory game and storytelling. The extension activity was organized by Mrs. Jeevitha, Mrs. Shalini Devadiga and Mrs. Renuthakshi

Marketing Association – Venta

- **Promotional Strategies developed in the Market**
On 26 July 2014, the students of Marketing Association visited Big Bazar to learn about “Promotional Strategies developed in the market”. Mr. Ritesh, the department manager of fashion zone briefed about promotional strategies in Big Bazar. In Mangalore, Big Bazar was started in the year 2006, mainly focused on food bazar, fashion zone & small electronic appliances. The study conducted on new promotional strategies was very beneficial. The students learnt about how to increase the sale, clearance of stock, how to overcome during the loss, balancing of customers and employers satisfaction. The students were escorted by Mrs. Rashmi. T and Mrs. Deepashree. G. Shenoy.
- **One Day Workshop for High School Teachers**
One day workshop for Social studies teachers of high school was organized by Marketing Association, in association with the department of Public Instruction, D.K. District, on 16 December 2014 in the college conference hall. It was inaugurated by Mr. Walter D’Mello, Deputy Director of Public Instruction Mangaluru, D.K. District. In his inaugural speech, he expressed his appreciation to the college for volunteering to organize such a resourceful workshop which would benefit the high school teachers. Mrs Aruna P. Kamath, Principal, welcomed and said that the workshop is organized with the aim of guiding the high school teachers about the commerce and management topics included in the social studies text book. The workshop would also help the teachers to effectively guide the high school students if they are desirous of choosing commerce stream at pre university level. The workshop included four sessions conducted by faculties of the college specializing in relevant topics. In the first session, Mrs Gayathri dealt on with the evolution and growth of commerce. Mr. Thrishanth Kumar, spoke on management of business and marketing management in the second session. In the third session, Mr. Thilakraj spoke on accounting in business and financial management. Mrs.S Manju discussed on understanding economic development in the final session. Large number of high school teachers benefited from the workshop. The programme was coordinated by Mrs. Kavitha Prabhu.

Human Resource Development Association - Resource Hub

- HRD association had conducted an extension activity in St. Joseph Prashanth Nivas which is located in Valencia on 26 July 2014. The secretary of HR association Nihal & Sharlet along with members of the association, headed by the incharge of HR department Mrs Anasuya & Mrs Parinitha had conducted the activity. The head of St. Joseph Prashanth Nivas gave the opportunity to conduct the activity for mentally challenged people. It was a surprising moment for us to spend a few time along with them. The started our activity with a prayer in which even they took part. To entertain them the students requested them to sing & dance with them, happily supported & enjoyed a lot . Later activities proceeded & gave opportunity to them to draw whatever they liked, among them there were few people who drew very beautiful pictures & they were enjoying the moment in which the students supported them to fulfill the activity.As a token of love the students served them sweets & fruits & shared happiness with them. They were very happy to be with the students.
- On 10 January 2015 students of HR department visited Mangalajyothi Integrated School at Vamanjoor as a part of extension activity. The main aim was to develop the communication skills of the school students. Ms. Nihal and Ms. Sharlet, secretary of HR department conducted various activities like Self introduction, Pick and Act and Networking for the students. Few motivational videos were also shown for better understanding. They also guided them about the importance of communicating in English. The session was concluded by awarding prizes to the winners. Mrs. Anasuya, Ms. Preethika and Ms. Parinita escorted the students.

NSS Unit

- **One day camp at Mangalajyothi Integrated School:** The two NSS units of college organized one day camp on 13th july, 2014, at Mangalajyothi Integrated School, Vamanjoor. NSS volunteers assembled at the venue at 8.30 a.m. Before commencing the shramadhan volunteers were enlightened about the importance and need of shramadhan. Through this shramadhan they will be achieving the objective of NSS which is personality development through community service. The students were then divided into groups. Each group was assigned a group leader who had to divide the work among the members and supervise the work assigned to their group. Volunteers started their work at 9.00a.m. and continued upto 1.00 p.m. Mangalajyothi ITI campus was cleaned for the inauguration of the building to be held shortly. After the lunch break, volunteers assembled back for the evaluation session. They shared their experience of working in the group for a good cause. First year students stated that it was their first camp and working in the field had made them realize the importance of team work and co-operation. Group wise evaluation helped the volunteers to realize their shortcomings and to avoid them in the future.

NSS programme officers Mrs. Gayathri K and Mr. Deviprasad, concluded days programme with appreciating work done by the volunteers and suggestions for improvements.

- **Vanamahotsava celebrations** :Nss units organized vanamahotsava programme on 26-7-2014 at Government School, Kapikad. The chief guest of the programme was Mr. Rajaneesh, Corpotator of Kapikad, and the Headmistress of the school MRs. Nagarathna inaugurated the programme by planting a sapling. About 40 saplings of plants of rose, may flower, jackfruit, amla and cocum were planted by the NSS volunteers. The saplings were planted in the surroundings of school campus. School children and teachers were also involved in this activity. 55 NSS volunteers took part in the tree plantation drive and took a pledge to save trees. Mrs. Gayathri K, Mr. Deviprasad and Mrs. Renuthakshi were also present at this occasion.

