# SRINIVAS UNIVERSITY

## MUKKA, MANGALORE

Educating the Next Generation

## COURSES  2017-18

# SRINIVAS GROUP OF INSTITUTIONS

- **The Journey Started in 1988.**
- **30 Years of Value Added Quality Higher Professional Education through 18 Colleges/institutions.**
- **Recognitions from AICTE, NCTE, NCI, MCI, DCI, PCI, COA as well as NAAC – A Grade.**
- Now has become an Autonomous Private University as a part of its Growth Cycle.
- **Aims to become one among World Top Universities by 2030.**

# Why Private University ?

- **All World Top Universities are Private Universities :**
- California Institute of Technology, USA
- Stanford University, USA
- Harvard University, USA
- MIT University, USA
- Princeton University, USA
- University of Chicago, USA
- University of California, Berkeley, USA

# 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.**
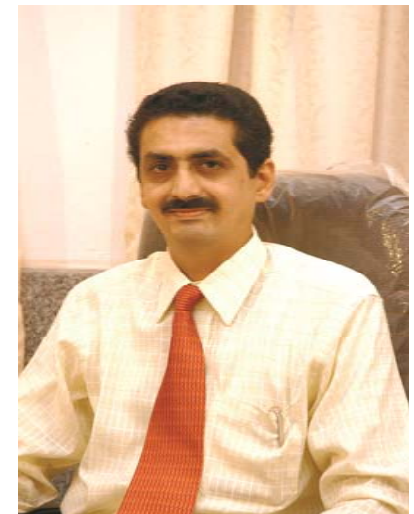
# MISSION

- **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.**

# OBJECTIVES

- To create high levels of intellectual abilities.

- To establish state-of-the-art facilities for education and training.

- To create centres of excellence for research and development.

- To provide consultancy to the industries & public organizations.

- To impart value and ethic based education through national and international collaboration.

- To focus on new models of education like training including online and distance education along with traditional education system.

- To stress the importance of multi-disciplinary and trans-disciplinary education and research in various areas of science, engineering, technology, philosophy, and culture.

- To develop scientific, technological, cultural and traditional heritage of the people of the society through continuous education.

- To create effective trainers to train human resource of the world.

# SRINIVAS  UNIVERSITY – WHY ?

- ## Dream &  Vision of our Founder

- ## Spirit & Mission of Srinivas Group
  ### (30 years excellence, experience & dedication)

- ## Ambition of Srinivas Family

- ## Educational Reform of the Country

# Why Srinivas University ?

- **(a) Autonomy to Srinivas Group of Institutions to do Innovations in Higher Education by considering their 30 years of experience & legacy in Higher professional Education training & research.**

- **(b) Autonomy to offer industry & research oriented curriculum to younger generations to create next generation leaders & workforce.**

- **(c) To fulfil the foreseen demand of higher education in India through predicted requirement of 5,000 universities (792 in which about 264 Private Universities).**

# Why Srinivas University ?

- (d) To provide affordable quality education for everybody with the objective of "your career is our mission".

- (e) Next Growth Stage in the life-cycle of Srinivas Group of Education Institutions (18 in Number).

- (f) Opportunity to do Education model innovation, course innovation, curriculum innovation, pedagogy innovation, Examination and evaluation system innovation, and innovation in industry and other institutional collaboration.

- (g) Opportunity to contribute to the country through research & development by involving all stakeholders in Humanity & National building.

# University Emblem :

- **Samagra Gyana** - **Comprehensive knowledge for Everybody.**

- **The emblem is the Galloping horse which indicates the incredible energy of the system to impart comprehensive knowledge to its students.**

- **The concept of the Galloping horse is taken from the Hindu and Greek Mythology, where it indicates the disguise of God with incredible energy & Motivation.**

# Accreditations

- Srinivas University is recognized by **UGC, New Delhi** to impart Degree in Higher education.

- The university is also a member of **Association of Indian Universities (AIU)**, so that the degrees offered by the University are acceptable for higher education admissions and for earning government, public sector and private sector industry jobs all over the world.

- **Council Recognition : AICTE is not Manda**tory, However, we have AICTE recognition for respective Colleges & Courses.

- **Recognition of Karnataka Higher Education Council** : **Listed.** http://kshec.ac.in/listofuniversitieskar.php

# Board of Governors

| S.No. | Name of the Member | Designation |
|---|---|---|
| 1 | **Shri. CA. A. Raghavendra Rao** <br> Chancellor, Srinivas University | The Chairperson |
| 2 | **Dr. A. Srinivas Rao,** Pro- Chancellor & CEO | Member |
| 3 | **Prof. Dr. P. S. Aithal,** Vice Chancellor | Member |
| 4 | **Smt. Padmini Kumar** <br> Member nominated by A. Shama Rao Foundation | Member |
| 5 | **Smt. Vijayalakshmi R. Rao** <br> Member nominated by A. Shama Rao Foundation | Member |
| 6 | **Prof. Er. Mitra S. Rao** <br> Nominee of A. Shama Rao Foundation | Member |
| 7 | **Sri Jadab  Ch. Dekha** | Member |
| 8 | **Eminent Educationist Nominated by UGC, New Delhi** | Vacant |
| 9 | **Eminent Educationist Nominated by State Govt.** | Vacant |
| 10 | **Principal Secretary**, Dept. of Higher Education | Member |
| 11 | **Principal Secretary, Dept. of Medical Education** | Member |
| 12 | **Prof. Dr. Anil Kumar, Registrar** | Member Secretary |

