



SDME Society, (Regd.) Ujire  
**SHRI DHARMASTHALA MANJUNATHESHWARA  
 COLLEGE OF ENGINEERING & TECHNOLOGY**  
**DEPARTMENT OF MANAGEMENT STUDIES (MBA)**  
 Kalaghatgi Road, Dhavalgiri, Dharwad - 580 002 | Phone : 0836-2447465, 2448327  
 www.sdmcet.ac.in | Visit : <https://sdmcet.ac.in/pg/mba/>

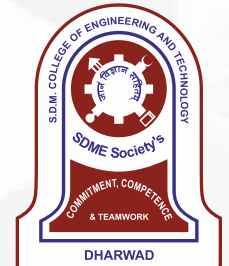


Ranked as one of the Premier Engineering Colleges in the country  
 by most of the reputed ranking agencies

UG Programs accredited by <b>NBA</b>	Accredited by <b>NAAC</b> with <b>A</b> Grade	<b>No.1</b> in Karnataka region as per CSR magazine April-2024	<b>CAREER 360</b> April-2024 <b>AAAA</b> Excellent Ranking India's Best Engineering College in South Zone
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**PGCET**  
Code: B277

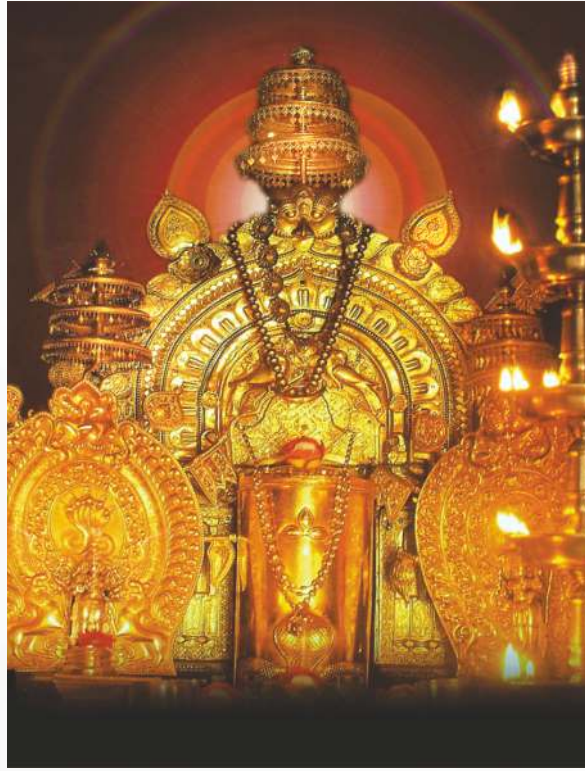
*Nurturing  
Young  
Minds*



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**AUTONOMOUS**  
**MBA**  
**@ S D M C E T**  
 (Affiliated to VTU, Recognised by AICTE)

design@globalmediahubli.com



## Shri Kshetra Dharmasthala

Nesting at the foot of the Kudremukh range of the Western Ghats on the banks of river Nethravathi, Dharmasthala Kshetra is located in the coastal district of Dakshina Kannada and is a place where caste, creed, race, language and religion hold no bar. Shri Kshetra Dharmasthala, the land of righteousness and piety, is one of south India's most renowned religious landmarks with a history as old as 800 years. Lord Manjunatheshwara is being worshipped in a very unusual yet exceptionally inordinate manner in Shri Kshetra Dharmasthala.