- **Campus Cleaning :** NSS units of the college organized campus cleaning on 6th August, 2014. Volunteers were asked to assemble in the college basement at 3.00 p.m. Students were then divided into groups and assigned places around campus to clean it. College entrance, parking place, college ground and basement path was cleaned by the students. Around 50 students participated in this event. Mrs. Gayathri K., NSS programme officer organised the event.

- **Environmental Issues :** A Guest lecture was conducted by NSS units on 'Environmental Issues' on 21 August, 2014. There were two resource persons who addressed students on two important environmental issues. Dr. S. Shrihari Professor, Department of Civil Engineering, Co-ordinator, Centre for Disaster Risk Reduction, National Institute of Technology, Karnataka, Surathkal, addressed the students on "Environmental Disaster – Risk Reduction". Dr. M.K. Nagaraj, Professor, Department of Applied Mechanics & Hydraulics, National Institute of Technology, Karnataka, Surathkal, who took up the burning issue on "Watershed Management using Interlinking of Rivers". Prof. Shrihari explained the causes of disaster and ways to overcome them. He stated that through proper precautions like, creating awareness, making modification in the system, installing warning systems, risk can be avoided or minimized to the great extent. He also stressed upon the role of proper event management plan in case of disaster management. He concluded by calling upon NSS students, assume their responsibility in disaster management. Dr. M.K. Nagaraj, spoke about a very sensitive issue on interlinking of rivers for water management. He stated about various uses of water, and problem faced by regions with low water density. Interlinking of rivers can be taken as one of the solutions for this problem which ensures proper distribution of water for sustainable development. He pointed out that there should be a systematic approach followed with this regard. All attributes connected to this should be carefully explored before taking a decision. As this matter is very sensitive, along with technical, economical, environmental and legal parameters, social and cultural parameters also should give due weightage. Interlinking of rivers is a boon provided, proper care and caution is exercised at all stages. He then asked NSS students to educate people about the pros and cons of interlinking of rivers. Mrs. Gayathri K and Mr. Deviprasad organized the programme. Ms. Deeksha and Ms. Keerthi introduced the resource persons to the gathering. Ms. Aishwarya proposed vote of thanks.

- **Celebration of Sadbhavana Day :** In order to mark the importance of communal harmony, 20 August 2014 to 3 September 2014 is celebrated as communal harmony fortnight. Accordingly the NSS unit of the college celebrated Sadbhavana Day on 21 August 2014 in the college conference hall. After briefing the students about the need and importance of communal harmony, an oath was administered to the NSS students by the NSS officer. The students pledged that they will work for emotional oneness and harmony of all the people.

- **AIDS Awareness Programme :** On the occasion of "International Youth Day Celebrations", a guest lecture was organised by NSS unit in association with Karnataka AIDS Prevention Society, on 20 August, 2014. Mrs. Manjula, Counsellor, KMC, Mangalore was the resource person. She enlightened the students about the causes and symptoms of the disease. Later she highlighted that an estimated 2.5 million Indians are currently living with HIV and the rate in which this disease is growing especially among the youngsters. She mentioned that community based programmes are the best way to spread awareness about this disease. Schools and colleges can help by spreading awareness through which young girls and boys get to know the facts which will help them not to fall prey to this disease. She concluded her session by spending life in a meaningful manner. Mrs. Gayathri. K and Mr. Deviprasad organized the guest lecture. Ms. Shreeparna, proposed vote of thanks.

- **AIDS Awareness Programme** :On the occasion of “International Youth Day Celebrations”, NSS units in association with Karnataka AIDS Prevention Society conducted slogan writing and painting competition on 20 August, 2014. The topic given for slogan writing was “Youth and Future of Nation”. 15 students participated in this competition. Each participant had to write a minimum of 10 slogans relating to the topic. The time given was 15 minutes. The topic given for painting competition was “Future of India depends on the quality of its youth”. 5 students participated in this competition. The time given was 30 minutes.

- **One day camp at Govanithshrama, Pajir** :The two NSS units of college organized one day camp on 31st August, 2014, at Govanithshrama, Pajir. NSS volunteers and NSS officers reached the camp site at 8.30a.m. A representative of the ashrama addressed volunteers about the objectives and purpose of Govanithashrama. Later he explained the volunteers the work to be performed. The students were then divided into groups. Each group was assigned a group leader who had to divide the work among the members and supervise the work assigned to their group. Volunteers started their work at 9.30a.m. and continued upto 1.00 p.m. with short break at 11.00 a.m. Volunteers cleaned the surroundings of ashrama and made paths to cultivate plants. After the lunch break, volunteers assembled back for the evaluation session. This helped them to share their experience and views. Group wise evaluation helped the volunteers to realize their mistakes and to avoid them in the future. Group leaders appreciated the efforts of their group members. This camp has taught students the importance of team work, dedication, mutual respect and joy of giving. NSS programme officers Mrs. Gayathri K and Mr. Deviprasad, concluded day’s programme with appreciation to work done by the volunteers and suggestions for improvements.

