



Srinivas University

Educating The Next Generation....



**“ Your Career
Our Mission ”**



**College of Management
and Commerce**

PROSPECTUS



“Samagra Gnana” Towards Holistic Enlightenment

Samagra Gnana is an endeavor to explore and experience one's emotions and intellect, and connect it to family, community and culture, country, earth and nature to create an integral wholeness. Gnana is a process of learning to discriminate between what is right and what is not, what is real and what is not. Through a steady advancement in realization of the distinction between the good and the evil, the real and the unreal, one develops into a Gnani. Those who see the difference between the good and the evil and can also understand the process of liberation from bondage, attain the supreme goal. Samagra, the adjective meaning whole, covers all the notions of totality.

The logo in the form of a galloping horse symbolizes loyalty, industriousness and swiftness. A galloping horse represents success or opportunity coming your way. It also symbolizes blending with your higher power, the greater being within you.

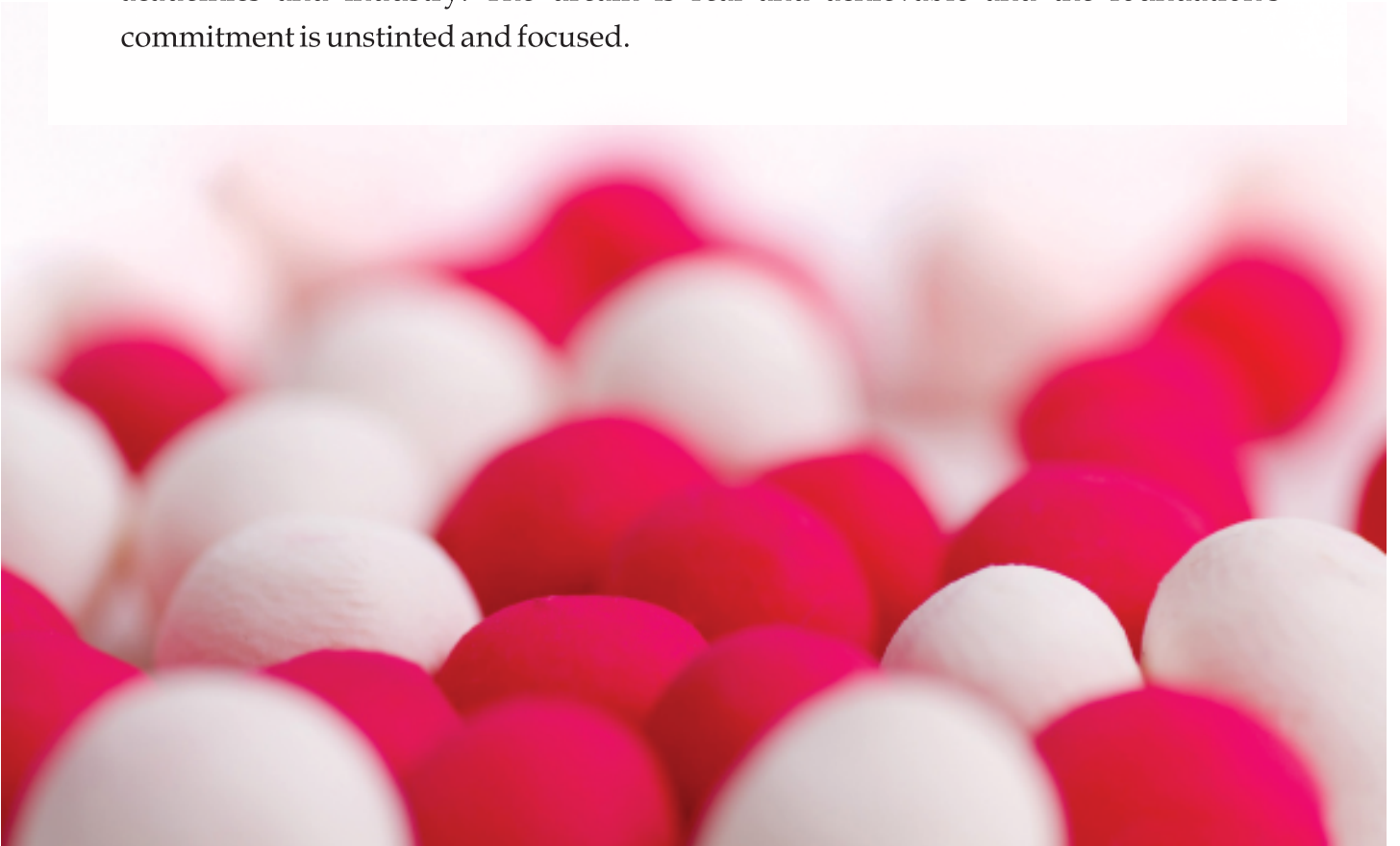
The horse is symbolic of energy, power, steadfastness, perseverance and prosperity. It also symbolizes the air or prana which runs through the channels of the body and is the vehicle of the mind. The "Wind-Horse" envisages the possibility of controlling the mind and wind to guide it towards a desired direction and at a desired speed.



A. Shama Rao Foundation

The A. Shama Rao Foundation (ASF) was founded in the year 1988 by Sri. CA A. Raghavendra Rao when quality professionals were hard to come by. The mission of the foundation is to 'Transform society through Education'. The Trust is named after Shri. A. Shama Rao, a high school teacher and an eminent Educationalist in the undivided Dakshina Kannada districts of Karnataka state in India. Sri CA A. Raghavendra Rao, a leading Chartered Accountant & philanthropist is the President of the foundation, he along with Dr. A. Srinivas Rao the Vice-President of the foundation is steering the course of the foundation. Today Twenty Nine years later, the Srinivas Group of Colleges promoted by the foundation are in the forefront among providers of quality education in the state of Karnataka. Today 'Srinivas' stands for its commitment to quality education and career focused content delivery to its students. The alumni of the Srinivas Group have moved up the corporate ladders in the process evolving as national and international leaders in their respective industries.

Universal recognition of its efforts have given A. Shama Rao Foundation the impetus to evolve as a state private University in Karnataka. Srinivas University promoted by the foundation is slowly taking wings and surely will script a success story by bringing together knowledge and skills of different vocations with a mix of young and old, academics and industry. The dream is real and achievable and the foundation's commitment is unstinted and focused.





