



SDME Society's

**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/>



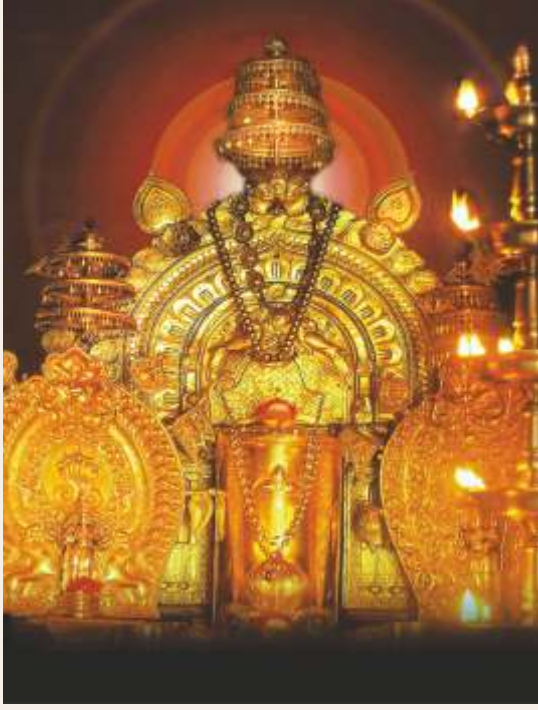
MBA

(A U T O N O M O U S)

@ S D M C E T

(Affiliated to VTU, Recognised by AICTE)

**PROSPECTUS
2022-23**



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.

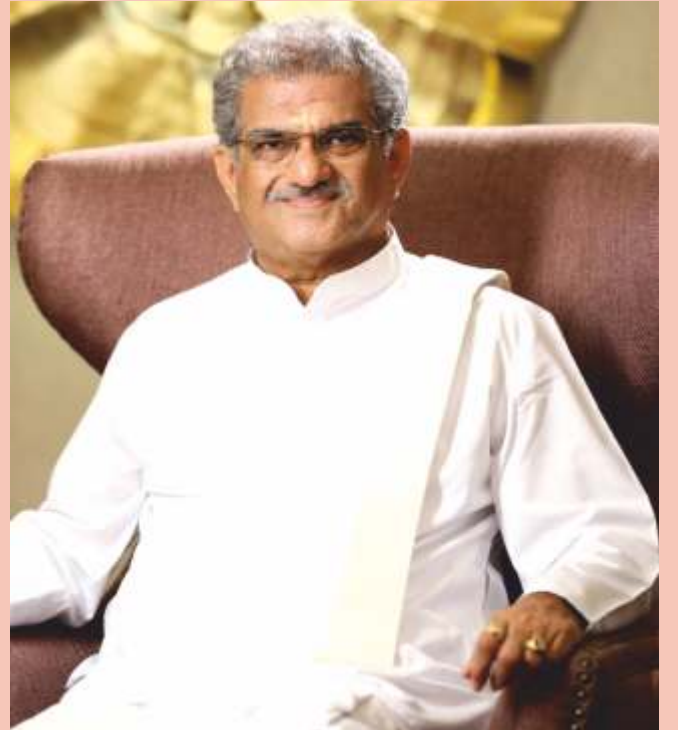
"Dharmasthala", the abode of dharma, is the quintessence of humanity and faith. As the name suggests, the word dharma in its truest sense means righteousness, it is the embodiment of the world's most divine emotions in spite of one's cast, creed or religion. Shri Kshetra Dharmasthala has an illustrious 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 man 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 man of selfless dedication and working assiduously to uplift mankind by divinity, charity and guidance. Credit goes to Him for transforming Dharmasthala Kshetra into a giant 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 6th 2022.



Institute with a 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 receipt of UGC Grants in respect of student's projects and faculty research. The institution has been consistently rated high, ranking within 50, among the top private engineering colleges in the country.

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.



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 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 in all over the state including Medical and Dental colleges. 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 (MBA) is the youngest constituent department of the prestigious SDM College of Engineering & Technology, Dharwad. The department is blessed under the leadership of revered President Padma Vibhushana Dr. D. Veerendra Heggade. The Department of Management Studies is run on Autonomous mode under Visvesvaraya Technological University, Belagavi and approved by AICTE, New Delhi. Ever since its inception in 2008 the department's vision has been to excel in the field of Management Education. The department is aspiring to be one of the best and most respected management programs, by periodically redefining its mission to align itself with the changing times while maintaining focus on social responsiveness.