- **ANNUAL SPECIAL CAMP 2014-15** :The Annual Special Camp of SDM College of Business Management Mangalore was held at Government Higher Primary School, Peribettu, Valpady, Moodabidri from 23-12-2014 to 29-12-2014. 100 NSS volunteers participated in this annual special camp. Sri. Umanath Kotian inaugurated the camp by lightening the lamp. In his inaugural address he spoke about the importance of attending NSS camp and he also stated that the experiences one can get by attending such camps will be helpful in future. Prof. Aruna P Kamath, Principal of the College presided over the function. Other dignitaries present over the dais wish success for the camp. Ms. Aishwarya, NSS Voluntary was the MC of the Programme. Ms. Keethi welcomed the guest, Ms. Shrimadura delivered vote of thanks. After the inauguration dignitaries gave a formal start for shramadha by guddalli pooja. The same day voluntaries were briefed thoroughly about the programme and activities for seven day. Later on they were divided into 4 groups, each team were assigned two group leader. On 24th December Afternoon a social economic survey was conducted by NSS voluntaries. On 25th morning Grama Swaccha Abhiyana was organised along with Shrivithadya Grama Panchayat and other local bodies. On the same day voluntaries performed street play on the same issue. On 26th afternoon guests lecture on ‘Life values’ was organised. Resource person Mr. Muniraj Renjal enlightened students about three values i.e. personal values, social values and national values which are important for life. On 27th afternoon Dr. Sanmathi conducted a guest lecturer on ‘Youth and Gandhian principles’. This session was very interactive, where student clarified their doubts and issues relating to Gandhian principles. On 28th Free medical checkup by Alvas Ayuderic Medical College was arranged and was followed by an informative session on first aid treatment by Dr. Srikant Shenoy. On the same day evening Shibira Jyothi which was a programme to recollect the memories and experience of the camp was organized. Voluntaries and localities’ lit diyas around India map which was drawn by volunteers. This was followed by a cultural programme on the theme ‘TulunadaVaibhava’. All the seven days of the camp were filled with activities which were planned during pre-camp meetings. Every day began with a prayer session at 6.00.a.m, Flag hoisting and exercise at 6.30.a.m, Shramadhana from 7.00.a.m to 12 noon, Educational programme at 2.30 p.m, cultural programme at 6.00p.m and evaluation at 9.00 p.m. Valedictory function was held on 29-12-2014 at 11.30.a.m. Sri Vishwanath Hegde, President, School Welfare Committee, Peribettu, was the Guest of Honour, Prof. Aruna P Kamath, Principal, SDM College of Business Management, presided over. In his valedictory address, Sri Vishwanath Hegde, appreciated volunteers for their hard work, dedication and discipline. He also gave his

valuable suggestions to make camp more successful next year. A special appraisal was given for the cultural programme organized by the volunteers every evening after a day's hard work. Every one wished goodluck and bright future to the volunteers.

- **Street play on Swachh Bharath Abhiyan** :NSS units of the college in association with ETV Kannada channel organized the street play on 23rd January, 2015 on the theme Swachh Bharath, called "Rakshsa Samhaara". This programme was undertaken to spread awareness among people to keep Mangalore city clean. The NSS volunteers also participated in procession for the same purpose, which started at Town Hall junction to Ballabagh circle. NSS officer Mr. Deviprasad escorted the students.
- **Blood Donation Camp** :The NSS units and Red Cross organized blood donation camp in association with KMC Hospital, Mangalore on 11th February, 2015 in the college auditorium. This programme was conducted to spread awareness of blood donation among the students. Dr. Shrijith, KMC, Mangalore, inaugurated the programme. In his inaugural address he enlightened the students about the need of donating blood and also stated that one donor can save three lives. He encouraged the students by sharing his personal experience. Principal, Prof.Aruna P Kamath, presided over the function. NSS officers and Red Cross coordinators were present on the occasion. Around 104 students voluntarily donated their blood.
- **Swaccha Manasu Swaccha Bharatha** :28 NSS volunteers participated in two days programme on 'Swaccha Manasu Swaccha Bharath' conducted by Shree Ramakrishna Matt, Mangalore on 21st and 22nd, February, 2015. As a part of this programme volunteers took part in the city cleaning programme.
- **Street play on "Anti-Drug"** :The NSS volunteers performed a street play on "Anti-Drug" on 25th February, 2015 in the college premises. This programme was organised in association with "Akila Karnataka Jana Jaagrathi Vedike" , Dakshina Kannada and Udupi district and 92.7 BIG FM as a part of their anti drug campaign. This programme was aimed at conveying students about the evils of drug addiction

SCAN Association

- The SCAN association had organized an extension activity on 26th July 2014. It was conducted in Govt. Higher Primary School, Balmatta, Mangalore from 10.00 am to 12.00 pm. The school students were taught basics of computer. The student volunteers of final year BCA conducted various activities like games, memory test, quiz etc.. The staff coordinator Mrs. Reshmi. B. R. led the team.
- The Scan Association conducted extension activity in D.K Zilla Panchayat Higher Primary School ,Bockapatna Mangalore on 10th January 2015 at 10.30 am to 12.30 pm. Student coordinators Ms Maithri BS and Mr Abdul Basith along with other secretaries and members and lecturer incharge Mrs.Reshmi BR, Mrs.Sowmya Jyothi and Mrs.Deepa D Hegde were present and took active part in conducting the activity. The high school students of 4th to 9th standard were taught basics of computer like- computer and its parts, types of computer devices and applications of computer. It was displayed to them through a PowerPoint presentation. The student volunteer Shruthi of II BCA taught the students how to work in an interactive method. Quiz was conducted to the students based on the same

topic shown in presentation wherein all the students interacted and took part actively. Winners of the quiz were awarded prizes by the teachers of their school. At the end of the session as a part of entertainment a movie starring Kung-Fu panda was shown. Around 65 students were present for the program. Teachers of the school thanked and appreciated our efforts. Sweets were distributed to all the students.

