



SRINIVAS UNIVERSITY

Srinivas Nagar, Mukka– 574 146, Mangalore, Phone: 0824-2477456
(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

MBA Programme – Dual Specialization

ADMISSION OPEN

Duration: Two year, 4 Semester Programme

Eligibility: Any Bachelor degree of UGC recognized University with 50 % Marks
Admission needs valid score in SUAT/KMAT/KEA-PGCET

**The classes will be held at College of Management & Commerce City Campus,
Pandeshwar, Mangalore– 575 001. Phone: 0824-2441022, 2422851**

This College was previously named as Srinivas Institute of Management Studies (SIMS),
Pandeshwar, Mangalore since 1999 recognized by AICTE, New Delhi and Accredited with 'A'
Grade by NAAC.

**SIMS is Ranked #1 among Top International Business Schools other than USA and Ranked #3
among Top World Business Schools including USA in the Total number of research publications
during last one year by Elsevier's Social Science Research Network (SSRN), USA.**

ABOUT MBA PROGRAMME:

The present era of globalization and liberalization witnessed a revolutionary change in the domestic as well as in the global economic scenario. Indian economy is increasingly becoming market oriented economy in which private sector is going to play a prominent role. It is predicted that there is expanding job opportunity in the private sector. This calls for a different breed of professionals with sound knowledge of business, industry and economy. The MBA Programme we offer has unique curriculum as per the requirement of the industry. The course aims at developing analytical and entrepreneurial skill amongst the students. It also provides a platform to foster innovation, creativity and professionalism to those who aspire to become managers of tomorrow.

OBJECTIVES:

The objective of the MBA programme is to transform students into leaders ready to tackle the ever increasing challenges of domestic / global business environment. This is accomplished through the following learning goals and objectives:

- Integrative experience and experiential learning.
- Innovative thinking skills to enable strategic decision-making and problem solving.
- Effective oral presentation & written communication skills.
- Team participation and leadership building.
- Functional business knowledge of marketing, operations, information technology finance, accounting, statistics and quantitative analysis
- Building the confidence of executives to make optimum, sound decisions by foreseeing the future and to lead the organization as sustainable winner.

UNIQUE FEATURES:

❖ Semester Scheme in MBA offered with **Dual Specialization** including Marketing, Finance, Human Resource Management, Banking and Insurance, Entrepreneurship, E-Business, Technology Management, Retail Business, Business Analytics, Aviation Management, Port & Shipping Management and International Business.

- ❖ Student involvement in Minor /Industry projects during M.B.A programme. Updated industry oriented syllabus
- ❖ Innovations in examination system with 50% weightage to continuous evaluation and 50% weightage to semester end exam.
- ❖ Dynamic, qualified and friendly teaching faculty with average experience of more than 15 years.
- ❖ Support for Education Loan Facility from Leading Banks. Hostels & Transportation Facility.
- ❖ MOU with industries to get students trained in latest Management techniques through certificate programs / workshops.
- ❖ Guest lecture series from Management professionals and additional certificate programmes in each semester.
- ❖ Course scheduled to complete on due time with Provisional Degree Certificate by 30th April.
- ❖ Participation/publication opportunity in two national conferences in Management/IT /Social Sciences area organized by the institution and further publication opportunity in International journals.
- ❖ Opportunity to continue further studies leading to M.Phil./Ph.D.
- ❖ Study books /Materials prepared and supplied according to the Syllabus.
- ❖ Campus Placement Support with National & Multi-National Companies through dedicated Placement Office/Student Counselor.
- ❖ Certificate courses on Spreadsheet Modeling, Graphics, Statistical data Analysis software, Online investment /Trading/Ad Design/Business Analytics.
- ❖ Congenial learning environment and encouragement for student research & publications.
- ❖ Foreign Trip to U.K./France/Malaysia/Singapore/Dubai with International Certification Programme (optional).
- ❖ Earn while Learn Opportunity in Retail/BPO/Software companies during evening time.
- ❖ Scholarships based on merit for low income categories.
- ❖ Individually Monitored Practical Internship and Project Assignments.

