



SRINIVAS UNIVERSITY

Srinivas Nagar, Mukka- 574 146, Surathkal, 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 0824-2422381, 2412382

COLLEGE OF MANAGEMENT & COMMERCE

MBA - Evening Programme

ADMISSION OPEN

Duration : Two years, 4 Semesters, Evening Programme (Admissions open for the batch 2020-21)

Eligibility : Any Bachelor degree of UGC recognized University with 50 % Marks

Admission needs valid score in SUAT/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.

ABOUT MBA PROGRAMME :

The MBA Programme has unique course curriculum as per the requirement of the corporate. The course aims at to develop analytical and entrepreneurial skill amongst the students. It also provides a platform to explore innovation, creativity and professionalism to the upcoming management aspirants. The present area of globalization and liberalization witnessed a revolutionary change in the domestic as well as in the global economics scenario. Indian economy is increasingly becoming market oriented economy in which private sector is going to play a prominent role. So there is large scope for job opportunity can be expected in private sector. This has asked for a different set of professionals having a sound knowledge of business, industry and economy.

Objectives :

The MBA program seeks to develop students into leaders ready to tackle the challenges of today's Domestic / global business environment. This is accomplished through the following learning goals and objectives:

- Integrative experience and experiential learning.
- Strategic and innovative thinking skills to enable effective decision-making and problem solving.
- Effective oral, written and presentation communication skills.
- Team participation and leadership.
- Functional business knowledge of marketing, operations, information technology finance, accounting, statistics and quantitative analysis.

UNIQUE FEATURES:

- ❖ **Chicago Booth School Model*** of Evening MBA Programme designed for working people.
- ❖ Semester Scheme in MBA offered with **specialization** including Marketing, Finance, Human resource management, and Banking & insurance.
- ❖ Industry oriented latest syllabus.
- ❖ Semester scheme allows students to learn 21 latest subjects and 6 additional value added modules during two years course.
- ❖ Student involvement in two Mini projects and One Industry/Research project during the Programme.
- ❖ Dynamic, qualified and friendly teaching faculty with average experience of more than 15 years.
- ❖ Support for Education Loan Facility from Leading Banks.

- ❖ MOU with industries to get students trained in latest Management techniques through certificate programs / workshops.
- ❖ 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 do M.Phil./Ph.D.
- ❖ Institutional Study books /Materials prepared according to the Syllabus.
- ❖ Campus Placement Support with National & Multi-National Companies through a dedicated Placement Officer/Councillor.
- ❖ Activity based learning environment, encouragement to student research & publications.
- ❖ One week Optional U.K./Malaysia/Singapore/Dubai trip with International Certification Programme.
- ❖ Innovations in examination system with 50% weightage to continuous evaluation and 50% weightage to semester end exam.
- ❖ Individually Mentored Practical Internship and Project Assignments.

MBA PROGRAMME STRUCTURE :

| SEMESTER 1 | | | SEMESTER 2 | |
|------------------------------|--|-------|--|-------|
| S. N. | Subjects | Marks | Subjects | Marks |
| 1 | Indian Economy & Business Environment (G1) | 100 | Production and Supply Chain Management (G3) | 100 |
| 2 | Management and Organizational Behaviour (G1) | 100 | Management Accounting (G3) | 100 |
| 3 | Financial Management (G1) | 100 | Human Resource Management (G3) | 100 |
| 4 | Technology Tools for Managers-I (G1) | 50 | Technology Tools for Managers-I (G3) | 50 |
| 5 | Economic Analysis for Business Decisions (G2) | 100 | Corporate Finance (G4) | 100 |
| 6 | Business Statistics & Analytics (G2) | 100 | Marketing Management (G4) | 100 |
| 7 | Business Law (G2) | 100 | Entrepreneurship & New Venture Creation (G4) | 100 |
| 8 | Industry Analysis/Company Analysis (G2) | 50 | Company/Patent Analysis (G4) | 50 |
| | | 700 | | 700 |
| SEMESTER 3 (19 Weeks) | | | SEMESTER 4 (19 Weeks) | |
| S.N. | Subjects | | Subjects | |
| 1 | Management Information System, E-Business & Analytics (G5) | 100 | Elective 1B (G7) | 100 |
| 2 | Strategic Management (G5) | 100 | Elective 2A (G7) | 100 |
| 3 | Business Research Methods (G5) | 100 | Elective 2B (G7) | 100 |
| 4 | Mini Project (G5) | 50 | Industry Project & Dissertation (G8) | 400 |
| 5 | International Business (G6) | 100 | | |
| 6 | Operations Research (G6) | 100 | | |
| 7 | Elective 1A (G6) | 100 | | |
| 8 | Mini Project & Publication (G6) | 50 | | |
| | | 700 | | 700 |

Electives :

| Marketing | | Finance | |
|----------------------------------|---|--------------------------------|--|
| 1 | Retailing Management | 1 | Security Analysis and Portfolio Management |
| 2 | Consumer Behaviour and Marketing Research | 2 | Financial Derivatives and Risk Management |
| 3 | Services Marketing | 3 | International Financial Management |
| 4 | International Marketing | 4 | Financial Markets and Institutions |
| Human Resource Management | | Banking & Insurance | |
| 1 | Industrial and Employee Relations | 1 | Indian Banking and Financial System |
| 2 | Legal Aspects in Human Resource | 2 | Banking and Insurance Products |

| | | | |
|---|---|---|---|
| | Management | | |
| 3 | Strategic Human Resource Management | 3 | Principles and Practices of Banking and Insurance |
| 4 | Training, Talent and Knowledge Management | 4 | Rural Banking & Microfinance |

Career Opportunities :

MBA graduates can enjoy better career options. Some of them include :

- 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 employment MBA** graduates develop the ability to start their own business venture.



JOIN ABOVE INNOVATIVE MBA (Executive and Evening) PROGRAMME WITH INDUSTRY RELEVANT SYLLABUS TO RE-DEFINE YOUR CAREER ALTITUDE!!!

COLLEGE OF MANAGEMENT & COMMERCE

CREATING INNOVATORS



SRINIVAS UNIVERSITY

Educating the Next