- Computer Training programme was organized for the staff members on the 10th of January 2015 at the BCA Lab . The main objective of the programme was to teach the basic computer operations and make all the staff members computer literate. The basic M.S . Word application was taught to the staff members. Microsoft Word is part of the Microsoft Office package, which is a document processing application developed by Microsoft. With this application, we can check for grammar and spelling errors. We can also get visual edge through text modifications. Since different people use Word daily, it has become the face of the Office suite franchise. Everyone can use this application in so many ways. The various operations like to allow the users to create ,type and save documents was taught . Editing text, Formatting text, table creation which are the daily operation for an office operation was taught . The Spelling & grammar checker and many other operations was also taught The staff members were very happy with the programme organized . They learnt the basic operation involved in MS Word and are happy that they can work Independently with Word operation . They can draft letter , type documents on their own independently.. The Programme was organized by B.C.A Department.

Rovers and Rangers Unit

- **Drawing Competition :** Drawing increase child's imagination. When children are drawing, they imagining and pouring all the contents of their mind into the picture. As a part of extension activity the college Rovers and Rangers association organized drawing competition at Mangaladevi temple premises to the children of local area on 29th August 2014. The event was organized under 7 categories. More than 194 students participated in the competition. All children were encouraged with gifts and winners were honored with attractive prizes. The event helped to increase child's imagination. A child, who has trained his imagination, will have a high level of imagination as they got older. That's what makes a person become more creative in thinking and able to create the new things.
- **Visit to old age home :** The students of Rovers and Rangers accompanied by their teachers visited old age homes – Abhayashrama Kodialbail on Saturday, 26th July 2014. The anticipation and excitement of the students was shared by the inmates of the homes. The students interacted with the seniors and even offered them food (a packet of biscuits and an apple). The homes were well equipped with facilities and were very well maintained and hygienic. The people living in the homes shared their life experiences with the students. They talked about their families and the circumstances under which they came to live in the homes. They also shared vital lessons of life with the students who listened intently. The visit to the homes was a rewarding and heartwarming experience for both the students and the inmates of the home.

Red Cross Unit

- **First Aid Training :** On 26th July 2014, The Youth Red Cross Association of SDMCBM organized a first aid training session for their volunteers at Wenlock Hospital. The students were able to get practical exposure in performing first aid and were allowed to observe and gain knowledge of the various types of wounds and treatments given to the patients. Dr. Rajarshee spoke about the importance of the work performed by the Indian Red Cross in this country and encouraged the students to continue this work by undertaking such special programs. Red Cross coordinator, Mr. Prasanna thanked the doctor for her cooperation and encouragement.

- **Disaster Reduction Program** : Youth Red Cross of the college along with Law College YRC unit organized international day for disaster reduction program in association with Indian Red Cross society D.K. on 13 October, 2014 in the conference hall. Mr. B. Sadashiva Prabhu, Additional Deputy Commissioner, D.K. inaugurated the program and delivered the inaugural address. Mr. H.S. Varadaraj, Chief Fire Officer, delivered keynote address about fire accidents and safety measures to control fire accidents. Mr.V.Purushotham, Deputy Commandant Home Guards, DK District, chief guest of the program, spoke about precautionary measures to overcome disaster

- **Blood Donation Programme** : The Youth Red Cross unit of the college in association with D. K. District Indian Red Cross and other colleges YRC organised a blood donation programme at Ledigotion Government Hospital on 25th September 2014. Large number of public and students donated blood.

- **Youth Red Cross Association -Health Camp** : The Youth Red Cross Association of the college in collaboration with the Yuva Shakti Friends Club, Kanyana, organized a health camp for the students of the G.P. Primary School and for the people of the surrounding village area of Hangry on 21 December 2014. Mr. Prasanna Kumar T., the lecturer in-charge of the Youth Red Cross Association, welcomed the guests: Mr. Subbanna Shastri, the Head Master of the school, Dr. Arun and the representatives of Yuva Shakti Friends Club, who were presented mementos by the students. Mr. Prasanna Kumar T. spoke about the importance of conducting such camps which helps in educating the young children and also provides regular health check up for the people in the rural area. Mr.Subbanna Shastri, expressed his gratitude for all the help and involvement of the SDMCBM Red Cross Association staff and students. After the formal welcome ceremony was done, the Youth Red Cross students started their preparation for sports day for the primary children. They mingled and played with children, organizing a memorable day of fun and games. The prizes were distributed to the winners and also to the participants. Meanwhile, health checkups were being carried out by Dr. Arun. Respiratory, blood pressure and full health checkups were done. Medicines and other related equipments were sponsored by the 'Breath Free' a Cipla Initiative. Thus the day ended with an accomplishment of coordinating a successful Health Camp & Sports day for the students and residents of the village of Hangry, Kanyana by the young Red Cross students under the encouraging guidance of their lecturers Mr. Prasanna Kumar T., and Mr. Mr. Gururaj along with other members of the government school.

