



SRINIVAS UNIVERSITY

Srinivas Nagar, Mukka – 574 146, Mangalore, Phone : 0824-2441022
(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) in MEDIA MANAGEMENT ADMISSION OPEN

Duration : 3 years, six semesters.

Eligibility: Pass in 10 + 2 / 12th Standard with minimum 50% marks. Admission needs Valid score in SUAT

BBA (Media Management) Course is offered at College of Management & 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 1999 recognized by AICTE, New Delhi and Accredited with 'A' Grade by NAAC.

About BBA in Media Management:

This course on media management offers students to study which provides with the tools pertaining to professional network, media industries, changing marketing strategies and technologies to advance in professional success. Students in this course get the in-depth knowledge of managing both organisational and commercial aspects in the media industry. The course gives exposure to the trends of emerging media like print, audio, visual, advertisement social media and online media. The course deals with the reality of the subject like current affairs, political aspects, present social scenario so on. It also provides knowledge on intellectual property rights, economic policies, business strategies etc. Masters in Journalism & Communication (MA – JMC) or Masters in Communication (MS – Communication) gives additional mileage in profession

Career Opportunities: Career options with the print media as a reporter, correspondent, feature writer, proof reader, editor, columnist, critic, photo journalist, cartoonist. Career option with electronic media broadcast reporter, news presenter, radio Jockey, etc.

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 Journalism	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 1	50	7	Employability skill development II	50
8	Workshop on Indian Company analysis & Corporate social responsibility	50	8	Soft skill training and International company analysis	50
	Regional Language			Regional Language	
	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	Photo Journalism	100
5	Editing and Design	100	5	Audio Visual Media	100
6	Reporting	100	6	Folk media Communication	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
	Regional Language			Regional Language	
	Total Marks	700		Total Marks	700
SEMESTER 5			SEMESTER 6		
1	Cost Accounting	100	1	Business Analytics and Intelligence (With E.L)	100
2	Business Research Methods	100	2	Television Production	100
3	Business Strategy and management	100	3	Business Journalism	100
4	Entrepreneurship Development (With Experiential Learning (E.L))	100	4	Industry Internship Planning Industry Internship Program Industry Internship Program & Dissertation Industry Internship Planning, dissertation and–Viva-voce	400
5	Media Law and Management	100			
6	Public Relationship	100			
7	Competitive Exams training	50			
8	Future study and Job opportunities	50			
	Total Marks	700		Total Marks	700

Special Features:

- Industry Internship Program, dissertation, Industry project works, value added subjects, workshop, practical training, EDP training etc.,
- 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.

**JOIN ABOVE INNOVATIVE BBA (Media Management) PROGRAMME WITH
INDUSTRYRELEVANCE AND INTERNATIONAL JOB ORIENTED SYLLABUS
TO RE-DEFINE YOUR CAREER ALTITUDE!!!**

College of Management & Commerce

CREATING INNOVATORS



SRINIVAS UNIVERSITY

Educating the Next Generation