SRINIVAS UNIVERSITY

The Srinivas University, sponsored by A. Shama Rao Foundation, Mangaluru is an emerging world class private university in Karnataka which strives to attract the best of faculty, provide optimal administration, an ever evolving curriculum in equilibrium with the changing global environment and physical infrastructure which would stand out for its functionality and grandeur. The realization of these aspirations is dependent on the commitment of the promoting foundation, the advisors, consultants and the support of the state government. The aim is to provide under graduates, graduates and post graduates with opportunities in various fields of study. The courses are structured to ensure that the students who pass out of the portals of the University will be an asset to the industry and the community at large. The Srinivas University was set up as a state private university by A. Shama Rao foundation as per the provisions of Srinivas University Act 2013 (Act 42 of 2013) which was further notified for implementation by the Government of Karnataka.




Vision:

To be a trendsetter among universities and build students who emerge as leaders with competence, conscience and compassion by empowering them with sound education and high standards of ethical and professional behaviour enabling them to build and promote a more humane, just and sustainable world for future generations.

Mission:

Our mission is to provide an exceptional learning environment where students can develop and enhance their leadership and teamwork skills, creative and intellectual powers and passion for learning by providing an uncompromising standard of excellence in teaching; embodying the spirit of excellence to educate the citizen-leaders of society with distinction.





“Quality education has become a survival necessity in this scenario of changing socio-economic identities of nations and rapidly changing technologies. Equipping students with the right knowledge and attributes needed to face the real world outside is a constant challenge for educational institutions. We, at Srinivas University create innovations and design supporting tools that help in improving the quality of the education system. Attempts are made to re-orient the education system with relevant inputs.”

Sri. CA A. Raghavendra Rao
Chancellor



“It is on the sound education of the people that the security and destiny of every nation chiefly rests. Primary education is considered to be the most important in the life of an individual. But as child grows up, the hidden treasure of his/her intellectual personality has to be drawn out by offering higher education. Srinivas University intends to develop all that is needed in youngsters. Excellence, the hallmark of our University, reflects in all our endeavors”.

Dr. A. Srinivas Rao
Pro. Chancellor





WHY MANGALURU?

Mangaluru is an important city in Karnataka and is situated on the west coast. After integration the city is developing fast in all directions viz. in the field of education, industry and commerce. The city is located in the confluence of Nethravathi and Gurupura rivers. It is bound in the east by the Western Ghats and in the west by the Arabian Sea. A domestic Airport is located at Bajpe, which is 15 km from city connecting it to Mumbai and Bengaluru.

Neighbouring cities

Mangaluru is a beautiful city in Karnataka state of India that greets visitors with its line up of coconut trees. The trees stand tall in most parts of Dakshina Kannada and in the neighboring state Kerala as well. Once called South Kanara district is currently called Dakshina Kannada. Mangaluru is a major port in the district and for the whole Karnataka state. The city lies on the west coast of Karnataka state and has five popular beaches. Someshwar, Tannirbavi, Mukka, Panambur and Surathkal.

The Educational Hub

Mangaluru has housed diverse educational courses ranging from health, Management, Hospitality, technical and many more. Mangaluru is a much preferred destination for higher education particularly professional courses in the world map. It hosts many Engineering Colleges, Medical Colleges and a number of other institutes. Students from all over the world flock to Mangaluru in pursuit of quality education.

Festivals

The Ganesh Chaturthi festival is celebrated every year by erecting statues, worshipping them and immersing them in water bodies. Kodial Theru or Mangaluru Rathotsava (Mangaluru Car Festival) is one of the major festivals of the GSB community, which celebrates the car festival of the Sri Venkatramana Temple. Monti Fest is one of the major festivals of the Mangalorean Catholic community, celebrating the Nativity feast and the blessing of new crops. The Jain Milan, a committee of the Jain families of Mangaluru, organise the Jain Food Festival annually with a view to bring together all the members of the Jain community. People of all faiths participate in the Mosaru Kudike, which is a part of the celebrations to mark the Krishna Janmashtami festival. Annual festivals are promoted during summer each year, to promote Karavali Utsav and Kudlostava which encourages the local cultural events. In 2006, the Tulu film festival was organized in Mangalore.

Something for everyone

Mangaluru education system has great potential. Being a part of the state of Karnataka, with well developed educational system, this city has a well developed network of schools and colleges. They have been imparting knowledge since the last few decades. The scenario of the educational system at Mangaluru can be analyzed from its good literacy rate as well as the growing potential in the educational arena. The city has got a large number of schools, colleges, universities and other private institutes.

YOUR SRINIVAS HOME

Living in residences is a great way to make new friends and settle in quickly to university life. The accommodation is here to help you find a suitable place to live.
we can guarantee a place in our university residences.





COLLEGE OF MANAGEMENT & COMMERCE

Under Graduate programmes in Bachelor of Business Administration

- 1. BBA - Hons.**
- 2. BBA - Aviation Management**
- 3. BBA - Logistics & Supply Chain Management**

Duration of the Course : 3 Years

Eligibility

A candidate who has passed the two years Pre-University Examination with minimum 40% marks conducted by the Pre-University Education Board in the State of Karnataka or any other 10+2 examination considered as equivalent thereto by Srinivas University is eligible for admission.

In addition, a valid score in the entrance test conducted by Srinivas University (SUET) is necessary.

BBA - Hons. - 3 years

Srinivas University's Bachelor of Business Administration (BBA-Hons.) program nurtures and develops students as young global managers. The program lays emphasis on preparing students to become competent global business leaders and entrepreneurs by building their capabilities, knowledge, skills and attitude. The goal of the Bachelor of Business Administration (BBA-Hons.) program is to prepare students for successful business careers in a global economy and to become responsible and contributing members of the community.

Career Opportunities

Customer Service Management, Customer Relationship Management, Human Resource Manager, Finance Manager, CA, accountant, Cost Analyst, IAS, IPS, FDA, Banking Sector, Marketing Executive, Sales Executive, CEO, Company Secretary, so on. They are allowed to pursue the MBA and other relevant post-graduation.



BBA - Aviation Management - 3 years

The Bachelor of Business Administration (BBA) programme in Aviation Management is designed for those who are seeking to prepare themselves for managerial responsibilities. This will help them to develop their ability to recognize and solve problems and to understand the role of business in the ever-changing scenario.