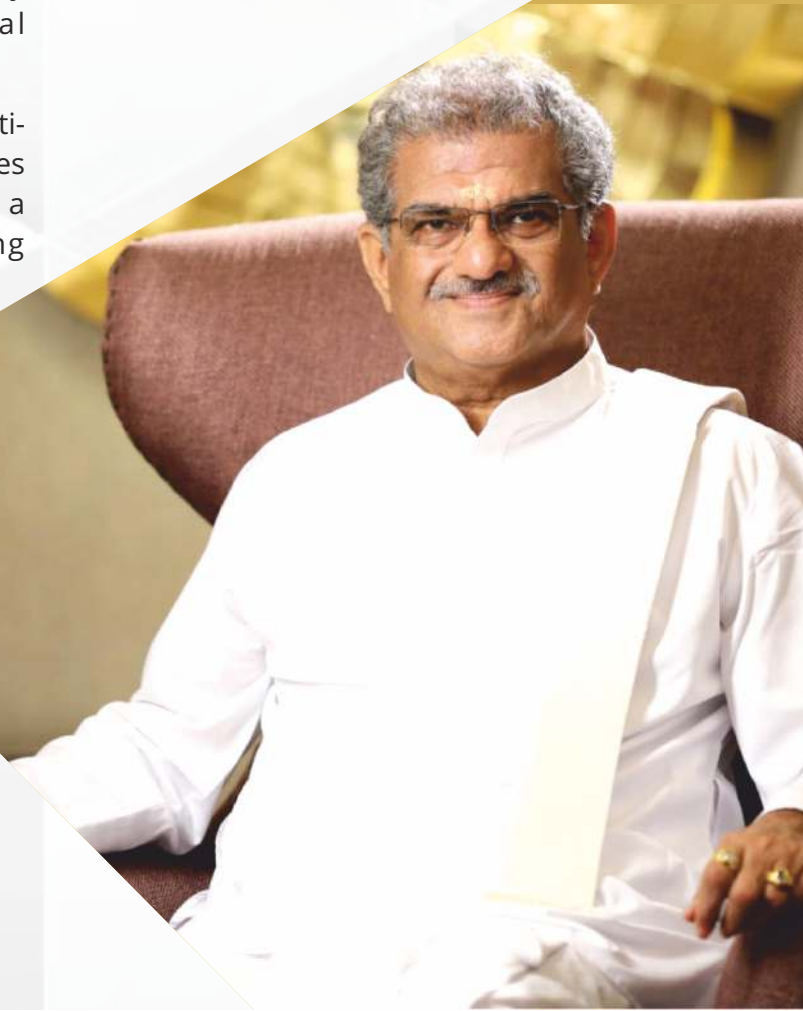
“Dharmasthala”, the abode of dharma, is the quintessence of humanity and faith. As the name suggests, the word dharma in its truest sense means righteousness, it is the embodiment of the world's most divine emotions. Shri Kshetra Dharmasthala has an illustrious legacy of charity, social service and philanthropy.

## Visionary in Action

The Dharmadhikari of Shri Kshetra Dharmasthala, Padma Vibhushan Dr. D. Veerendra Heggade is a great visionary and a personality of action. He has intensely devoted his life for the spiritual and social transformation of the society.

Padma Vibhushan Dr. D. Veerendra Heggade is a multi-faceted personality who combines in him myriad roles of a friend, philosopher and guide. Above all he is a personality of selfless dedication and working assiduously to uplift mankind by divinity, charity and guidance. Credit goes to him for transforming Dharmasthala Kshetra into a an organisation of social service and charity, the like of which is unprecedented in the annals of mankind.

Recognizing the contributions of Dr.D. Veerendra Heggade in the fields of education, social service and charity the Government of India has nominated him to Rajya Sabha on July 6<sup>th</sup> 2022.



## Institute with Difference

Shri Dharmasthala Manjunatheshwara College of Engineering & Technology, Dharwad was established in the year 1979 under the flagship of SDME Society, Ujire and has grown into one of the nationally acclaimed premier engineering institutions in the country. The institution has 2(f) and 12 (B) status of UGC Act, 1956 for receiving of UGC Grants in respect of students' projects and faculty research. The institution is a NAAC with 'A' grade and NBA accredited.

The lush green campus at Dharwad is spread over 68 acres. The campus is Wi-Fi enabled with state of the art facilities. The campus has fully furnished hostels for boys and girls with other amenities on campus, thus providing a conducive atmosphere for higher education.





### From the Principal's Desk

Shri Dharmasthala Manjunatheshwara College of Engineering & Technology, Dharwad was established in the year 1979 under the flagship of SDME Society Ujire (R) and has grown into one of the nationally acclaimed premier engineering institutions in the country. The President of SDME Society Padma Vibhushana Dr. D. Veerendra Heggade, Dharmadhikari of Sri Kshetra Dharmasthala is the guiding spirit and driving force for all the progress and achievements of all the institutions established under SDME Society. SDME Society runs more than 45 institutions imparting quality education covering all fields of education. The Vision of the institution is to develop competent professionals with human values. We have committed for quality and the quality policy is "In its quest to be a role model institution, committed to meet or exceed the utmost interest of all the stake holders."

The Department of Management studies started in the year 2008 under the SDM College of Engineering and Technology, Dharwad with vision to excel in the field of management and by appropriately modifying the mission to incorporate the changes with a focus on Contextual relevance.