- **Blood Donation Camp** : The Red Cross organized blood donation camp in association with KMC Hospital, Mangalore on 11 February, 2015 in the college auditorium. This programme was conducted to spread awareness of blood donation among the students. Dr. Shrijith, KMC, Mangalore, inaugurated the pogramme. In his inaugural address he enlightened the students about the need of donating blood and also stated that one donor can save three lives. He encouraged the students by sharing his personal experience. Principal, Prof. Aruna P Kamath, presided over the function. Red Cross coordinators were present on the occasion. Around 104 students voluntarily donated their blood.

ANNEXURE – 13

Annexure for question number 5.7 : Details of campus placement

- On 17 July 2014 the college placement and career guidance cell organized a talk on "PREPARATION FOR IBPS EXAM". The objective of this programme was to give proper information about IBPS exam and other competitive exams .To mould students to get into corporate sector.
- A guest lecture was organized for the III BCA students by the resource person Prof. Chandrashekara K, Assistant Professor, Govt. First Grade College for Women, Balmatta, on the topic "Work Life Balance" in the conference hall on 17th July 2014. Mrs. Sowmya Jyothi was the coordinator. The speaker said that Work-life balance is a self-defined, self-determined state of well being that a person can reach, or can set as a goal, that allows them to manage effectively multiple responsibilities at work, at home, and in their community. He suggested that there are actually six components to an average person's life that need to be properly balanced. These components being: Self-Management, Time Management, Stress Management, Change Management, Technology Management, Leisure Management. He said that 'Sustainability' should be the mantra of all the youngsters in their profession. He also made a point that work we do should be by choice and not by chance. He stressed on the point that we have to focus on prioritizing and setting goals for ourselves, and create an action plan that will help us organize our life at work and in the home.
- On 30 July, 2014 TIME Institute conducted a lecture on "CMAT and MAT Exam" for all the final year students. They provided information about CMAT preparation, career in management and preparation for MAT exam.
- In the month of August 2014 factory visit was organized for all the BBM, BCA, BHRD and BCOM students with an intention of giving a practical exposure to business and trade.
 - ✚ I year students visited Canara Workshop, Maroli.
 - ✚ II year students visited Nandini Milk Products (KMF), Kulshekhar
 - ✚ III year students visited Campco Chocolate Factory, Puttur.
- Commerce department of the college in association with placement cell conducted a professional course orientation for students on 5th August 2014 in Room No.302. Mrs. Sonali, who is a company secretary, addressed the students about the relevance of professional courses like CA, CS etc. The objective of the programme was to provide information to the students, relating to the professional opportunities in the field of business and finance. The careers in commerce and management which provide high earning and a respectable job were also stressed. The students realised the importance of acquiring knowledge relating to corporate law, capital market and corporate governance in the field of CS. Students were enlightened in various fields of careers like CA, CS, ICWA and CFA. Careers in investment banking, taxation and financial analysis. Active interaction took place and it was a successful endeavor.
- On 18 and 19, December 2014 conducted a lecture on ACCA (The Association of Chartered Certified Accountants) course, awareness to all the students by Mr. Nataraja. The objective of this programme was to give the proper information on professionalism, ethics, higher education and job opportunities.
- On 18 December 2014 guest lecture was given by Mr. Ramani Venkat based on "MIND POWER MAGIC". The talk was related to how to face interview and to prepare resume for the all final years students.
- On 28 January, 2015, our institution organized a guest lecture for III BBM 'A' and III BBM 'B' students with Mr. Abhijit Karkera, a renowned Public Speaker along with Mr. Suhas, Trainer for Career Guidance, also an alumnus of our institution as the resource persons. The main aim of the talk was to enable the final year students, who being at the threshold of their career need to develop their personalities. Mr. Abhijith in his speech highlighted the importance of overall personality development of an individual and its vital role played in molding the career of individuals. Sir in his speech, gave many important and useful points with regard to the following;

-Public Speaking and its importance.

-Remedies to overcome Stage fear

-Gaining knowledge from every possible opportunity

-Respecting others irrespective of the age and the work they do, etc

Mr. Suhas, who is an alumnus of our very own institution shared his memories which he cherished being the student. He also mentioned about his personality development which grew day by day by seizing various opportunities given by the college and which enabled him to become a professional speaker. The lecture was coordinated by Staff in-charges Ms. Preethika Dharmapal, Mrs Shwetha Y and Mrs. Manju.

- **CIMA 2015- Global Business Challenge**

On 2 February 2015, the III BBM students were given a brief introduction about CIMA (Chartered Institute of Management Accountants) a certified course operating all over India by Mr Fenil. He briefed about CIMA and how it is beneficial to corporate students. The students were then guided in detail, regarding the various processes and subjects one has to go through during the entire course.

