



SRINIVAS UNIVERSITY

Srinivas Nagar, Mukka- 574 146, Mangalore, Phone : 0824-2441022
(Private University Established by Karnataka Govt. ACT No.42 of 2013, Recognized by UGC,
New Delhi & Member of Association of Indian Universities, New Delhi)

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

COLLEGE OF MANAGEMENT & COMMERCE

Bachelor of Business Administration (BBA) PUBLIC ADMINISTRATION AND GOVERNANCE In Association with CIVIL ACADEMY ADMISSION OPEN

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

**BBA (PUBLIC ADMINISTRATION & GOVERNANCE) Course is offered at College of
Management & 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 1999 recognized by **AICTE**, New Delhi and Accredited with 'A' Grade by **NAAC**.

About BBA in PUBLIC ADMINISTRATION & GOVERNANCE:

The Undergraduate degree in Public Administration & Civil Administration is designed in response and govern the fast-growing demand for professionals capable of executing and managing operations in the bureaucratic and political set-up, execution of public plans, district governance and management of citizen public in an increasingly global democratic, economic, political, legal and business environment. This comprehensive degree includes coverage of plan execution, quality, demand planning, order fulfilment, citizenship welfare, community development, information systems relevant to rescue planning, and the national and international regulatory framework governing the national, local, global management of a taluk, district or even state.

Career Opportunities: The BBA in Public Administration has the opportunity to become Community Development Manager, IAS Officer, Government Employee, Administrative Manager, IPS Officer, Panchayath Officer, Revenue Officer, Contract Officer, Excise Officer, NGO Coordinator, Citizen Welfare Officer, Societal Welfare Officer, Public Consultant and Quality Officer, Arbitrator, Social Forum Organizer and Public Relations, Mobilization Manager, Social Worker and so on. They are also allowed to carry their post-graduation in MBA and in other PG disciplines too.

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	Indian Civil Services General Studies Paper 1 - History of India and Indian National Movement. (CIVIL ACADEMY)	100
4	Business Accounting I	100	4	Macro Economics	100
5	Organizational Behaviour	100	5	Indian Civil Services General Studies Paper 2 - Indian and World Geography-Physical, Social, Economic Geography of India and the World. (CIVIL ACADEMY)	100
6	Indian Constitution & Environmental Studies	100	6	Human Resource Management	100
7	Employability skill development I	50	7	Employability skill development II	50
8	CSAT 1 - Comprehension, General Mental Ability, Basic Numeracy & Data Interpretation (CIVIL ACADEMY)	50	8	CSAT 2 - Interpersonal skills including communication skills, Logical Reasoning, Analytical Ability, Decision-Making & Problem Solving)(CIVIL ACADEMY)	50

	Regional Language			Regional Language	
	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	Indian Civil Services General Studies Paper 3 - Indian Polity and Governance – Constitution, Political System, Panchayati Raj, Public Policy, Rights Issues, etc. (CIVIL ACADEMY)	100	3	Company Law	100
4	Business Law	100	4	Global Business Management	100
5	Indian Society and Culture	100	5	Supply Chain Management (With experiential learning)	100
6	Indian Civil Services General Studies Paper 4 - Economic and Social Development – Sustainable Development, Poverty, Inclusion, Demographics, Social Sector initiatives, etc. (CIVIL ACADEMY)	100	6	Indian Civil Services Main 2 - Indian Heritage & Culture, History & Geography of the World & Society (CIVIL ACADEMY)	100
7	Indian Civil Services General Studies Paper 5 -General Science & General issues on Environmental Ecology, Biodiversity and Climate Change (CIVIL ACADEMY)	50	7	Indian Civil Services Main 3 - Governance, Constitution, Polity, Social Justice & International Relations (CIVIL ACADEMY)	50
8	Indian Civil Services Main 1 - Any Indian Language, English Language& Essay	50	8	Indian Civil Services Main 4 - Technology, Economic Development, Biodiversity, Security & Disaster Management (CIVIL ACADEMY)	50
	Regional Language			Regional Language	
	Total Marks	700		Total Marks	700
SEMESTER 5			SEMESTER 6 –Internship Project		
1	Cost Accounting	100	1	Business Analytics and Intelligence	100
2	Business Research Methods	100	2	Negotiation Skills in Public Administration	100
3	Business Strategy and management	100	3	Political Theory	100
4	Indian Civil Services Main 5 - Ethics, Integrity & Aptitude (CIVIL ACADEMY)	100	4	Internship in Civil Services Planning Public Services Internship Program Industry Internship Dissertation and VIVA-VOCE	400
5	International Trade law	100	5		
6	Strategies in Procurement and supply	100	6		
7	Indian Civil Services Main 6 – Optional Paper 1 (CIVIL ACADEMY)	50	7		
8	Indian Civil Services Main 7 – Optional Paper 2 (CIVIL ACADEMY)	50			
	Total Marks	700		Total Marks	700

Special Features:

- Industry Internship Program, dissertation, Industry project works, value added subjects, workshop, practical training, EDP training etc.,
- 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 Marketing/Finance Specialization.
- Separate Hostel & Transport facility for boys & Girls.
- Further Opportunity to do MBA, M.Com., M.Phil., & Ph.D. Programmes.

**JOIN ABOVE INNOVATIVE BBA (Public Administration & Governance)
PROGRAMME WITH
INDUSTRY RELEVANCE AND INTERNATIONAL JOB ORIENTED SYLLABUS
TO RE-DEFINE YOUR CAREER ALTITUDE!!!**

COLLEGE OF MANAGEMENT & COMMERCE

CREATING INNOVATORS



SRINIVAS UNIVERSITY

Educating the Next Generation