I appreciate contribution of Director and Faculty members in making the college being consistently ranked High among various Institutions. I appeal participation of Faculty-Students should be continued in the same spirit of achieving the common goal of value based education to students.

Dr.Ramesh L Chakrasali  
Principal



### From the Director's Desk

Welcome to the Department of Management Studies, Shri Dharmasthala Manjunatheshwara College of Engineering and Technology, Dharwad. The place is famous for its decades of expertise in offering quality Management Education in the State of Karnataka, traditionally called 'Vidyakaashi'. The MBA department was conceptualized in 2008, as the brainchild of Rev. President Padma Vibhushan Dr. D. Veerendra Heggade and has ever since carved an applaudable history for itself. We are advancing the SDM tradition of excellence in Management Education through the highest quality programs in teaching, research, and on-site training with the vision of developing competent management professionals with human values.

Our lovely campus, covered in plenty of greenery, is in a stunning setting with a breathtaking outlook and an amazing living atmosphere, promoting unity and camaraderie. Along with guest lecturers, our esteemed faculty—many of whom have substantial industrial and academic experience—will guide the management graduates.

An Autonomous Department which has crafted industry-aligned curricula that enables students to mobilize their abilities and bring out the best in themselves. Our efforts have always been focused on chiseling students with care and caution not just for the globally competitive world but for life. Our unique teaching and learning process with a proper blend of theory and practice crosses the boundaries of nations towards industry-readiness. Methodical placement training has resulted in the best in industry placement record.

'Our Pride, Our Alumni' the students at our department/institute have always created their identity through outstanding achievements and accolades. Our students have proved time and again that there is no replacement for creativity and innovation.

***I, invite you to join the league and promise to carve a pathway for you to succeed globally.  
'May Lord Manjunatha Swami bless you with his Choicest Blessings'***

Dr. Prakash H. S.  
Director

## MBA Department

Department of Management Studies is an Autonomous Department offering TWO year full-time MBA programme which is approved by AICTE, New Delhi & Affiliated to Visvesvaraya Technological University [VTU], Belagavi. Since its inception, it aims at equipping and carving the brains of young Indian corporate managers to serve the cause of mankind in several walks of life and continue to engage & grow in this noble activity. It has the state of art facilities with latest technology involving all resources and capabilities. It empowers the students with analytical, communication and people handling abilities to create strong skill set in meeting the contemporary challenges. Department offers Finance, Marketing and Human Resource Management Specializations in dual modes. It has created a niche among Autonomous MBA colleges affiliated to VTU for its academic excellence and research contributions. It is unique in fostering excellence in diverse fields like academics, soft skills, place ability training, value added activities etc. and hence provides brightest opportunities to the complete blooming of the talent of students and researchers.

### Vision:

To develop competent management professionals with human values.

### Mission:

- ❖ To provide quality education in management with contextually relevant curricula.
- ❖ To promote management education, adopting contemporary practices for effective teaching and learning.
- ❖ To foster research culture.
- ❖ To involve industrial expertise for connecting classroom content to relevant business.
- ❖ To inculcate ethics, soft skills and entrepreneurial culture for allround personality development.

## Total Intake -60

- ❖ Government Quota - 30
- ❖ Management Quota - 30

## Dual Specializations

- ❖ Finance & Human Resource
- ❖ Marketing & Finance
- ❖ Human Resource & Marketing

## Eligibility for Admission:

- ❖ Graduates in any discipline with min.50% marks / 45% incase of SC/ST/Category 1
- ❖ CMAT / MAT / CAT / PG CET / KMAT Scores required
- ❖ Students awaiting final year degree results can also apply

## Duration of the course : 2 Years

The Department of Management is one of the constituent Departments of SDM College of Engineering and Technology, which is spread over a sprawling 68 acres of lush greenery, well known for its landscaping infrastructure. Well maintained grounds give a very serene feel to the entire campus thus uplifting the entire college experience. What once used to be a desolate plateau of hard, laterite rock in north Karnataka's Hubballi-Dharwad district is now home to more than 3,000 students and staff. With many facilities supplementing classroom teaching also encourage and aid students in innovative thinking and pursuing careers of their choice. An eco-friendly campus following eco-friendly practices and complete campus being solar power enabled.

## Members of the faculty.

The core faculty team most of them doctorates have a rich research orientation coupled with industry experience. Regular interaction with professionals from best institutions, corporate houses and consulting firms across the nation add more meaning to the curriculum and help to give the students a learning edge.