Career Opportunities

Customer Service Management, Customer Relationship Management, Passenger Reservations & Ticketing, Revenue Management, Airline Sales & Marketing, Flight/Data Analysis, Loyalty Programs Management. They are allowed to pursue the MBA and other relevant post graduation programmes.

BBA - Logistics and Supply Chain Management - 3 years

BBA in Logistic and Supply Chain Management is designed in response to the fast growing demand for professionals capable of executing and managing operations in the procurement, warehousing, and transporting of goods in an increasingly global market and business environment. This comprehensive degree includes coverage of global sourcing, quality, demand planning, order fulfilment, information systems relevant to rescue planning, and the international regulatory framework governing the global movement of goods.

Career Opportunities

The BBA in Logistics & Supply Chain Management has opportunity to become Logistic Manager, Supply Chain Planning Manager, Integrated Programs director, Supply Chain Director, Inventory Control Manager, Contract Officer, Logistic specialist, Purchasing executive, Logistic analyst, Supply chain planner, Inventory planner, Internal consultant and quality analyst, Warehouse operation Manager and Forklift director, Transport Coordinator, International Logistic Manager, Logistic Service and Sales Executive, Customer Service Manager, System Support Manager and so on. Those who have completed their UG successfully can pursue their MBA in any stream.

UNIQUE FEATURES

- Industry oriented syllabus with special focus on experimental learning.
- Mini project in each semester.
- 50% weightage of marks on continuous evaluation and 50% weightage on semester end exam.
- Make-up exams in every semester to avoid year loss.
- Placement support and research oriented projects for every student.
- Focus on smart skill development & training on competitive exams.
- Separate Hostel & Transport facility for boys & Girls.
- Opportunity to get International Certification in Logistics and Supply Chain Management.



Under Graduate programmes in Bachelor of Commerce

- 1. B.Com. - Aviation Management**
- 2. B.Com. - International Accounting with ACCA Syllabus**
- 3. B.Com. - Corporate Accounting with CA Intermediate syllabus**
- 4. B.Com. - Professional with ACCA & CA Intermediate Syllabus**
- 5. B.Com. - Hons.**

Duration of the Course : 3 Years

Eligibility

A candidate who has passed the two years Pre-University Examination with minimum 40% marks conducted by the Pre-University Education Board in the State of Karnataka or any other 10+2 examination considered as equivalent thereto by Srinivas University is eligible for admission.

In addition, a valid score in the entrance test conducted by Srinivas University (SUET) is necessary.

B.Com. - Aviation Management - 3 years

The huge requirement of Commerce and Accounting professionals in airlines, airport, air cargo, and air travel business created the need for well qualified and skilled Commerce graduates with high competency in such chosen area. The Bachelor of Commerce (B.Com.) in Aviation Management is suitable for the students who have the potential to learn, develop and apply the key professional and practical skills in various areas of Commerce & Accountancy. In response to the recently issued new set of Accounting and Reporting Standards set by the Ministry of Corporate Affairs, Srinivas University is introducing a vigorous programme in aviation Management called B.Com. (Aviation Management). In this programme, students will develop solid fundamentals and proficiencies in accountancy, taxation, and finance to meet the Aviation Industry requirements in India and Abroad.

Career Opportunities

A bachelor's degree in commerce with Aviation Management is a fancy graduating qualification and opens up opportunities in business & higher education for graduates to pursue Master's level courses such as M. Com. and MBA in aviation and other related professional areas. The B.Com. (Aviation Management)) graduate also has opportunities to apply for professional courses in commerce and accountancy such as CA, CS, ICWA, CIMA, CFA and CMA etc. Further, they can also start or work in various businesses possible at airports and air travel agencies.





B.Com. - International Accounting with ACCA Syllabus - 3 yrs

ACCA - stands for the Association of Chartered Certified Accountants, a leading International Accountancy body in the world. The ACCA qualification is recognised and is treated in other countries as being equivalent to their Professional qualification. The ACCA qualification proves to employers that you have ability in all aspects of business. It is the largest and fastest growing qualification in the world, with over 1,90,000 members and more than 4,80,000 students in 180 countries. The B.Com. course with ACCA syllabus of Srinivas University enables graduates to take ACCA International exams conducted by ACCA, U.K.

Career Opportunities

The B.Com. (Professional with ACCA syllabus) graduate also has opportunities to apply for professional courses in commerce and accountancy such as CA, CS, ICWA, CIMA, CFA and CMA etc.

B.Com. - Corporate Accounting with CA Intermediate syllabus

- 3 years

B.com. is a high profile management undergraduate program aimed to create enhanced competence for career positioning. The course involves a blend of theoretical education and practical training which run concurrently and equips a student with knowledge, skills and other qualities required of a professional accountant. The programme also aims at developing Accountancy and Finance professionals to meet the Industry requirements in India and Abroad. The syllabus is prepared to cover all the eight subjects of CA-Intermediate Exam.

Career Opportunities

- Business Consultant
- Auditors
- Tax consultant
- Chief Financial Analyst
- Investment Bankers
- Personal Financial Advisor





B.Com. - Professional with ACCA & CA Intermediate Syllabus

- 3 years

With the globalization of Business, the size of the business entities have grown to gigantic levels increasing the gap between the Owner (share holder) and the Executive (board of directors). Government has become stricter with new Laws and Regulations to protect the environment and mankind from the clutches of these gigantic business entities. This situation requires a breed of well informed and trained auditors having knowledge, skills, and experience in national and international accounting systems. Though the Institute of Chartered Accountants of India (ICAI) is there to take care of the requirement, the requirement for the well informed and trained people is increasing. In this environment, the objective of the degree program B.Com. (Professional) of Srinivas University is to bring out such graduates who are well informed and trained in the same lines of the curriculum prescribed by the ICAI and to enable them, if they are interested, to pursue CA course as well as Association of Chartered Certified Accountants (ACCA) a leading International Accountancy body in the world. The programme also aims at developing Accountancy and Finance professionals to meet the Industry requirements in India and Abroad.

Career Opportunities

This programme facilitates students to pursue higher education in Commerce & Management and also in pursuing professional qualification such as CA, ACCA etc. A bachelor's degree in commerce is a fundamental graduating qualification, and opens up opportunities in higher education for graduates to pursue Master's-level courses such as M.Com and MBA. The B.Com. (Professional) graduate also has opportunities to apply for professional courses in commerce and accountancy such as CA, CS, ICWA, CIMA, CFA, ACCA, and CMA etc.

