

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

COLLEGE OF MANAGEMENT & COMMERCE

USA CMA Integrated BBA (BBA-Honours)

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

Eligibility: Pass in 10 + 2 / 12th Standard with minimum 50% 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): Financial Planning, Strategic Finance & Analytics

Today, in the competitive job market scenario, merely having a graduate degree is not enough to land you in a good position. Students need to have a proper knowledge and additional competencies rather than just a degree. Srinivas University's USA CMA Integrated Bachelor of Business Administration (BBA-Hons) program is intelligently combines the Academic, Professional and Vocational course in the curriculum,

BBA-Academic

USA CMA-Global Professional Certificate

Technology & Analytics (USA CMA-Extra Benefit)

Elective

This program will make the student industry-ready. Students with this degree have an upper edge over those Who have finished only their B. Com | BBA degree after 10+2.

Special Features of the Program:

- Classes will be held between 9.00 am to 2.00 pm with half an hour break during weekdays.
- 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 :

USA CMA certified professionals are in great demand in various companies, multinationals, in the government sector, banking & finance sector and work in the capacity of

Budget Analyst, Cost Accountant, Chief Financial Officer, Financial Analyst, Finance Manager, Finance Controller, Accounting Manager, Treasurer, Business Analyst, Cost Controller, and Chief Internal Auditor.

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	Decision Analysis Investment Decision CMA-2 CE	100
6	Financial Statement Analysis Risk Management CMA-2 AD	100	6	Corporate Finance Professional Ethics CMA-2 BF	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	Cost Management Internal Control CMA- DE	100	5	Supply Chain Management (With Experiential Learning)	100
6	Production and Operation Management	100	6	External Financial Reporting Decision Performance Management CMA-1AC	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 Planning Budgeting Forecasting Technology & Analytics CMA-1 BF	100	5		
6	Elective II	100			
7	Competitive Exam training	50			
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 MANAGEMENT & COMMERCE

CREATING INNOVATORS



SRINIVAS UNIVERSITY

Educating the Next Generation

For Further Information call: 0824-2441022