## Pedagogy

The learning process is intensive and reinforces individual learning and comprises of relaxation activities like yoga, meditation, sports, counseling and games intending to rejuvenate the student's energy levels. The institute follows a comprehensive continuous evaluation system, which includes class participation, presentation, individual and team assignments, viva voce examination, projects, research and seminar papers, summer internship opportunity in reputed firms and internal and external exams.

### Program Structure:

The program comprises 32 courses (of which 14 are compulsory and 18 are electives), an Internship of four weeks and Project of six weeks. These courses are spread over four semesters.

#### Program Structure

##### Semester I

Management & OB  
Managerial Economics  
Accounting for Managers  
Business Analytics  
Marketing Management  
Business Communication

##### Semester II

Strategic Management  
Human Resources Management  
Corporate Finance  
Business Research Methods  
Business Environment  
Entrepreneurship Development

#### Internship for 4 weeks

#### Program Structure

##### Semester III

Technology & Operational Strategy  
Elective I  
Elective II  
Elective III  
Elective IV  
Elective V  
Elective VI

##### Semester IV

Data Science & AI for Managers  
Elective I  
Elective II  
Elective III  
Elective IV  
Elective V  
Elective VI

#### Project of 6 Weeks

### Electives:

The students are offered Dual Specialisation in Marketing & finance, Marketing & Human Resource, Finance & Human Resources.

### Internship:

An internship is a 4 week Job related program which commences immediately after the 2 Semester. The students need to seek employment in a company and work for a month as an employee of the company in various roles as offered by the organisation. It helps students to familiarize themselves with the basic functioning of an organisation and prepares them for the specialization they would like to choose in the near future.

### Project:

The Project is a program of 6 weeks commencing immediately after the 3<sup>rd</sup> Semester. The project combines academic inputs with practical training and offers industry related, hands on experience in various career opportunities. Project also helps students gain future employment contacts by networking with potential employers.

### Case based Learning:

The case method is a key component of the academic program at the Department of Management Studies, SDM CET. It is one of the very few institutions that have made case-based learning a critical component of pedagogy.



Almost all courses at the Department of Management Studies, SDM CET include teaching through case studies. The cases are carefully chosen to meet the requirements of different areas and topics. Students are provided case studies for discussions and provide written reports. Students are instructed to go through the cases, discuss in small groups and participate in the class discussion. Both Indian and International case studies are used extensively.

## Value Addition Activities:

### Article Review

Research is an important component for students as it is for the faculty. At SDM CET-MBA it is our endeavor to develop research orientation among students. Through research the students are made aware of the latest happenings in the field of management by going through research papers and articles. The two fold objectives are achieved one being the development of the ability of the students to identify the importance of research papers and secondly to comprehend the structure of the research paper.

### 3C Reports

The 3C's stand for Company, Customer and the competitor. This is a beginner's activity where the students are asked to choose a company of their choice. A detailed study is done by the student and then asked to collate and arrange information of the company. The students then present the collated facts to the class. The objective of the activity is to improve students understanding of the companies, arrange information and learn presentation.

### Impromptu Speech

An activity to develop confidence among students for public speaking. The activity helps in formulating their thoughts quickly and delivers a well organized speech. It is to enable the students to speak confidently during their final interviews and quickly respond to questions in their personal interviews.

### Group discussions

An activity to develop confidence among students for public speaking. The activity develops creative and analytical thinking. It is the best medium to develop and generate ideas to present across. It is one of the preparations for the final placements.

### Management Games

A fun event to break the monotony of the class room sessions. It helps in keeping the students motivated and engaged. The games are carefully chosen to encourage group participation among students. Objective is to encourage students to each other better, to improve communication and to find solutions to problems in the most unconventional ways.

## Academic Infrastructure:

All lecture halls are networked, Wi-Fi enabled and fitted with audio visual tools to enhance the teaching/learning experience.

## Library Facilities:

The College library also known as the Information Resource Centre provides books, magazines, periodicals, journals, newspapers. It is a fully computerized library using in house developed automation software EERPMS in place. Library is well stocked with numerous management related books and allied subject material including Marketing, Finance, HR, Engineering, Operations Management and other functional areas of Management. It also subscribes to several National & International journals, periodicals and business publications.

