



SRINIVAS UNIVERSITY

Srinivas Nagar, Mukka– 574 146, Mangalore, Karnataka, 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, Email: admission@srinivasuniversity.edu.in

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

COLLEGE OF MANAGEMENT & COMMERCE

Bachelor of Business Administration (BBA-Financial Services)

Duration: 3 years, Six semesters.

Eligibility: Pass in the 10+2 examination in Science or Commerce or Arts from PUC / ISC / CBSE or equivalent board or a course recognised as equivalent thereto by the University

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

About BBA (Financial Services):

BBA Financial Services programme is designed to enable the students to develop practically applicable knowledge of finance through an enhanced approach to both risk and business management. The programme develops a broad array of analytical skills in business, as well as more specialized skills in finance through the study of accounting, business economics, securities markets, commodity and currency market, mutual funds, insurance, marketing of financial products, investment banking, financial planning and analysing and interpreting financial statements. Students will also receive classroom-based training, practical training and preparation for various industry certifications if they opt. The programme addresses the educational needs of those seeking successful careers in institutional finance which includes careers in banking, brokerage, insurance, and other financial fields.

The objective of this programme is to prepare a select cadre of future-ready professionals who will not only be efficient and effective managers but also inspirational and innovative leaders with a particular emphasis on creative and refreshing approach to business problems resolution and identifying and tapping new opportunities in the market place. The programme is designed to familiarize students with the finance decision-making process and also how financial markets work. The curriculum provides an integral part of the education for students looking for finance positions in financial institutions as well as corporate houses and business.

Special Features of the Program:

- Classes will be held between 9.00 am and 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 to see the evaluated papers in person.
- 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 and training for competitive exams.
- Opportunity to visit various industries and business organisations.
- Separate Hostel & Transport facility for boys and Girls.
- Opportunity to further education through MBA, M.Com., M.Phil. or Ph.D. Programmes.
- Earn while you learn opportunity in Retail/BPO/Software companies during evening time.

Career Opportunities: Finance Associate, Financial Planning Associate, Junior Accountant, Junior Financial Analyst, Credit Associate, Investment Banking Associate, Private Equity Research Associate, Research Associate and Banker.

Programme Structure:

| SEMESTER 1 | | | | | SEMESTER 2 | | | | |
|-------------------|---|---------------|-----------|--------------|---------------------------------------|---|---------------|-----------|--------------|
| S. No | Subjects | Hr/ Wk | Cr | Marks | S. No | Subjects | Hr/ Wk | Cr | Marks |
| 1 | Business Communication I | 4 | 4 | 100 | 1 | Business Communication II | 4 | 4 | 100 |
| 2 | Micro Economics | 4 | 4 | 100 | 2 | Macro Economics | 4 | 4 | 100 |
| 3 | Fundamentals of Management | 4 | 4 | 100 | 3 | Human Resource Management | 4 | 4 | 100 |
| 4 | Organizational Behavior | 4 | 4 | 100 | 4 | Marketing Management (Experimental learning) | 4 | 4 | 100 |
| 5 | Business Accounting I | 4 | 4 | 100 | 5 | Business Accounting II | 4 | 4 | 100 |
| 6 | Indian Constitution and Environmental studies | 4 | 4 | 100 | 6 | Managerial Mathematics and Statistics | 4 | 4 | 100 |
| 7 | Employability Skill Development I | 2 | 2 | 50 | 7 | Accounting using Tally | 2 | 2 | 50 |
| 8 | Workshop on Indian Company Analysis and Corporate Social Responsibility | 2 | 2 | 50 | 8 | Employability Skill Development II | 2 | 2 | 50 |
| ---- | Hindi/ Kannada | --- | ---- | ----- | --- | Hindi/Kannada | -- | --- | ---- |
| - | | | | | - | | | | |
| | | 28 | 28 | 700 | | | 28 | 28 | 700 |
| SEMESTER 3 | | | | | SEMESTER 4 | | | | |
| 1 | Financial Management | 4 | 4 | 100 | 1 | Financial Services | 4 | 4 | 100 |
| 2 | Corporate Accounting | 4 | 4 | 100 | 2 | Managerial Accounting | 4 | 4 | 100 |
| 3 | Basics of Cost Accounting | 4 | 4 | 100 | 3 | E-Business | 4 | 4 | 100 |
| 4 | Indian Financial System | 4 | 4 | 100 | 4 | Fundamentals of Taxation | 4 | 4 | 100 |
| 5 | Legal Aspects of Business | 4 | 4 | 100 | 5 | Fundamentals of Banking System | 4 | 4 | 100 |
| 6 | Management Information Systems | 4 | 4 | 100 | 6 | Supply Chain Management | 4 | 4 | 100 |
| 7 | Employability Skill Development III | 2 | 2 | 50 | 7 | Employability Skill Development IV | 2 | 2 | 50 |
| 8 | Leadership Attitude and Industry Analysis | 2 | 2 | 50 | 8 | Excel Application for Business - Lab | 2 | 2 | 50 |
| | | 28 | 28 | 700 | | | 28 | 28 | 700 |
| SEMESTER 5 | | | | | SEMESTER 6 –Internship Project | | | | |
| 1 | Investment Analysis and Portfolio Management | 4 | 4 | 100 | 1 | Business Analytics and Intelligence (Experimental Learning) | 4 | 4 | 100 |

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|---|---|----|----|-----|---|--|----|----|-----|
| 2 | Business Research Methods | 4 | 4 | 100 | 2 | Financial Planning | 4 | 4 | 100 |
| 3 | Insurance and Risk Management | 4 | 4 | 100 | 3 | Derivatives and Commodity Market | 4 | 4 | 100 |
| 4 | Financial Research Analysis | 4 | 4 | 100 | 4 | Industry Internship- Planning, Dissertation, and Viva-voce | 8 | 8 | 400 |
| 5 | Financial Planning and Wealth management | 4 | 4 | 100 | | | | | |
| 6 | Entrepreneurship Development (Experimental learning) OR OPEN ELECTIVE | 4 | 4 | 100 | | | | | |
| 7 | Employability Skill Development V | 2 | 2 | 50 | | | | | |
| 8 | Financial Modeling Using Excel - Lab | 2 | 2 | 50 | | | 20 | 20 | 700 |
| | | 28 | 28 | 700 | | | | | |

JOIN ABOVE INNOVATIVE BBA (Financial Services) 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