I appreciate the services and efforts put-in by the Director and Faculty members of the Department in making the department being consistently ranked High among various MBA 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. K. Gopinath
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 picturesque campus covered with lush green is set in a beautiful landscape with a spectacular view and a fantastic living environment that encourages interaction and camaraderie. Our distinguished faculty, with extensive industry and academically experienced to lead the management graduates, along with renowned visiting faculty and guest speakers.

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 run on Autonomous Mode offering TWO year full-time MBA programme which is approved & recognized 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, 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 Considered
- ❖ 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 from 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	Semester II
Management & OB	Strategic Management
Managerial Economics	Human Resources Management
Accounting for Managers	Corporate Finance
Business analytics	Business Research Methods
Marketing Management	Business Environment
Business Communication	Entrepreneurship Development

Internship for 4 weeks

Program Structure

Semester III	Semester IV
Technology & Operational Strategy	Global Supply Chain Management
Elective I	Elective I
Elective II	Elective II
Elective III	Elective III
Elective IV	Elective IV
Elective V	Elective V
Elective VI	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 3rd 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, SDMCET. 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, SDMCET 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 SDMCET-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 field 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 serious 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 with in 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. Busses are running on prefixed schedule on different routes of the twin cities.

Sports and recreation facilities:



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 semesters. The Department of Management Studies at SDM College of Engineering & Technology has a separate placement cell with an appointed officer 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 numbers of companies have approached the campus for recruitment and students are successfully placed in reputed organizations.

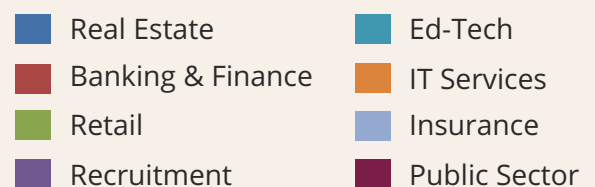
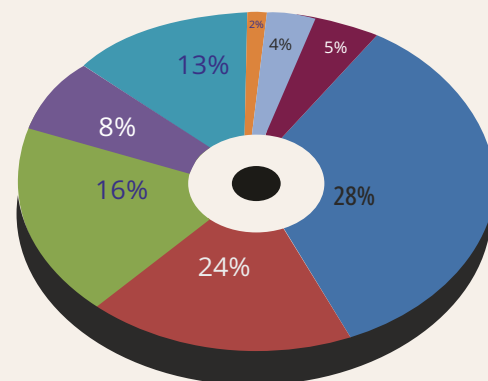
Key activities:

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

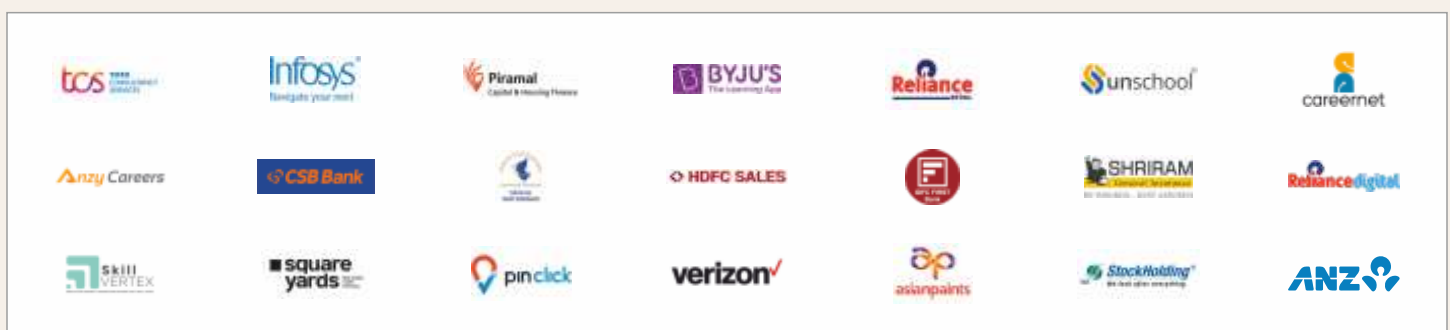
Placement- 2022

No of Companies Visited	23
No of Students placed	55
Percentage of Students placed	93 %
No of offers grabbed by students	119
Highest Salary offered	Rs. 10 LPA

Sectorwise Placements-2022



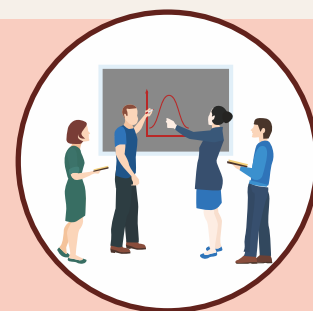
OUR STUDENTS ARE PLACED IN



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 official 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.