- On 19th February, 2015 Sahyadri College of Engineering and Management, Dept. of Business Administration in association with SDM College of Business Management, Mangalore organized 1st phase of Whiz Quiz competition to all final year BBM and BA (HRD) students. There were 40 teams qualified for the II phase of Quiz competition that was held on 24th Feb, 2014 at SDM Campus. Out of which 20 teams qualified for final round that was held in Sahyadri college campus on 6th March, 2015. Students won cash prize of Rupees 37,000 (including 1st, 2nd, 3rd and 4th). Mr. Thrishanth Kumar and Ms. Sowmya Hegde coordinated the programme.
- On the 12 and 13 March 2015, a two day workshop on "Enhancing personal effectiveness for a rewarding carrier" was organised at Manel Srinivas Nayak Memorial Institute, Beasant. It mainly focused on skills required for an effective corporate career. The session proved very helpful to the students as they were made aware of certain basic skills and etiquettes that they are not usually exposed to. This further helped them in imbibing the necessary skill-set to enhance and embark their corporate journey for an effective career in life. Mr. Manel Srikanth Nayak, Ms. Divya Fernandes and Mr. Harish were participated from the college.
- On 18th March, 2015 IBS (Indian Business School) Mangalore has conducted briefing session for final year students regarding higher education and its importance by Mr. Girish.
- On 19th March 2015 Mr. Aaron from St. Aloysius College has briefed about Psychology in higher education for the Final year BHRD class students. He has given lots of inputs related to the course and its importance in each organisation and job opportunities.
- PES University, Bangalore conducted "Talent Search Quiz-2015" for final year BBM students on 24th March, 2015 in SDM CBM, Mangalore. More than 70 students participated and 20 students got selected for the final round of quiz in Bangalore.

POOL DRIVE

On 6 November 2014, Diya Systems (Mangalore) Private Limited conducted interview for Final year BCA students in our campus for their openings for ITeS division (Tech Support). 47 students attended for the interview. 4 Students got selected in the recruitment process. Mrs. Sowmya Jyothi was the Lecturer In-charge

- Placement Cell organized a pool drive in association with Northern Trust Bank from 19 to 21 January 2014, for the final students of B.COM and BBM. Company had conducted briefing session, group discussions, written test and face to face interview. More than 300 students had participated and 9 students have been selected.. Staff incharge ms Preethika D Dharmapal, Thrishanth Kumar And Prasanna
- On 17th March, 2015 Mphasis has conducted placement drive in our college for final year BBM and BCA students. More than fifty students participated. Mr. Niklil, HR head

Recruitment Cell Mphasis has briefed about the job and company history. Finally ten students got selected.

ANNEXURE – 15

Annexure for question number 6.1 : State the Vision and Mission of the institution

VISION

Develop competencies of people to meet the challenges of Business, industry and service sector. Empower them with requisite skills to be globally acceptable Business leaders. Provide world class professional management education to the people at reasonable cost, spread Indian ethos spirituality to sustain, survive and succeed in Business & industry.

MISSION

Bring professionalism in all spheres of life. Enrich the quality of life by creating and sustaining the urge to continuous learning for life. Encourage competitive spirit for organization excellence by leveraging intellectual human capital. Instill entrepreneurial qualities with right moral, social values and prosper, enhance the quality of life of individual by encouraging to believe in personal integrity, hard-work & honesty in public life. Develop leadership, entrepreneurship quality among the people with patriotism, modern outlook and positive attitude towards life. Develop self confidence to lead, motivate people through case study, practical training and exposure to global business & industry.

ANNEXURE – 16

Annexure for question number 7.2 : Provide the Action Taken Report (ATR) based on the plan of action decided upon at the beginning of the year

Being a premier institute, the college organized various programmes are listed.

1. UGC sponsored Minor Research Projects and Conference

- UGC sponsored 7 Minor Research Projects are Ongoing
- UGC sponsored 2 days National Conference on “Celebration of 150th Birth Anniversary of Swami Vivekananda”
- UGC sponsored National Conference on “Big Data –Changing The World”
- UGC sponsored National Conference on Emerging Trends and Challenges in Human Resources.

2. NAAC sponsored Seminar

NAAC sponsored National Seminar on “Measures For Quality Enhancement And Sustenance in Higher Education”

3. Industry sponsored Minor research project “A Study on Customer opinion survey towards Nandini Milk and its products at Dakshina Kannada and Udupi

4. 12 Management sponsored Minor research projects

5. 14 Certificate Courses in various subjects.

6. Workshop on “Entrepreneurship Development

7. Academic Programmes & Guest lectures by experts :

- Talk on Self Management
- Guest lecture on Career Development
- Guest Lecture on “Print Media”
- Talk on “Successful Life”
- Guest Lecture on “Work Life Balance”
- Guest Lecture on “Consumer Protection Act of 1986”
- Talk on “Information Regarding Banking Exams”
- Guest Lecture on “Effective Communication Skills”
- Guest lecture on “Investment scenario and stock market”
- Guest lecture on E-Banking :
- Guest lecture on IT Industries in India
- Guest lecture on HR

- Guest lecture on AIDS Awareness
- Guest lecturer on The Responsibilities and Duties of Citizenship
- Guest lecture on Environmental Disaster – Risk Reduction:
- Guest Lecture on “Banking in India and Retail Banking” :
- Guest Lecture on “E-Commerce”
- Guest lecture on Yakshagana Talamaddale :
- Guest Lecture on “Human Rights”
- Guest Lecture on “Capital Market Awareness”
- Guest Lecture on “Career Opportunities in Horticulture Business”
- Guest Lecture on “Hindi ke rekachitra - Rama Nibandha”
- Guest Lecture on “Sensitization of Women about their legal rights”
- Guest lecture on “Need for Service Industry
- Guest Lecture on “Impact of Jan Dhan Yojan”
- Guest Lecture on “Women Rights”
- Guest lecture on “How to be successful in life”
- Guest lecture on “Entrepreneurship development among Youth”
- Guest lecture on “Wireless Network”
- Guest lecture on “Psychology & Behavioural Science aspects of entrepreneurship”
- Guest Lecture on “WordPress”
- Guest Lecture on “HR Issues & how to face interviews”
- Panel discussion on Union Budget 2015
- Guest lecture on “Gerontology – understanding the elderly and upholding their dignity”:
- Guest lecture on “Promotion of higher education”:

