



# SRINIVAS UNIVERSITY

Srinivas Nagar, Mukka – 574 146, Mangalore, Phone : 0824 – 2477456  
(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](http://www.srinivasuniversity.edu.in), Email: [admission@srinivasuniversity.edu.in](mailto:admission@srinivasuniversity.edu.in)

**Administrative Office: G.H.S. Road, Mangalore-01, Phone : 0824-2425966**

## COLLEGE OF MANAGEMENT & COMMERCE

### BBA (Hospital Administration)

**Duration :** 3 years, six semesters. (Admissions open for the batch 2020 - 21)

**Eligibility:** Pass in 10 + 2 / 12<sup>th</sup> Standard with minimum 40% marks.

Admission needs valid score in SUAT.

**The classes will be held at College of Management & Commerce**

**City Campus, Pandeshwar, Mangalore – 575 001. Phone : 0824-2441022**

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 (Hospital Administration):

Srinivas University's Bachelor of Hospital Administration (BBA in HA) 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 Hospital Administration (BBA - HA) program is a three year graduate programme. The goal of the Bachelor of Hospital Administration (BBA -HA) 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 Hospital/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 MHA, M.Phil. & Ph.D. Programmes.
- Earn while Learn Opportunity in Retail/BPO/Software companies during evening time.

### Career Opportunities :

Customer Service Manager, Hospital Administrator, Customer Relationship Management, Health and Security Manager, Human Resource Manager, Finance Administrator, Quality & Health Care Manager, Cost Analyst, Marketing Executive, Sales Executive, CEO, Company Secretary, so on. They are allowed to pursue the MHA and other relevant post-graduation.

**Programme Structure:**

<b>SEMESTER 1</b>			<b>SEMESTER 2</b>		
<b>S.No.</b>	<b>Subjects</b>	<b>Marks</b>	<b>S.No.</b>	<b>Subjects</b>	<b>Marks</b>
1	Business communication 1	100	1	Business Communication II	100
2	Micro Economics	100	2	Managerial Mathematics and Statistics	100
3	Hospital and Health System	100	3	Hospital Planning	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	Business Accounting II	100
7	Employability Skill Development I	50	7	Accounting using Tally	50
8	Workshop on Indian Company Analysis and Corporate Social Responsibility	50	8	Employability Skill Development II	50
	<b>Total Marks</b>	<b>700</b>		<b>Total Marks</b>	<b>700</b>
<b>SEMESTER 3</b>			<b>SEMESTER 4</b>		
1	Financial Management	100	1	Operations Research	100
2	Management Information Systems	100	2	Company Law	100
3	Hospital Environment & Eco Policy	100	3	Hospital Material Record Management & Hospital Information System	100
4	Business Law	100	4	Global Business Management	100
5	Hospital Operation and Management	100	5	Supply Chain Management (With Experiential Learning)	100
6	Corporate Accounting	100	6	Hospital Health and Insurance Policy System	100
7	Employability Skill Development III	50	7	Employability Skill Development IV	50
8	Leadership attitude and industry analysis	50	8	Business project Development	50
	<b>Total Marks</b>	<b>700</b>		<b>Total Marks</b>	<b>700</b>
<b>SEMESTER 5</b>			<b>SEMESTER 6 – Internship Project</b>		
1	Cost Accounting	100	1	Internship & Viva in Hospitals	700
2	Business Research Methods	100			
3	Business Strategy and Management	100			
4	Elective I Hospital Support and Utility Services & Legal Aspects	100			
5	Elective II Hospital Hazards and Disaster Management	100			
6	Entrepreneurship Development	100			
7	Employability Skill Development V	50			
8	Future study & Job opportunities	50			
	<b>Total Marks</b>	<b>700</b>		<b>Total Marks</b>	<b>700</b>

JOIN ABOVE INNOVATIVE BBA(BHA) 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