Fest Committee:

The official events committee formed with a mission to provide an opportunity to students to develop and design events for the annual fest held in the college. It is also tasked with discovering and developing students with an opportunity to represent MBA SDMCET at different B-School and corporate events.

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.

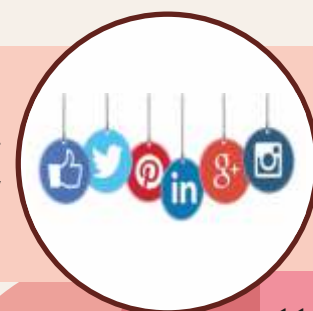


Sports Committee:

The official 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



Bhaskar K M

Batch: 2010-2012

Company: Modicare Ltd

Job Title: Area Sales Manager - North Karnataka

SDM- MBA is always been a big game changer in my Career. It's always been an inspiration and motivation factor to keep me ahead in my Career path. Thank you SDMCET MBA.



Mudassir

Batch: 2015 - 17

Company: Hindustan Coca-Cola Beverages Pvt. Ltd. Bengaluru

Job Title: Sales Team Leader

SDMCET was like an Embryo for me which created a baby, ready for the corporate world.



SACHINKUMAR REDDY

Batch: 2015-17

Company: Asian Paints Ltd.

Job Title: Senior Sales Executive-Hubli

SDMCET is trump card for building career. It creates zeal to move ahead towards your goal. Thank You SDMCET.



Vaishnavi Gudimani

Batch: 2019-2021

Company: Zopsmart Technologies, Bengaluru

Job Title: Executive HR

My learning experience in MBA at SDMCET stands out when compared that to my other educational experiences. The practical and diversified learning moulded me into the person I am today. Our faculties maintained the same academic tempo online inspite of the Covid restrictions.



Samiksha Mallinath Aski

Batch: 2020-2022

Company: Tata Consultancy Services Limited.

Job Title: Management Trainee

From a timid teenager to an independent & confident MBA graduate, SDM- MBA has truly transformed me to become a person I am. Faculties are always being available to mentor us and give us a push we need. Feel proud to be a part of SDM, I have cherished every moment of my college days.



Rakesh Sadare

Batch: 2020-2022

Company: Piramal Capital and Housing Finance

Job Title: Branch Sales Manager

It was great learning with enthusiastic programs at SDMCET Dharwad. This institute gave me a golden opportunity to explore my skills. Always missing those days!



Varsha K

Batch: 2020-2022

Company: Infosys, Bangalore

Job Title: Associate Business Analyst

MBA at SDMCET helped me to overcome the distance between dreams and reality by teaching us to handle stress without which we cannot achieve success. The academic rigour, professional guidance of the faculty greatly added value to my personality.



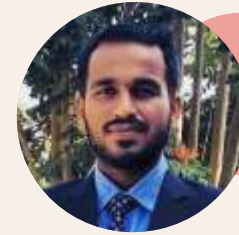
Vedesh Jahagirdar

Batch: 2020-2022

Job Title: Executive Analyst

Company: Australia New Zealand Bank

"At SDMCET MBA roar amidst state-of-the-art infrastructure accompanied by highly intellectual, experienced and supportive faculties. The learner centric environment crafted here not only trained us in the academic curriculum but also groomed our overall personality.



Doddabasayya Chikmath

Batch: 2020-2022

Company: Asian Paints

Job Title: Sales Officer

The glut of extra-curricular activities organized by the department enabled me to explore and develop my talent.

Rank Holders-2022



Swati Bhat
1st Rank



Asra Badbade
2nd Rank



Sakshi Narvekar
3rd Rank

Graduation Day-2022



Events & Activities at a glance





PGCET Code: B277



SDME Society's

**SHRI DHARMASTHALA MANJUNATHESHWARA
COLLEGE OF ENGINEERING & TECHNOLOGY
DEPARTMENT OF MANAGEMENT STUDIES (MBA)**

Kalaghatgi Road, Dhavalgiri, Dharwad - 580 002

Phone : 0836-2447465, 2448327

Visit : <https://sdmcet.ac.in/pg/mba/>

www.sdmcet.ac.in