8. Value Education Programmes.

9. Orientation & Inauguration of various Associations.

10. IQAC Programmes for initiating Quality Improvements :

- FDP programme on Opportunities for funded Research
- Faculty Development Programme to train and boost the teaching quality of all the lecturers
- Faculty Development Programme on “How to use lively shared documents”
- Faculty Development Programme on “How a Teacher Perception Shapes Class room Education”
- Faculty Development Programme on “Research Methodology “

11. Skill enhancements programmes to provide practical experiences in various functional areas of management and computer application.

12. Field visit to get industrial exposures :

- Factory Visits
- Field visit to Baruka Electrical Power Plant, Baruka, Belthangady

13. Programmes in association with different organizations :

- One Day workshop for High School Teachers
- Blood donation programme.
- Medical Camp
- Blood Donation Camp
- Whiz Quiz Competition

Extension activities to reach out to the society and also to share knowledge :

- Visits to schools, orphanages and working with NGOs.
- Vanamahotsava celebrations
- Campus Cleaning
- Celebration of Sadbhavana Day
- AIDS Awareness Programme
- One day NSS camp at Mangalajyothi Integrated School, Vamnjoor :
- First Aid Training Programme at Wenlock Hospital.
- Visit to Big Bazaar to study “Promotional Strategies developed in the Market”.
- One day camp at Govanithshrama, Pajir
- Rovers and Rangers association organized drawing competition at Mangaladevi temple
- Visit to Digantha Mudrana
- Visit to SKDRDP, Dharmasthala :
- NSS Annual Special Camp
- Street play on Swachh Bharath Abhiyan
- Blood Donation Camp
- NSS Students participated in a two day programme on “Swaccha Manasu Swaccha Bharatha”
- Street play on “Anti-Drug”

14. Students Council Programmes :

- Orientation Programme for New Entrants
- Progenitor– Orientation by Students
- Brain storming for Action Plan by SQAC
- Inauguration of Students’ Council
- Programme on Self Management
- Leadership Training Program
- Inauguration of Students’ Council
- Indian Media and its Extravaganza” - Paper Presentation Event
- Safety Riding and Technical Training
- “INSPIRE 2014” – College level IT Fest
- “GENESIS 2014” – University level Management Fest
- “SYNERGY 2015” – A National Level Management Fest
- “SYGMA 2015” – State Level IT Fest
- Prize Distribution Ceremony
- College Annual Day Celebrations
- Farewell Programme for Final year students

15. Placement Cell Activities :

- Talk on “ PREPARATION FOR IBPS EXAM”.
- A guest lecture on the topic “Work Life Balance”
- Guest lecture on “CMAT and MAT Exam”
- Guest lecture on ACCA (The Association of Chartered Certified Accountants) course,
- Guest lecture on “MIND POWER MAGIC”.
- The talk on Career Guidance

- Talk on CIMA 2015- Global Business Challenge
- Two day workshop on "Enhancing personal effectiveness for a rewarding carrier" .
- Talk on “higher education and its importance” was conducted by IBS (Indian Business School) Mangalore .
- Talk on “Psychology in higher education” .
- PES University, Bangalore conducted "Talent Search Quiz-2015"
- **POOL DRIVE**
- Diya Systems (Mangalore) Private Limited conducted interview
- Northern Trust Bank conducted placement drive.
- Mphasis conducted placement drive

16. Observation of important days :

- Independence Day Celebration
- Teacher’s Day Celebrations
- Traditional Day
- Women’s Day Celebrations
- Observation of International Day for Disaster Reduction
- Hindi Day Celebrations.

17. Alumni & PTA meetings.

ANNEXURE – 17

Annexure for question number 7.3 : Give two Best Practices of the institution

1 TITLE: SKILL ENHANCEMENT

The vision and mission of the institution stresses on developing the competencies of people to meet the challenges of business and industry and to empower them with requisite skills to be globally acceptable business leaders. Hence enhancing the skills of the students is given the highest priority.

Goal:

- To create awareness and interest in improving skill.
- To bridge the gap between theory and practice.
- To develop the requisite skills in different functional areas.
 - Finance – analytical skills.
 - Marketing – creative ability.
 - Human Resource – Team work, group dynamics.
 - Computers – programming skills.
 - Languages – communication skills.
- To promote experiential learning.
- To enhance employability.
- To provide a platform to bring out the hidden talents.
- To be more focused.
- To polish and sharpen the existing skills.
- To explore oneself and build on the strength.
- To get acquainted with novel skills required in the dynamic world.
- To promote integrative thinking.
- To incorporate inter-disciplinary approach.

Context:

The remarkable shift in the job market has brought pressure and responsibility to the shoulders of educational institutions. Skill enhancement has thus become an inevitable part of any teaching programme. It is the skills that make the students employable, besides the acquisition of the degree. Students should have multiple skills to gain success in the job market.