MBA Semester Program

I Semester		II Semester	
Sl. No	Subjects	Sl. No	Subjects
1	Economic Analysis for Business Decisions	1	Marketing Management
2	Business Statistics and Analytics	2	Production & Supply Chain Management
3	Principles of Management	3	Financial Management
4	Organizational behavior and Managerial Communication	4	Operations Research
5	Financial Reporting and Cost Control	5	Human Resource Management and Audit
6	Business Law	6	Business Research Methods
7	Case Development on Industry Analysis	7	Project on Indian Company Analysis & Publication
8	Employability Skill Deveopment - I	8	Employability Skill Deveopment - II
Work shop on Ideal Business Model & Characteristics		Work shop on ABCD Analysis Framework	
		Practice based experimental learning II	

III Semester		IV Semester	
Sl. No	Subjects	Sl. No	Subjects
1	Management Information System and analytics	1	Strategic Management
2	Entrepreneurship and new venture creation	2	International Business Environment
3	Accounting for decision making	3	Elective 3
4	Elective 1	4	Elective 4
5	Elective 2	5	Dual Elective 2
6	Dual Elective 1	6	Dissertation and viva voce
7	Employability Skill Deveelopment - III	7	Employability Skill Deveelopment - IV
8	Industry Internship and Viva voce	8	Project on Business Plan, Presentation & Competition
9	Workshop on Project Planning & Management	9	Publication of Dissertation in World E-Book Library
10	Practice based experimental Learning III	10	Practice Based Experimental learning IV
Electives and Dual Electives:			
Marketing		Finance	
Promotion and Distribution		Security Analysis and Portfolio Management	
Consumer Behaviour and Marketing Research		Advanced financial Management	
Services Marketing		International Financial Management	
International Marketing Management		Financial Services	
Dual elective Marketing 1		Dual elective Finance1	
Dual elective Marketing 2		Dual elective Finance2	
Human Resource Management		Banking & Insurance	
Industrial and Employee Relations		Principles and Practices of Banking and Insurance	
Training, Talent and Knowledge Management		Banking and Insurance Products	
Global Human Resource Management		Trends in Indian Banking and Financial System	
Legal Aspects in Human Resource Management		Rural Banking & Microfinance	
Dual elective Human resource management1		Dual elective Banking & Insurance 1	
Dual elective Human resource management2		Dual elective Banking & Insurance 2	
Entrepreneurship		E-Business	
Entrepreneurial Competencies Development		Electronic Business Models	
Business Plan and Project Implementation		Mobile Business Models	
Corporate and Strategic Managementof Entrepreneurial Ventures		Electronic & Mobile Banking	
Entrepreneurial Finance and Marketing		Mobile Transaction Security	
Dual elective Entrepreneurship 1		Dual elective E-Business 1	
Dual elective Entrepreneurship 2		Dual elective E-Business 2	
Technology Management		Retail Business	
Information Technology Management		Retail Organization and Retail Marketing	
Nanotechnology Business Opportunities		Retail Merchandising Management	
E-Customer Relationship Management (E-CRM)		Store Management in Retail Business	
Logistics and Supply Chain Management		IT, HRM and CRM in Retail Business	
Dual elective Technology Management 1		Dual elective Retail Business 1	

Business Analytics	International Business
Data Analytics & Business Intelligence	International Trade Patterns and Balance of Payments
Predictive Analytics	International Business Operations and Multinational Enterprise
Optimization Analytics	Export-Import Management
Finance , HR, Marketing & Retail Analytics	International Business Research
Dual elective Business Analytics 1	Dual elective International Business 1
Dual elective Business Analytics 2	Dual elective International Business 2
Aviation	Port & Shipping Management
Airline and airport management	Port Management
Aviation Law, Safety and Security	Marine Law
Airline Marketing Management	Safety & Security Cruise Marketing Management
Cabin crew Management	Navigation & Nautical Studies
Dual Elective Aviation 1	Dual Elective 1 Container Terminal Operations
Dual Elective Aviation 2	Dual Elective 2 Maritime Economics & Logistics

COMPETITIVE EDGE:

Students of MBA Programme of Srinivas University are required to publish two Case Studies/Research papers in International Journals with faculty support and publish their project Dissertation in World E-Book Library. This is intended to enhance considerable weightage for their CV to obtain challenging jobs.

CAREER OPPORTUNITIES:

MBA graduates have a variety of career options. They may choose to become any one of the following according to interest and aptitude.

- Finance specialist
- Marketing specialist
- Operations specialist
- Human Resource manager
- International Business specialist
- Business Manager
- Accounts Executive
- Public Relations Specialists
- Financial analysts
- Marketing Executive
- Executive Assistant
- Banking & Finance
- ERP Consultant (MBA in IT)
- Information System Manager
- Data analytics.
- Hospital Management
- **Self-employed MBA** graduates develop the ability to start their own business venture and become successful entrepreneurs.



INNOVATOR

JOIN ABOVE INNOVATIVE MBA (Dual Specialization) PROGRAMME WITH INDUSTRY RELEVANT SYLLABUS TO RE-DEFINE YOUR CAREER ALTITUDE!!!

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CREATING INNOVATORS



SRINIVAS UNIVERSITY

Educating the Next Generation

For Further Information call: 0824-2441022

www.srinivasuniversity.ac.in