



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

**Administrative Office: GHS Road, Mangalore-01, Phone 0824-2412382, 2422381, 2425966**

## COLLEGE OF MANAGEMENT & COMMERCE

### **MBA Programme – Retail Management**

(In Association with Future Sharp Skill Limited)

### **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 (RETAIL MANAGEMENT)**

The present era of globalization and liberalization witnessed a revolutionary change in the domestic as well as in the global economic retail scenario. Indian retail 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 retail sector. This calls for a different breed of professionals with sound knowledge of business, industry and economy. **MBA in Retail Management** programme is a unique and well structured programme to prepare management for a demanding and exciting career in the retail industry. 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 problemsolving.
- 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
- ❖ 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 15years.
- ❖ 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 30<sup>th</sup> 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 Counsellor.
- ❖ Congenial learning environment and encouragement for student research & publications.
- ❖ 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	Subject s	Sl. No	Subject s
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	Corporate Communication Basic 1	7	Corporate Communication Advance 2.
8	Corporate Communication Advance 1	8	Introduction to Retail Business.

III semester		IV semester	
Sl. No	Subjects	Sl. No	Subjects
1	Management Information System and analytics		<b>Internship in Industry, Dissertation and Viva-voce .</b>
2	Entrepreneurship and new venture creation		
3	Accounting for decision making		
4	Retail Operations Excellence		
5	Store Hygiene & Visual Merchandising		
6	Retail Value Chain Management		
7	Category Management – Community & Product Approach		
8	Retail Business Analytics.		

Students of MBA Retail 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:**

This dynamic and ever evolving market is likely to create a plethora of opportunities to job aspirants in industries like

- Store Manager
- Visual Merchandiser
- Supply Chain Executive
- Store Logistics Officer
- Department Manager
- Store Leader
- Vendor Liaison Officer
- Warehouse Manager
- Customer Service Manager



**INNOVATOR**

**JOIN ABOVE INNOVATIVE MBA RETAIL 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**

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