



# 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](http://www.srinivasuniversity.edu.in), Email: [admission@srinivasuniversity.edu.in](mailto:admission@srinivasuniversity.edu.in)

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

## COLLEGE OF MANAGEMENT & COMMERCE

### Bachelor of Business Administration (BBA-International Business)

**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 (International Business):

The Bachelor of Business Administration program with specialization in International Business (BBA-IB) will enable students to understand how firms become and remain international in scope. They will learn to apply management theories and techniques important in an increasingly multinational business environment. New research findings, case studies and comparative perspectives on the management of internationally operating firms will help students to understand these issues in more detail, and that the local adaptation of business and management concepts developed elsewhere is crucial.

The program aims to prepare students for careers requiring global business awareness and to develop skills required to work in internationally operating companies and organisations. It provides the students with many opportunities, both to apply the theoretical knowledge acquired during the modules and to develop a more in-depth understanding of common problems emerging in an international business environment.

#### 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.
- Opportunity to take Marketing/Finance Specialisation.
- 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 :** Foreign Sales Representative, Logistics Coordinator, Business Analyst, Import/Export Coordinator, International Marketing Executive, Documentation Executive, Management Trainee, Market Analyst, Sales and Procurement and Shipping Executive.

## Programme Structure:

SEMESTER 1			SEMESTER 2		
S.N o.	Subjects	Marks	S. No	Subjects	Marks
1	Business Communication I	100	1	Business Communication Ii	100
2	Micro Economics	100	2	Macro Economics	100
3	Fundamentals of Management	100	3	Human Resource Management	100
4	Business Accounting I	100	4	Marketing Management (Experimental Learning)	100
5	Organizational Behaviour (With Experiential Learning)	100	5	Business Accounting Ii	100
6	Indian Constitution & Environmental Studies	100	6	Managerial mathematics and Statistics	100
7	Employability Skill Development I	50	7	Accounting Using Tally	50
8	Workshop on Indian Company Analysis and Corporate Social Responsibility	50	8	Employability Skill Development II	50
	<b>Total Marks</b>	700		<b>Total Marks</b>	700
SEMESTER 3			SEMESTER 4		
1	Financial Management	100	1	International Business Environment	100
2	Foreign Language	100	2	Team Work and Cross Cultural Studies	100
3	Product & Brand Management	100	3	E-Business	100
4	Consumer Psychology	100	4	New Media	100
5	Legal Aspects of Business	100	5	Fundamentals of Foreign trade	100
6	Management Information Systems	100	6	International Logistics and Global Supply Chain Management	100
7	Employability Skill Development III	50	7	Employability Skill Development IV	50
8	Leadership Attitude and Industry Analysis	50	8	Business Project Development	50
	<b>Total Marks</b>	700		<b>Total Marks</b>	700
SEMESTER 5			SEMESTER 6		
1	EXIM Procedures & Documentation	100	1	Business Analytics and Intelligence (Experimental Learning)	100
2	Business Research Methods	100	2	International Finance	100
3	Business Strategy	100	3	Project Management	100
4	International Marketing	100	4	Industry Internship-Planning, Dissertation, and Viva-voce	400
5	International HRM	100			
6	Entrepreneurship Development (Experimental learning) OR OPEN ELECTIVE	100			
7	Employability Skill Development V	50			
8	Professional effectiveness	50			
	<b>Total Marks</b>	700		<b>Total Marks</b>	700

**JOIN ABOVE INNOVATIVE BBA (International Business) 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