B.Com. - Honors - 3 years

The huge requirement of Commerce and Accounting professionals to the Global business world created the need of well qualified and skilled Commerce graduates with high competency. The Bachelor of Commerce (B.Com.) is suitable for students who have the potential to learn, develop and apply the key professional and practical skills in various areas of Commerce & Accountancy. In response to the recently issued new set of Accounting and Reporting Standards set by the Ministry of Corporate Affairs, Srinivas University is introducing a vigorous B.Com. programme called B.Com.(honors). In this programme students will develop solid fundamentals and proficiencies in accountancy, taxation and finance to meet the Industry requirements in India and Abroad.

Career Opportunities

A bachelor's degree in commerce is a fundamental graduating qualification, and opens up opportunities in higher education for graduates to pursue Master's-level courses such as M.Com. and MBA. The B.Com. (Hons.) graduate also has opportunities to apply for professional courses in commerce and accountancy such as CA, CS, ICWA, CIMA, CFA and CMA etc.

UNIQUE FEATURES

- The B.Com.(Professional) degree program is structured on the Credit Based Semester Scheme in conformity with the UGC guidelines.
- The curriculum is prepared keeping in view that the student who is studying this B.Com. degree program shall be able to complete Chartered Accountancy Course of the Institute of Chartered Accountants of India with full self confidence.
- The curriculum is practical oriented taking into consideration the industry requirement.
- The curriculum is designed such that even though the student is not interested in pursuing Chartered Accountancy Course, he shall become a highly competent Corporate Auditor/ Advisor
- The students are required to take part in co-curricular and extra-curricular activities and their participation is compulsory.
- The entire final semester is an industry attached project/training with a practicing Chartered Accountant culminating in a Report evaluated through Viva.
- 50% weightage of marks on continuous evaluation and 50% weightage on semester end exams.
- Earn while Learn Opportunity in Retail/BPO/Software companies during evening time.
- Innovations in examination system with opportunity for personal seeing of evaluated papers.
- Make-up exams in every semester to avoid year loss.
- Placement support and research oriented projects for every student.
- Focus on smart skill development & training on competitive exams.





B.Sc. - Interior Design

B.Sc. Interior design course is a six semester programme spread over three years which introduces students to the principles and characteristics of design, colour schemes, space planning and drafting, modeling, and computer aided designing. The course deals with detailed classroom sessions and practicals on various spaces. The lectures are designed with an emphasis on workshops, seminars, industry visits, internships and projects running all through the period of three years. This not only gives students a hand on experience but also gives them a thorough knowledge of how the interior design business runs. At the end of three years the students will be awarded the degree of Bachelor of Design in Interior Design.

Duration of the Course : 3 Years

Eligibility

1. A candidate who has passed the Two year Pre-University Examination conducted by the Pre-University Education Board in the State of Karnataka or any other examination considered as equivalent thereto by Srinivas University or the below mentioned examination with an aggregate of 40% are eligible for admission to the programme.
 - a. Two years JOC programme conducted by Board of Vocational Education of any State Government with an aggregate 40% marks
2. Lateral Entry: Admission of Diploma holders to II year (III semester)
Candidate who has passed Three years Polytechnic Diploma Examination conducted by the Board of Technical Education of any state in the following branches can be admitted to the second years (III semester) programme:
 - a. Diploma in Civil Engineering
 - b. Diploma in Architecture
3. The Diploma candidates admitted directly shall be eligible only for class in each semester. However, they shall not be eligible for overall class and ranking.
4. In addition to the above, a valid score in the entrance test conducted by Srinivas University (SUET) is necessary.

Career Opportunities

- Due to the rising significance of interior design, this profession has become one of the best ever emergent fields in India and abroad.
- Job opportunities are immense in both private and public sector for a qualified interior designer. Large architectural firms, building contractors, hotels and resorts are constantly on the lookout for eligible professionals in this field.
- There is a scarcity of professional interior designers in our country. With more and more people willing to get their residence and working areas designed according to their taste, there has been a great demand for experienced interior designers.
- Setting up your own business is also a very lucrative option in this industry.
- International markets are opening up for interior designers now. And if you are highly creative, have good communication skills and advanced knowledge in this field, you can also look to work with international firms.

UNIQUE FEATURES

- Course designed according to Architectural standards.
- Affordable fee structure providing great value for money.
- Guest lectures from practicing professionals.





Post Graduate Programmes

- 1. MBA - Regular with Dual Specialization**
- 2. MBA - Business Analytics**
- 3. MBA - Aviation Management**

Duration of the Course : 2 Years (Trimester)

Eligibility

A candidate should be a graduate under 10+2+3 or 10+2+4 pattern in any discipline from a recognized university with a minimum of 50% aggregate marks (45% for SC/ST) All admissions need a valid score in the entrance test conducted by Srinivas University (SUET).

MBA - Regular with Dual Specialization- 2 years (Trimester)

The MBA Programme has unique course curriculum as per the requirement of the corporate. The course aims 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 economic 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 in private sector. This has asked for a different set of professionals having a sound knowledge of business, industry and economy.



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 - Business Analytics - 2 years (Trimester)

Srinivas University is committed to provide a conducive learning environment which ensures comprehensive development of students and make them competent, confident and good citizens. 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 economic scenario. Business analytics helps in improving decisions making process, realizing cost efficiency, increasing revenues and responding to user needs for availability of data on a timely basis

Career Opportunities

- Financial analysts.
- Human Resources (HR) Manager
- Marketing Executive
- Executive Assistant
- Banking & Finance
- ERP Consultant (MBA in IT)
- Information System Manager
- Data analytics
- Hospital Management
- Finance specialist
- Marketing specialist
- Operations specialist
- International Business specialist
- Business Manager
- Accounts Executive
- Public Relations Specialists
- Data Scientist
- Predictive Modeller
- Data mining expert
- Self employment

MBA - Aviation Management - 2 years (Trimester)

The Master of Business Administration Programme in Aviation Management has unique course curriculum as per the requirement of the Airline industry. The course provides a platform to explore innovation, creativity and professionalism to the upcoming management aspirants in and related areas of air travel, air cargo, and airport service business. Indian economy is increasingly becoming market oriented economy, in which travel sector is going to play a prominent role. So there is a large scope in this sector and the job opportunity is expected to increase. This has asked for a different set of professionals having a sound knowledge of aviation related business, industry, and economy.



