



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

COLLEGE OF MANAGEMENT & COMMERCE

MBA Programme – Business Analytics

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 (Business Analytics)

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. **MBA in Business Analytics** will help acquire knowledge and expertise on numerous analytical tools and use them to collect and analyze data for generation of business intelligence and support of different functional areas in an organization. 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.
- ❖ 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	Data Analytics and Business Intelligence	3	Predictive Analytics
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	Employability Skill Deveopment - I	7	Project on Company Analysis & Publication
8	Certificate Program in Spread Sheet Software	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	Internship in Industry, Project Dissertation and Viva-voce
1	Management Information System and analytics	
2	Entrepreneurship and new venture creation	
3	Accounting for decision making	
4	Social and web Analytics	
5	Stochastic Modeling	
6	Modeling Techniques and IT for Operations Management	
7	Employability Skill Development – III	
8	Industry Internship and Viva voce	
9	Workshop on Project Planning & Management	
10	Practice based experimental Learning III	

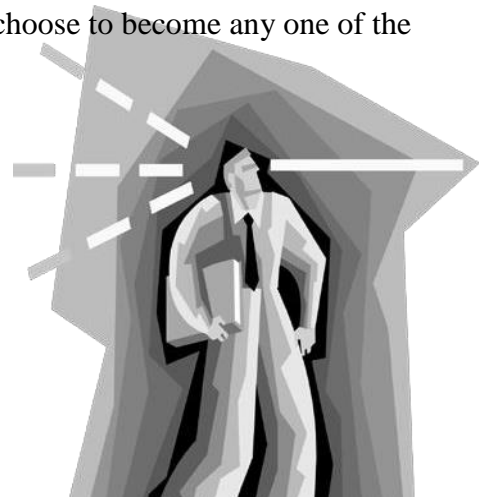
COMPETITIVE EDGE:

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.

- Business Analyst
- Business Analyst Industry Expert
- Business Analyst Project Manager
- Data Analyst and/or SAS Programmer
- Big Data Analyst
- Data Warehousing Expert
- Human Resource manager
- International Business specialist
- Business Intelligence Expert
- Data Mining Expert
- Operations specialist



INNOVATOR

**JOIN ABOVE INNOVATIVE MBA BUSINESS ANALYTICS PROGRAMME WITH
INDUSTRY RELEVANT 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

www.srinivasuniversity.edu.in