



SRINIVAS UNIVERSITY

Srinivas Nagar, Mukka- 574 146, Mangalore, Phone : 0824-2441022
(State Private University Established by Karnataka Govt. ACT No.42 of 2013, Recognized by
UGC, New Delhi & Member of Association of Indian Universities, New Delhi)
Web: www.srinivasuniversity.edu.in, Email: admission@srinivasuniversity.edu.in

Administrative Office : GHS Road, Mangalore-01, Phone 0824-2425966, 2412382

COLLEGE OF MANAGEMENT & COMMERCE

Bachelor of Business Administration (BBA-Honours) ADMISSION OPEN

Duration : 3 years, six semesters. **Eligibility:** Pass in 10 + 2 / 12th Standard with minimum 40% marks. Admission needs valid score in SUAT.

**The classes will be held at College of Management and Commerce
City Campus, Pandeshwar, Mangalore- 575 001. Phone : 0824-2441022, 2422851**

This programme was previously offered by Srinivas Institute of Management Studies (SIMS), Pandeshwar, Mangalore since 2006 recognized by AICTE, New Delhi and Accredited with 'A' Grade by NAAC.

About BBA (Hons):

Srinivas University's Bachelor of Business Administration (BBA-Hons) program nurtures and develops students as young global managers. The program lays emphasis on preparing students to become competent global business leaders and entrepreneurs by building their capabilities, knowledge, skills and attitude. Bachelor of Business Administration (BBA-Hons) program is a three-year graduate programme. The goal of the Bachelor of Business Administration (BBA-Hons) program is to prepare students for successful business careers in a global economy and to prepare students to become responsible and contributing members of the community.

Special Features of the Program:

- Classes will be held between 9.00 am to 2.00 pm with half an hour break during week days.
- E-Study material will be provided from the college for every subject according to the syllabus.
- Industry oriented syllabus with special focus on experimental learning.
- Mini project in each semester.
- Innovations in examination system with opportunity for personal seeing of evaluated papers.
- 50% weightage of marks on continuous evaluation and 50% weightage on semester end exam.
- Make-up exams in every semester to avoid year loss.
- Opportunity to take Marketing/Finance Specialization.
- Placement support and research oriented projects for every student.
- Focus on smart skill development & training on competitive exams.
- Opportunity to visit various industries business organizations.
- Separate Hostel & Transport facility for boys & Girls.
- Further Opportunity to do MBA, M.Com., M.Phil., & Ph.D. Programmes.
- Earn while Learn Opportunity in Retail/BPO/Software companies during evening time.

Career Opportunities :

Customer Service Management, Customer Relationship Management, Human Resource Manager, Finance Manager, CA, accountant, Cost Analyst, IAS, IPS, FDA, Banking Sector, Marketing Executive, Sales Executive, CEO, Company Secretary, so on. They are allowed to pursue the MBA and other relevant post-graduation.

Programme Structure:

SEMESTER 1			SEMESTER 2		
S.No.	Subjects	Marks	S.No.	Subjects	Marks
1	Business Communication I	100	1	Business Communication II	100

2	Micro Economics	100	2	Managerial Mathematics and Statistics	100
3	Fundamentals of Management	100	3	Business Accounting II	100
4	Business Accounting I	100	4	Macro Economics	100
5	Organizational Behaviour	100	5	Marketing Management (With Experiential Learning)	100
6	Indian Constitution & Environmental Studies	100	6	Human Resource Management	100
7	Employability skill development I	50	7	Employability skill development II	50
8	Workshop on Indian company analysis and corporate social responsibility	50	8	Soft skill training and international company analysis	50
Total marks		700	Total marks		700
SEMESTER 3			SEMESTER 4		
1	Financial Management	100	1	Operations Research	100
2	Management Information Systems	100	2	E-Business	100
3	Corporate Accounting	100	3	Company Law	100
4	Business Law	100	4	Global Business Management	100
5	Product & Brand Management (With Experiential Learning)	100	5	Supply Chain Management (With Experiential Learning)	100
6	Production and Operation Management	100	6	Retail Management	100
7	Cyber law and security analysis	50	7	Intellectual Property rights	50
8	Leadership attitude and industry analysis	50	8	Business project Development	50
Total Marks		700	Total Marks		700
SEMESTER 5			SEMESTER 6 –Internship Project		
1	Cost Accounting	100	1	Business Analytics and Intelligence (With Experiential Learning)	100
2	Business Research Methods	100	2	Elective III	100
3	Business Strategy and Management	100	3	Elective IV	100
4	Entrepreneurship Development (With Experiential Learning)	100	4	Industry Internship Industry Internship Planning Industry Internship Program Dissertation Industry Internship Program –Viva-voce	400
5	Elective I	100	5		
6	Elective II	100	6		
7	Competitive Exam training	50	7		
8	Future study & Job opportunities	50			
Total Marks		700	Total Marks		700

Electives:

Marketing Management			Financial Management		
1	Services Marketing	4	1	Digital Marketing	4
2	Sales & Distribution Management	4	2	Advertising Management	4
3	Financial Markets and services	4	3	International Financial Management	4
4	Security analysis and portfolio management	4	4	Financial Statement Analysis	4

JOIN ABOVE INNOVATIVE BBA(Hons) PROGRAMME WITH INDUSTRY RELEVANCE AND JOB ORIENTED SYLLABUS TO RE-DEFINE YOUR CAREER ALTITUDE!!!

College of Business Management

CREATING INNOVATORS



SRINIVAS UNIVERSITY

Educating the Next Generation