CAREER OPPORTUNITIES

- Flight analyst
- Airport operations management
- Business development
- Corporate planning and strategy
- Airport /airline revenue forecasting
- Ticketing and passenger services
- Loyalty program management

UNIQUE FEATURES

- Lateral Entry opportunity to second year to those completed one year PGDM or one year online MBA from any recognized University with 50% marks.
- Activity based learning environment.
- Placement and Career oriented discussions and training.
- Centralized Placement service.
- Certificate programmes for meeting industry requirements.
- Tie -up with industries for certification
- MOU with UK institutions for higher studies and further research
- Dual specialization opportunities
- Earn while learn facility
- Individually mentored practical internship and project assignments with opportunity for journal publications
- Visiting National and international airports





Integrated MBA Programme

Integrated MBA - 4 years (Semester Scheme)

Srinivas University's Integrated MBA program is an innovation in traditional education system to honour the importance of time in one's life by saving precious one year in the process of acquiring masters degree. The programme is designed to nurture and develop students as young global managers. The program lays emphasis on preparing students to become competent global business leaders and entrepreneurs by building their capabilities, knowledge, skills and attitude. Integrated Masters in Business Administration (Integrated MBA) is a four-year integrated postgraduate programme with three specializations. In this programme, students will learn undergraduate subjects in business management during first five semesters and postgraduate subjects during next three semesters. The course design avoids repetition of any subjects during UG and PG courses. In this model, the students will also be offered an opportunity to carry out a super-specialised second Masters Degree say M.Phil. in Business Analytics or M.Phil. in Advanced Banking & Finance or M.S. degree in any Management related subject from some Foreign Universities during 5th year. The goal of this program is to prepare students to become an all-round executive decision makers to work successfully in global business environment.

Duration of the Course : 4 Years (8 Semesters)

Eligibility

Pass in 10 + 2 / 12th Standard with minimum 50% marks. Admission needs valid score in SUET.

Career opportunities

Customer Service Manager, Customer Relationship Manager, Human Resource Manager, Finance Manager, CA, accountant, Cost Analyst, IAS, IPS, FDA, Banking Sector, Marketing Executive, Sales Executive, CEO, Company Secretary, so on. They are also allowed to pursue the M.Phil., and Ph.D. in Management.

UNIQUE FEATURES

- Opportunity to take three specializations with Finance/Marketing as major and other two minor specializations.
- Industry oriented syllabus with special focus on experimental learning.
- Mini projects in each semester.
- 50% weightage of marks on continuous evaluation and 50% weightage on semester end exam.
- Make-up exams in every semester to avoid year loss.
- Placement support and research oriented projects for every student.
- Focus on smart skill development & training on competitive exams.
- Opportunity to visit various industries business organizations.
- Further Opportunity to do MBA, M.Com., M.Phil., & Ph.D. Programmes.
- Earn while Learn Opportunity in Retail/BPO/Software companies during evening time.
- MOU with industries to get students trained in latest Management techniques through certificate programs / workshops.
- Dynamic, qualified and friendly teaching faculty with average experience of more than 15 years.
- Foreign Education trip & training certification opportunity during last semester to explore further study/job.

Innovative teaching learning process

Employers express confidence on Srinivas students due to following practices that make our student learners and problem solvers for life.

- Idea generation practice at any given time or stage.
- Research Idea development and presenting Quantitatively.
- Undertake unique community development projects.
- Ability to execute Projects and Internship with Project Based Learning(PBL).

Imparting Messages by Celebration of National/ International Days :

Days such as International Water Day, Health Day, Mothers day, Environment day, Human Rights day, Climate day etc. are observed through conducting talks & community awareness processions.

Encouragement to take up edX University Programs

In order to enhance global competencies, the Institution encourages its students and faculty members to take up various Free video online courses from edX University which is a Joint Venture of Harvard University & MIT.

Curriculum delivery & pedagogy

The academic curriculum of the University in respect of all the courses is imparted systematically and well Structured through:

- Session wise teaching plan.
- Comprehensive study material prepared exactly according to the syllabus.
- Periodic internal examination
- Topic based assignments
- Case Study Analysis
- Research Projects
- Laboratory based Practicals
- Thematic Test
- Student Presentations
- Student Feedback
- Field Practicum

Value Addition Classes :

Each theory paper has an extra chapter at the end, focusing on value building which is beyond the limits of curriculum offered by the University.



Skill development Package :

The following skill development programmes offered as a package as part and parcel with the curriculum :

- Fund Raising
- Innovative ideas in Marketing
- Business Communication
- Effective Presentation
- Problem solving
- Team Building
- Entrepreneurship & Small business Planning
- Application software development Skill
- Website development & Design Skill
- Fund Raising Skill
- Team Presentation Skill
- Troubleshooting Skills
- Android Application Development Skills
- Business Correspondence
- Spoken English
- Public speaking
- Program organizing
- Personality Building
- Time Management
- Communication Skills
- Leadership Skills
- Human Relationship Skills
- Soft Skills



Exposure visits :

The college provides opportunity for exposure visit to gain first-hand knowledge. Some of them are :

- Orientation programmes
- Industry visits
- Study tours
- International educational visits
- Student exchange programmes



Certification Programmes :

The college is conducting various certificate programmes to bridge the gap between University curriculum and industry requirements.

Industry-Institution Interface Programmes :

Various programmes are planned, implemented and promoted for Industry-Institution Interface.

- Industry Projects
- Guest lectures by Industry Experts
- Campus Recruitment
- Summer Placement
- Block Placement
- Mentorship Programs by Industry Managers
- Round Table Interaction with Entrepreneurs & Industry Experts
- Stories of Successful Entrepreneurs
- Development of Industry related Business cases
- Consultancy services



Infosys Campus Connect Programme

Employability Trainings :

- Competitive exam training
- Interview preparedness
- Effective Decision making
- SWOT Analysis
- Oral & Written Communication
- Problem Solving
- Work Ethics



Field Visits :

- Orientation Visits
- Community Surveys
- Regular Field Practicum
- Social service activities

Programmes under “Vivekananda Study Circle” :

- Awareness Programmes on various social, moral, ethical principles
- Special lectures to instill moral and ethical values in life

NPTEL Video Lecture :

NPTEL Video lectures on Business Management, Social Science and Computer Science & IT are shown to the students periodically to enrich and supplement the University Curriculum.