The library has an airy and a spacious reading room, which provides a quiet ambience for study. It is well equipped with computers and internet connectivity to facilitate data collection and research. The library working hours will be 8:30 a.m. to 6.00 p.m. every day.

## Computing Facilities:

The Department of Management Studies, SDM College of Engineering & Technology is equipped with a Computer Lab which is one of the best among B-Schools. It has state-of-the-art hardware, software and Wi Fi based Internet facilities.

## Hostel and Mess facilities:

We do understand and concern for the safety and security of the students during their stay in the campus. Our college is having well placed hostel facility to boys and girls separately within the campus. And the behaviour of the students will be monitored. SDM is known for its Annasantarpane, accordingly, we do have excellent and hygienic mess facility.

## Transportation Facilities:

The college offers bus facility to the student commuting from Hubballi and Dharwad and it is free. Buses are plying on prefixed schedule covering different routes of the twin cities.



## Careers & Placements:

SDMCET MBA has been building a record in achieving excellent placements every year. The department has adopted a very systematic approach towards building the careers of its students through methodical placement training throughout the semester. The Department of Management Studies at SDM College of Engineering & Technology has a separate placement coordinator who will assist the graduating students in their placement process.

Our students are successfully placed in leading National and International Corporations by leveraging on its vast contacts built during the course of existence. We are indeed proud and have a greater satisfaction in saying that good number of companies have approached the campus for recruitment and students are successfully placed in reputed organizations.

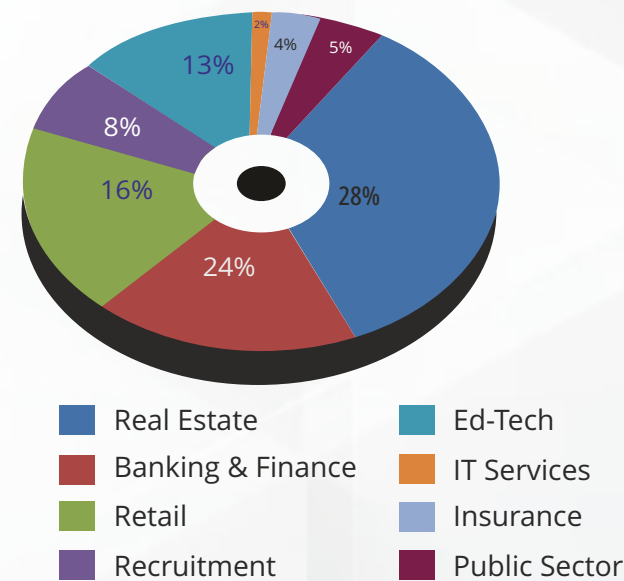
## Key activities:

- ❖ Providing a strong foundation through placement training.
- ❖ Personality development Workshops

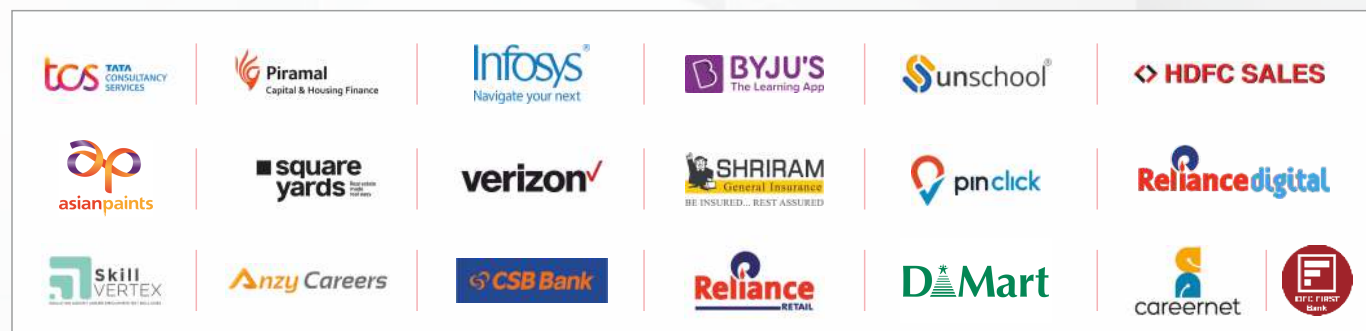
## Placement- 2023

No of Companies Visited	14
No of Students placed	42
Percentage of Students placed	70 %
No of offers secured by the students	60
Highest Salary offered	Rs. 8.4 LPA

## Sectorwise Placements-2023



## OUR MAJOR RECRUITERS



## Student Committees:



### Training & Placement Committee:

The student training and Placement Committee formed with an intention of involving students in the placement activities. The students coordinate in conduction of in house placement training programmes every semester. The students also coordinate with the placement Cell for arranging Pre-placement talks and to coordinate with the placement process.



