



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 in Rural Management

(with Mahatma Gandhi National Council of Rural Education, Department of Higher Education, MHRD, Government of India)

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 (Rural Management):

Srinivas University's Bachelor of Business Administration (BBA) in RURAL MANAGEMENT Program nurtures and develops students as young professional managers. The program lays emphasis on preparing students to become competent business leaders and entrepreneurs by building their capabilities, knowledge, skills and attitude in effectively managing rural areas and developing village market territories. Bachelor of Business Administration (BBA-Rural Management) Program is a three-year graduate programme. The Goal of the Bachelor of Business Administration (BBA-RURAL MANAGEMENT) program is to prepare students for successful business careers in a rural market 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 for every subject according to the syllabus.
- Industry oriented syllabus with special focus on experimental & experiential 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.
- Placement support and research-oriented projects for every student.
- Focus on smart skill development & employability training.
- Opportunity to visit various industries and business organizations.
- Separate Hostel & Transport facility for Boys & Girls.
- Further Opportunity to do MBA, M.Com., M.Phil., & Ph.D. Programmes in the University.
- Earn while Learn Opportunity in Retail/BPO/Software companies during evening time.

Career Opportunities :

Community Development Manager, Marketing Manager, NGO Associates, CSR Executives, Campaign Managers, Rural Development Officer, Fundraising Managers, Team Leaders, Arbitrator, Programme Manager, Microfinance and Self-Help Co-ordinators, Rural Entrepreneur, Rural Training Volunteers, and so on. They are allowed to pursue the MBA and other relevant Post-Graduation Courses.

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	Macro Economics	100

3	Fundamentals of Management	100	3	Human Resource management	100
4	Rural society and polity	100	4	Rural Marketing Management	100
5	Business Accounting I	100	5	Business Accounting II	100
6	Indian Constitution and Environmental studies	100	6	Business Analytics	100
7	Employability Skill Development I	50	7	Accounting using Tally	50
8	Rural Immersion activity (Village survey)	50	8	Employability Skill Development II	50
	Regional Language			Regional Language	
	Total marks	700		Total marks	700
SEMESTER 3			SEMESTER 4		
1	Financial Management	100	1	Agronomy	100
2	Natural Recourse Management	100	2	Cooperation and collective action	100
3	Public Health Management	100	3	Rural Economy	100
4	Panchayati Raj (Including Rural Development)	100	4	Rural livelihood and production system	100
5	Business Law	100	5	WASH(Water, sanitation and hygiene)and SDGs	100
6	Management Information Systems	100	6	Change Management	100
7	Employability Skill Development III	50	7	Employability Skill Development IV	50
	Rural Entrepreneurship Field Practicum Study	50		Rural Project Development	50
	Regional Language			Regional Language	
	Total Marks	700		Total Marks	700
SEMESTER 5			SEMESTER 6 – Internship Project		
1	Rural Institutions Planning and Development	100		Industry Internship / Field Work Industry Internship/ Program Dissertation/Viva	700
2	Elective 1	100			
3	Business Strategy and Management	100			
4	Elective 2	100			
5	Elective 3	100			
6	Elective 4	100			
7	Employability Skill Development V	50			
8	Rural Job Opportunities	50			
	Total Marks	700		Total Marks	700

Electives:

Elective 1 : WASH			Elective 2 : Rural Livelihoods		
WASH 1	Water, Sanitation & Hygiene – A Rural Perspective		RL1	Rural Community Resilience and Disaster Risk Reduction Management	
WASH 2	Sanitation & Hygiene		RL 2	Civil Society and Sustainable Development	
WASH 3	Accountability in WASH		RL 3	Irrigation Management	
WASH 4	WASH and Nutrition		RL 4	Tribal Development Management	
Elective 3 : Rural Marketing			Elective 4 : Rural Finance		
RM 1	Rural Value Chain Management		RF 1	Management of Cooperatives and FPO's	
RM 2	Rural Supply Chain Management		RF 2	Financial Products for Rural Markets	
RM 3	Rural Exports, Procedures and Documentation		RF 3	Taxation	
RM 4	Rural Tourism		RF 4	Rural Banking	

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

College of Management & Commerce

CREATING INNOVATORS



SRINIVAS UNIVERSITY

Educating the Next Generation