Collaborative upbringing

The collaboration efforts have been initiated with following institutions/ industries/agencies :



Collaboration with Srinivas Group of Colleges :

The is working closely with its sister institutions using their advanced facility such as Library databases for research, sharing facility & equipments for student projects, Faculty collaboration for research & joint publications. Also, the college offers consultancy services to of the sister institutions in the form of expansion advise and obtain the expertise in the form of Guest lectures, Project guidance etc.

Collaboration with Grmsby Institute of Further & Higher Studies :

An MOU has been signed with Grimsby Institute U.K., for Certificate Program on Productivity & Innovation to the Post Graduate Students of Business management & Faculty exchange. Grimsby also provided Opportunity for admission for Higher studies leading to Master of Science in Productivity & Innovation directly to our students along with placement services. With this collaboration, about 300 students have visited U.K. during last four years



“

*Alone we can do little;
together we can do
somuch*

”

Collaboration with local NGO for Field work practicum :

The post graduate students in Social Work gain field exposure through their practicum in the NGOs spread out all over Mangalore. This collaboration is also helps as training facility for Community Internship Programme.

Collaboration/Membership with Kanara Chamber of Commerce & Industries :

The college is an active member of Kanara Chamber of Commerce & Industry and encourage faculty and students to participate in its activities.

. Collaboration with local Employment Exchange/ HRD centre for conducting Job Fair :

The college shares its infrastructure with the HRD Centre for conducting JOB Fairs which provides opportunity for placement service for under graduate and post graduate students.

**Collaboration with local Industries :**

Industry-institute collaboration is very essential for better training of students. The college has built collaboration with number of Industries which promotes students attending programmes, conducting research projects, training, exposure and placement. The college also invites Industry experts for Guest Lectures & Interactive programmes.



Collaboration with Srinivas Hospital :

The college has collaboration to provide quality medical facility to the Faculty & Students.

Collaboration with Mangalore University Library :

The college is a paid member of Mangalore university Library for sharing/utilizing their resources for research by faculty & students.

Collaboration with Ramakrishna Mutt :

The college plans and organizes various spiritual enhancement programmes in collaboration with Ramakrishna Mutt under its Vivekananda Study Circle.

Collaboration with NITK Surathkal STEP : FDP in our College.

The college has a tie-up with STEP (Science, technology Entrepreneurship Program) of National Institute of Technology, Surathkal, for Faculty development Programme. Under this collaboration, STEP provides expert Trainers for Young faculty Training Program.



Competition makes us faster; Collaboration makes us Better



Vivakanada Udaya Program conducted by Ramakrishna Mutt

Research and Development

At the college we work on socially relevant problems, look for appropriate solutions and network globally with research community to advance present application and knowledge frontiers.

Research labs:

Srinivas Centre For Green Business Research
Srinivas Centre For Nano-Technology Business Research
Srinivas Centre For Red Ocean & Blue Ocean Strateg
Srinivas Centre For Science Innovation & Society
Srinivas Centre For Entrepreneurship And Innovation
Srinivas Centre For Review On Microfinancing Programmes
And Women Empowerment
Srinivas Centre For Operations Research
Srinivas Centre For Social Entrepreneurship
Srinivas Centre For Smart Skills & Leadership Development
Srinivas Centre For Science Popularization
Srinivas Centre For Mobile Banking
Srinivas Centre For E-Learning Research
Srinivas Centre For Development Of Business Case Studies
Srinivas Centre For Research In Energy Management
Srinivas Centre For Research In Human Resource Planning
Srinivas Centre For Ideal Business Realization
Srinivas Centre For Emotional Intelligence Studies
Srinivas Centre For Cloud Computing
Srinivas Centre For Colaborative Research
Srinivas Centre For Optical & Quantum Computing
Srinivas Centre For Research On Branding
Srinivas Centre For Research In Wireless Sensor Networks
Srinivas Centre For Cache Management In High Performance
Computing
Srinivas Centre For Applied Financial Behaviour Studies
Srinivas Centre For Social Research
Srinivas Centre For Training In Social Research

Research awards

- . Post Doctoral Fellowship award
- . BOYSCAST Fellowship award
- . Visiting Fellowship award
- . Travel grant to visit ALCOM Project
- . GTZ . Teaching Award
- . First ranking in SSRN

Awaiting Grants

- . AER Research Project on surface modification in materials
- . UNESCO Social research Project
- . DST Nanotechnology Research
- . ICSSR Social Research
- . American Charity Society Training and research centre on AIDS prevention

First Rank in Elsevier's SSRN Ranking Agency

The college secured first rank in global ranking for research paper publication among 1000 top business schools. This rank was given by US based Elsevier's SSRN Ranking Agency.

Dr. P. S. Aithal, Principal secured first rank in global ranking for research paper publication among top 12000 business authors world wide

Facilities and Resources

We provide a perfect eco-system of state-of-art facilities and resources that compliment students' overall efforts in exploring different facets of life.

Library

The college has three libraries for three departments.

(a) The **Commerce & Business management library** has Issue section, News Paper & Journal section, Book Storage section, Reading section, Reference section and seating capacity for 120 numbers with sufficient reading tables. Library is equipped with books, study materials, magazines, journals both tangible and intangible format, computer, LAN and internet facility.

(b) The **Computer science library** also has Issue section, News Paper & Journal section, Book Storage section, Reading section and Reference section. The seating capacity of the library is about 100 numbers with sufficient reading tables.

(c) The **social Work library** also has Issue section, News Paper & Journal section, Book Storage section, Reading section and Reference section. It has seating capacity for about 60 numbers with sufficient reading tables.



Library

Class Rooms

Twenty five class rooms are available on campus fitted with LCD projectors, internet connectivity and audio-visual facilities.

(a) Each class room is provided with sufficient number of independent desks designed for the convenience and comfort of students. Executive chairs are provided in P.G. Classes. Some classrooms have laptop computer charging facilities.

(b) Lockers are provided in some of the classrooms for P.G. Students.