### Research Committee:



Research is the bedrock for learning. It enhances the understanding of any subject when students have a firsthand experience of the theory and its practical application through research. The committee coordinates with faculty mentors to imbibe the research culture through field work, student paper presentations and student publications



### Toast Master Club:

The Public Speaking Club is part of the College Toastmasters group. The main purpose of the club is to refine and develop public speaking and other communication skills in its member students and make them ready for the corporate world.



### Cultural Committee:

The cultural committee tasked with organizing events that bring out the dancer, musician, singer and the artist in the students, a much needed break from the rigor of academics.



### Sports Committee:

The sports committee of the department and manages all the sports activities carried out in the department. It conducts sports event like MBA Premiere League a cricket match among the students of the department. It also encourages the students to participate in activities conducted by the University and other colleges.



### Social Media Committee:

The Social media committee serves as a canvas to reflect the dynamic activities on the campus in a mindful and sublime way. The mission is to work in tandem with other committees to create an environment for the public to consume information thereby causing an understanding and appreciation of the events happening in the department.



## Alumni Speak

### Darshan Kamate

Batch: 2021-2023  
Company: Reliance general insurance  
Job Title: Deputy Sales Manager

I'm thrilled to share my journey of securing a position at Reliance General Insurance. The comprehensive MBA curriculum at SDMCET equipped me with the necessary skills and knowledge to excel in the competitive job market. The placement cell at SDMCET played a pivotal role in guiding me through the recruitment process and preparing me for interviews. I am grateful for the opportunities provided by SDMCET and excited to embark on this new chapter with Reliance General Insurance.

### Cynthia Saldanha

Batch: 2021-2023  
Job Title: Financial Analyst  
Company: Straive

A highlight of my journey was securing a Gold Medal, an achievement that reflects the exceptional education and support I received by all faculties throughout the well-designed college curriculum which included hands on practical experience and case studies enhancing my foundation to face complexity of the finance industry. The Invaluable mentorship by the faculty was instrumental in shaping my academic and professional growth.

### Vedesh Jahagirdar

Batch: 2021-2022  
Company: Australia and New Zealand banking corporation  
Job Title: Senior Anti Money laundering officer

The MBA program at SDMCET has been a game-changer for me, providing a solid foundation in business principles and practices. The experienced faculty, interactive learning environment, and opportunities for practical application have prepared me to take on leadership roles with confidence. I'm proud to be an alumnus of this esteemed institution.



### Shivakumar B Kumbar

Batch: 2020-2022  
Company: Godrej and Boyce Mfg company Limited  
Job Title: Deputy Manager B2B Sales - Karnataka

SDM MBA has always been a significant game changer in my career. It has consistently inspired and motivated me, keeping me ahead on my career path. Thank you, SDMCET MBA.

### Roshan Javali

Batch: 2021-2023  
Company: Unacademy  
Job Title: Sales development executive ( Team lead )

From being a professional cricketer to being a Team lead in India's top ed-tech organisation SDM has shaped my career by building the foundation of my knowledge and developing it overtime to hustle in the corporate world. By conducting weekly career development trainings, interview coaching and providing the right opportunities, helped me secure a job through their campus placement!

SDM and the immensely dedicated faculty played an important role in my career.

### Varsha K

Batch: 2020-2022  
Company: Infosys  
Job Title: Associate consultant

I would like to thank the MBA department and the placement cell which moulded me to create a successful career path. SDM has helped me to overcome the distance between dreams and reality by teaching us to handle stress without which we can't achieve success! I chose SDM because of affordable fees. Life in SDM has been a fantastic experience. As a hosteller, I would say it is actually a "Home away from home". This place has greatly added value to my personality. I will always cherish the memories created at this place. I can proudly conclude that the experience in SDM has not only made me a better professional, but also prepared me for a happy life. Thank you SDMCET.

## Rank Holders-2023



Cynthia Saldanha.  
1<sup>st</sup> Rank



Aishwarya Holihosur  
2<sup>nd</sup> Rank



Vijaya C. Kamat  
3<sup>rd</sup> Rank

## Graduation Day-2024



## Events & Activities at a glance