In spite of all the efforts made to make the curriculum relevant, practical component is missing. The only means through which practical oriented learning can be promoted is through these skill enhancement activities. The need for a shift from class room based instruction to experiential learning system is achieved through focus on skill enhancement activities.

Integrative thinking which is required in the practical world can be achieved through skill enhancement activities. In real life, problems rarely impact one discipline to the exclusion of others. HR problems need finance support; operations issues have HR angle; marketing solution depends on production capabilities and so on. Thus thinking in silos can be avoided and more meaningful solutions can be arrived by incorporating skill enhancement activities. Inter-disciplinary approach can be promoted through these activities.

Practice:

In order to develop and enhance skills in different areas, in various departments have formed their own associations with the specific objectives of organizing wide range of activities through which relevant skills can be developed. These activities are organized after the regular class hours.

Faculties who judge the competitive activities, give useful suggestions to the students for improving their skills. Following is an account of some of the skill enhancement activities:

The efforts for enhancing skill does not stop at the institutional level. Skills for organizing can be imparted only when students are given the responsibility of actually conducting the management / IT fests. Following are the fests organized by the institution which provide a training ground to learn multi various skills:

Enhancing skill is no doubt inevitable but there are several constraints and limitations as mentioned below:

- Difficulties in designing the skill enhancement activities
- Non availability of competent professionals to judge the competitive events.
- Time and resource constraints.

Evidence of Success:

The positive outcome of this practice is felt very much. The practical experience which the students have gained has made more confident. Observation reveals that students who gained from these activities are doing well in their career. They attribute their success to the training gained in the college.

Spill over effect of the programmes is also felt very much. Success stories of the students empowered through skill enhancement, has motivated others students to join the band.

Problems Encountered and Resources required:

It is practically impossible to involve all the students in the exercise of skill enhancement. Besides evaluation becomes subjective as skills can be measured only qualitatively.

Resources required are competent experts to design the activities, professional to judge the event, efforts to create artificial environment for simulation activities.

2. TITLE: EXTENSION ACTIVITIES

A large number of extension and outreach activities are organized to encourage community engagement and service-learning among the students. These activities are organized for the benefit of the community and also for the development of student's personality. The extension activities encourage sharing of knowledge, resources and services between the institution and the local communities. These activities bring about long lasting transformational effects for both the institution and the community.

Goal:

- To cultivate the spirit of active involvement in the service to the community among the students.
- To empower the students and the community.
- To provide the students an exposure to contemporary social reality.
- To develop the skills of integrating theory and practice.
- To cherish cultural values.
- To bring about personality development.
- To encourage learning through practice.
- To instill the quality of empathy among the students.
- To cultivate social responsibility.
- To develop philanthropic attitude.
- To sensitize students about burning social issues.
- To develop essential life skills such as problem solving, group dynamics, leadership etc.
- To promote humanitarian values.

Context:

Extension activities combine traditional class room interaction with community service to enhance learning and social responsibility. The institution conducts various types of extension activities based on the needs of the community. There are several areas where help and support of institutions of higher education can bring about transformation for the good. Active involvement of the students in catering to community requirements will make the students socially responsible citizens. It also gives them an opportunity to develop team spirit which teaches them to work in a group effectively. The need for inculcating dignity of labour among the students can be best achieved through the extension activities. Thus, all the extension activities organized by the institution have created mutual benefit both directly and indirectly for the students, the college, participating institutions and the community in general.

Practice:

The main areas of focus are education, health, environment, cleanliness and social issues. Associations like NSS, Red Cross and Rovers & Rangers which are specially dedicated for service activities plan them out in the beginning of the academic year. But, responsibility for organizing extension activities is not just limited only to these associations. In order to give opportunities to all the students every association / department organizes at-least one extension activity per semester. The nature of their activities varies according to the objectives of the association. These activities mainly aim at organizing awareness programmes through sharing their knowledge.

Designing the extension activities is done by interacting with members of public and representatives of various charitable organizations to know their requirements. Based on this faculty and the students build up a list of areas and organizations where extension activities can be conducted. Requirements such as funds, materials etc. are considered before the finalization of the activities. The concerned organizations are also contacted to fix the dates and to sort out regulatory requirements. Once the areas and organizations are short listed, the faculty and the students plan out activities that are to be conducted. Adequate awareness and guidance is given to the students about the proposed activities. With necessary preparation and planning, the activities will be held with the cooperation of all the stakeholders.

Evidence of Success

Many of the organizations have conveyed the appreciations for the extension activities organized by the institutions and they have also requested the institution to organize such activities in the future. This has created goodwill and mutual understanding between the institution and participating organizations. Students have been benefited in various ways through the development of skills such as communication, team-building, leadership etc. It is observed that students who took part in these activities are doing well in general. The examples of the illustrious alumni also point out the role of extension activities in personality development. The extension activities have helped the institution to increase its community participation and thus become proactive in its service to the society.

Problems Encountered and Resources required

Adjusting the problem of time and duration with the collaborating organization had to be overcome. In many cases the college had to take special permission from governmental and law enforcement authorities. Funds, materials, stationary, ICT tools, transport facilities were some of the resources required for the organization of extension activities.

ANNEXURE – 18

Annexure for question number 8 : Plans of institution for next year

- To motivate the faculty members to undertake PhD, Major Research Projects and Minor Research Projects funded by UGC,CSIR and HRD.
- To organize National Seminars/ Conferences for dissemination of information