(c) Other facilities such as podium, marker boards, black boards and stationary such as marker pens, chalks are available in the class rooms to make the teaching and learning process more effective.

(d) All the classrooms are aesthetically designed with 14 feet height roof and fitted sufficient fans.

(e) Floors of all classrooms and corridors are fixed with vitrified tiles.



Class Rooms



Seminar Hall

Seminar Hall

There is a separate seminar hall fitted with LCD projector and audio-visual facility with seating capacity of 120. This is utilized for student seminar presentations, Faculty meetings, Guest lecturers etc.



Class Rooms

Digital Lab

There is a digital library with 10 computers, connected with LAN and internet. Students can also use all the three computer laboratories during lunch hour (12.30 PM to 2.00 PM) and every day evening between 4.00 PM to 7.00 PM.

Tutorial Rooms

The college has tutorial rooms meant for compact tutorials, preparation for student presentation, and student counselling.



Computer Lab

Examination control room

One room is exclusively allotted for exam related work. This facility is used for activities related to internal evaluation and semester end examinations.

Faculty cubicles

All the faculty members are provided with separate cubicles with intranet and internet facilities. In addition to this, printers are available in each department.

Computer Labs

There are three state-of- art computer labs in the institute equipped with 180 computers. These labs have Internet facility. All computers are installed with required software and the same is updated on a regular basis.

Conference Room

The college has an ultra-modern conference room with seating capacity of 30-35 numbers. This is used for departmental meetings of the faculty as well as group discussions and project guidance/presentation by the students.

Gallery Type AC Lecture Hall

The college has a well equipped and esthetically designed gallery hall with seating capacity of 140 students. This is fully air conditioned and fitted with permanent high power LCD projector, light and sound systems. The gallery hall has executive seating facility with provision for laptop computer charging sockets and Wi-Fi facility to access internet online. The gallery hall is mainly used for guest lectures, orientation programmes, faculty development programmes and conducting certificate programmes.



Open Theatre

The open quadrangle inside the college premises which is used as a multipurpose facility such as open theatre, meetings for planning extension activities and programmes, cultural competitions, and activities related to Independence day celebration, cultural day programmes



Conference Room



Library



Student Life

The purality of Indian and International culture at the college exposes you to the dynamics of global society and makes your life a fun! You will find enormous opportunities to explore and actualize yourself.

The students do what they love. They join and lead Cells, forums and activities that cover a wide array of recreational, athletic, cultural, artistic, and social interests. Such activities offer some of the most memorable, interesting and enjoyable aspects of our students' experience. These activities are instrumental in fostering leadership development, building community providing outside the classroom learning and fun!

There are abundant opportunities to participate in clubs as well as activities that match your particular interests, whether you are looking for a diversion from academic life or to have a significant impact on the community. Cells and forums organize a variety of events that provide distinct opportunities for refining learning, organizational management experience, exploring interest, meeting like minded people, socializing outside of the classroom, professional and personal skills



Finance Forum

All students interested in the area of financial management join this forum. It gives them ample exposure in planning and organizing guest lectures, symposiums, workshops and seminars in finance related areas

Marketing Forum

Marketing forum named 'Exceed' – conducts various programs such as marketing quiz, blind fold test, toy and greeting cards selling competition, industrial visits and a rural industrial visit

Human resources Forum

This forum conducts guest lectures and organizes industry visit. They also conduct role play, mock interviews resume writing competitions stress interview and many more.

Social Service Cell

Exemplary work is done by students of this cell to give back generously to the society at large. The cell conducted singing competition for government school students. Selling toys made by differently abled students, blood donation, book bank are some of the activities conducted by the cell.



marketing . ability . development . Forum



Womens Cell

The women's cell conducts Essay competitions. Women's day is celebrated by the women students of MBA. The cell also conducts guest lecturers in various areas of women to business.

Marketing Forum

Marketing forum named 'Exceed' – conducts various programs such as marketing quiz, blind fold test, toy and greeting cards selling competition, industrial visits and a rural industrial visit

Research Cell

Members of this cell receive training in SPSS package to enhance their data interpretation skills. Students come out with a number of paper presentations in this cell.

Research Cell

Members of this cell receive training in SPSS package to enhance their data interpretation skills. Students come out with a number of paper presentations in this cell.

Public speaking Cell

The students of this cell enhance their speaking skills in a series of sessions. Debating competition and public speaking skills are enhanced

Alumni cell

Things cannot be done in isolation. A network between people smoothen the toughest task and provides varied roads to success. In this regards, the ALUMNI Cell of SIMS is working to build a strong bond between the alumni and the present batch of students.

Entrepreneurship Development Cell

Students of E.D cell conduct guest lectures, TAT activity (an exercise to identify entrepreneurial motivation). The conduct business plan competitions and try to set a platform for emerging business entrepreneurs





Founders Day Celebration



Graduation Day Celebration

Distinguished Guest Speakers

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aZ` Vb
 BcbXeadG=



Prof. Alfred Stanley
 Associate Professor, UK



Mr. Arun Kumar
 SAP consultant



Prof. Paul Barber
Professor of UK



Mr S V Kamath
Financial Consultant



Mr. S.G.Hegde
Joint Director, District Industries Centre.



Mr. Vaikunt Prabhu
Director, I Point.



Mr. Vasudev
Former Airport Director., Mangalore



Mr. Minu Titino
Consultant, Mumbai



Mr. Ananthakrishna
Chairman, Karnatka Bank Ltd.



Mr. Vasudeva Rao
Senior advocate



Prof Edwin
Management consultant, USA



Swami Anupamanada



Mr. R. J. Vishwas
Radio Mirchi



Lt. Gen. P. G. Kamath
Retired from Indian Armed Forces

Careers

In order to create students with necessary skills, knowledge and attitude needed by the stake holders companies of international repute from relevant fields were identified based on quality benchmarks and were assigned the important task of Training and Augmentation.

TAP Cell has been established with clear objective of providing assistance to students in following activities:

- Placement assistance
- **Training:** TAP Cell is responsible for arranging training programmes with the help of industries on the skill sets required to succeed in the placement interviews. After detailed discussion with project coordinators of different departments, professionals from industries and senior academicians, following areas are short listed for the training:
- Communication Skills
- Analytical Aptitude, Logical Reasoning and Basic Mathematics
- Personality Development
- Workshops on topics relevant to branch as per requirement of Industry
- Practice Sessions

As a follow up action, the following activities are also conducted:

- Mock Test (online as well as manual) to test the analytical aptitude and logical reasoning etc
- Mock group discussion
- Mock Personal interview
- Guidance for last minute preparation for the expected companies, so as to meet the requirement of the industry/ company/ organization

TAP Cell regularly invites feedback from industry, academics & research organizations to improve upon the programme. The outcome of all these efforts is not just the employability of the student but a holistic growth & development which converts them into positive, productive professional who can be a part of Nation building.



Campus Placement Opportunities

Company	Specialization	Opportunities Provided
Global Automation	Finance	30
Aditya Birla Madura Retail	Marketing/Finance	85
Berger Paints	Marketing	78
ICICI Securities	Finance/Marketing	93
Mphasis	Computer Science / HR	124
Wipro & Wipro BPO	Computer Science / Finance	110
TCS & TCS BPO	Computer Science / Finance	97
Just Dial	Marketing / HR	103
Dominos Pizza	Marketing	53
Ambalal Stocks & Shares	Finance	74
Careernet Consulting	HR	49
Axis Bank	Finance/Marketing	93
Mphasis	Computer Science / HR	124
Wipro & Wipro BPO	Computer Science / Finance	110
TCS & TCS BPO	Computer Science / Finance	97
Just Dial	Marketing / HR	103
Dominos Pizza	Marketing	53
Ambalal Stocks & Shares	Finance	74
Axis Bank	Finance/Marketing	93
Mphasis	Computer Science / HR	124
Wipro & Wipro BPO	Computer Science / Finance	110
TCS & TCS BPO	Computer Science / Finance	97
Just Dial	Marketing / HR	103

Corporate Comments

The College acknowledges the central role and responsibility of higher education and research as drivers of innovation, talent, entrepreneurship and, ultimately, economic development; providing private and public sector leaders across disciplines with a platform for dialogue and initiatives.



"Srinivas Students are always flexible in office to execute any tasks as necessary and are very open minded , I also like the support and counseling provided in campus by the college on IBPS exam or projects in our bank"



Mr. P. Jayaram Bhat
MD & CEO , Karnataka Bank



"Display of learnt academic knowledge at work inspite of few communication hiccups is what I love about Srinivas Students at work ... the computer applications department always seeks industry input from us on new technologies before starting semesters"

"The best part I like about students of Srinivas is they take initiative , I have noticed this even when offer needs to be accepted , they are always pro-active to revert to us"



Ms. Neethu Joy
Associate Campus Manager HR ,
Wipro Technologies



"Srinivas Students always had patience to listen to directions at work as when todays youth are becoming more and more panic oriented ...they also attend our pooled job drives across Karnataka which I believe is the flexibility needed evenb at work to travel for business trips"



Mr. Jadhav Prashant Kumar
HR Business Partner, Siemens



"The best part I like about students of Srinivas is they take initiative , I have noticed this even when offer needs to be accepted , they are always pro-active to revert to us"

Mr. Sarfaraz Nawaz Khan
Associate HR Manager , TCS

Alumni Testimonials

Many students will already be a part of their respective institution's alumni schemes, but by also joining the Alumni, you can expand your global network further and increase opportunities for collaboration and co-operation. .



"Being a part of SIMS I got to learn lots of new things. The faculty of SIMS especially the computer science department teachers guided me and encouraged for all the works."

Mr. Manoj
MCA 2010-13 Batch
Software Engineer, SAP Bangalore



"I consider myself very much lucky that i had to be a part of SIMS MCA course as a student because we had all the fun at class and labs ... but at the same time were made to come out with ideas of new software development , design projects on new technologies..this idea generation habit is what keeping me in demand at office today..thank you SIMS"

Mr. HariKumar A
MCA 2011 batch
IT Consultant Mindtree, Bangalore



"SIMS brought out the professional in me . I really loved the guidance received during field visits and arrangement during block placements. All these experiences is also helping me to sustain at TCS for better career growth"

Mr. Sumanth Shetty
MSW 2012 batch
Associate HR , TATA CONSULTANCY SERVICES



"Top Notch! Srinivas Institute of Management Studies always created atmosphere for a great participation with both employers and students , I'm honored to use such skills here while marketing my radio services at colleges in Dubai "

Mr. Naufal
MBA 2011-13 batch
Marketing Manager at Voice of Kerala , UAE



"The experiences at SIMS is always worth cherishing ... from being Student Placement Cell Head at Campus to being a part of committees during professional festivals made me to get prepared for corporate world , now here I am to develop business now at Indus Health Plus"

Mr. Toby Matthew
MBA 2011-13 batch
Business Development Manager ,
Indus Health Plus



Thanks to the HR Forum of Srinivas Institute of Management Studies , now I'm here in the HR dept. of best Private Bank in India , that sums up everything for me of the benefit I gained studying at SIMS"

Ms. Ashwathi
MBA 2011-13 batch
HR Generalist , HDFC Bank



"MSW from Srinivas Social Work is what I would like to flaunt in my professional circle , because it gave me an edge in social aspects of life and business , I will always cherish few memorable discussions with my faculties related to field work as well , refreshing !"

Mr. Sunith SV
MSW 2011-13 batch
Generalist HR , Fidelis Corporate Solutions



"I was very impressed with the overall set-up from SIMS for my MBA studies which i would like to cherish for my life . It was a very professional and productive environment which helped me to secure my first career with a MNC , thank you SIMS"

Mr. Humaiz Harris
MBA 2012 – 14 batch
Manager Trainee , Bestseller Denmark



"The most important thing I gained during my life at SIMS is to convert your obstacles into favorable opportunities. I always got this from faculties during my internships and projects..this is what I'm still doing at work now "

Mr. Devi Prasad
MCA 2008-11 Batch
Software consultant , Mresult Technologies



"Performing field studies at MSW course was always enjoying because the kind of motivation to do a task that we used to receive is exceptional from the college ..well that zeal is what is keeping me going at present job...thank you SIMS"

Mr. Shinto Joseph
MSW 2009-12 batch
Implementations Manager , IBAL – Punjab





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Our Mission”**



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RENOWNED FACULTY

UNLIMITED OPPORTUNITIES

CREATIVITY

CRITICAL THINKING