# Colleges & Courses :

- **The University is offering 60 courses during this academic year under 8 Colleges as Departments/schools.**
- **These courses are divided into 6 types as**
- **(1) Regular UG & PG programmes with 21$^{st}$ Century Syllabus,**
- **(2) Industry Integrated UG & PG programmes with collaborative knowledge partners,**
- **(3) Super speciality Evening Programmes for working executives,**
- **(4) Research programmes (full-time & part-time) for internal faculty members and industry executives.**
- **(5) Integrated Programmes to focus on curriculum and to save precious time of the students by avoiding repetition of subjects/topics in curriculum, and**
- **(6) Dual Degree Programmes with international collaboration.**

# Research Focus

- **Research oriented curriculum to UG & PG courses.**
- **Research Projects for the students in each semester.**
- **University Peer Reviewed Research Journals (5).**
- **Encouragement & compulsion for UG & PG Students for Research Papers/Case studies publication along with faculty.**
- **Research Centres under each College with fixed target for research & Publications.**
- **Minimum four conferences in every College of University Annually.**
- **Faculty Incentives based on Attracting project funding, Journal Paper Publications, and Patents.**

# SRINIVAS UNIVERSITY
# SEVEN COLLEGES
# (2017-2018)

- 1. College of Business Management & Commerce
- 2. College of Computer & Information Sciences
- 3. College of Hotel Management & Tourism
- 4. College of Physiotherapy
- 5. College of Engineering & Technology
- 6. College of Social Sciences & Humanities
- 7. College of Allied Health Sciences
- 8. College of Education

# COURSES AFTER PUC /(10 +2)

## 1. College of Business Management & Commerce

- **(1) BBA** in Logistics & Supply Chain Management – 3 years
- **(2) BBA** in Aviation Management – 3 years
- **(3) BBA** (Honours with Specialization in Finance/Marketing) – 3 years
- **(4) B.Sc.** in Interior Design – 3 years
- **(5) B.Com.** – (Corporate Accounting with CA intermediate Syllabus) – 3 years
- **(6) B.Com.** (International Accounting with ACCA Syllabus) – 3 years
- **(7) B.Com.** (Professional with ACCA & CA intermediate Syllabus) – 3 years
- **(8) B.Com.** (Hons.) – 3 years
- **(9) B.Com.** (Aviation Management) – 3 years
- **(10) MBA (Integrated)** – 4 years for 10+2 passed.

# COURSES AFTER PUC /(10 +2)

## 2. College of Computer & Information Sciences

- **(1) BCA** in Software Applications – 3 years
- **(2) BCA** in Aviation Management – 3 years
- **(3) BCA** in Data Analytics & Cloud Computing – 3 years
- **(4) MCA** (Integrated) Programme – 4 + 1 years for 10+2 passed students

# COURSES AFTER PUC /(10 +2)

**3. College of Hotel Management & Tourism**
- **(1) BHMCT** (Hotel Management & Catering Technology) – 4 years
- **(2) B.Sc.** in Hotel Management – 3 years

**4. College of Physiotherapy**
- **(1) BPT** in Physiotherapy (USA Acceptable Curriculum) – 4.5 years

**5. College of Engineering & Technology**
- **(1) B.Tech.** in Computer Science & Engineering – 4 years
- **(2) B.Tech.** in Mechanical Engineering – 4 years
- **(3) B.Tech.** in Civil Engineering – 4 years
- **(4) B.Tech.** in Electronics & Communication Engineering – 4 years
- **(5) Integrated M.Tech.** in Computer Science & Engineering – 5 years
- **(6) Integrated M.Tech.** in Structural Engineering – 5 years

# COURSES AFTER PUC /(10 +2)

**7. College of Allied Health Sciences**

- **(1) B.Sc.** in Cardio Vascular Technology – 3 + 05 years
- **(2) B.Sc.** in Perfusion Technology – 3 + 0.5 years
- **(3) B.Sc.** in Medical Lab Technology – 3 + 0.5 years
- **(4) B.Sc.** in Renal Dialysis Technology – 3 + 0.5 years
- **(5) B.Sc.** in Optometry – 3 + 0.5 years
- **(6) B.Sc.** in OT & Anesthesia Technology – 3 + 0.5 years
- **(7) B.Sc.** in Imaging Technology – 3 + 0.5 years
- **(8) B.Sc.** in Respiratory Care Technology – 3 + 0.5 years

# COURSES AFTER GRADUATION & POST GRADUATION

## 1. College of Business Management & Commerce

- **(1) MBA** (Regular Trimester Programme) – 2 years
- **(2) MBA** in Business Analytics – 2 years
- **(3) MBA** in Aviation Management – 2 years
- **(4) MBA** in Enterprise Management & Marketing – 2 years
- **(5) MBA -** Executive Management (Evening) – 2 years
- **(6) M.Phil.** in Business Analytics  (Evening) – 1 year
- **(7) M.Phil.** in Advanced Banking & Finance (Evening) – 1 year
- **(8) MBA – Ph.D.**  (Integrated ) – 5 years
- **(9) M.Phil. (Research)** in Business Management / Commerce  – 1 year
- **(10) Ph.D. (Research)** in Business Management / Commerce  – 3 - 5 years
- **(11) D. Litt. /D.Sc. (Research)** in Business Management / Commerce

# COURSES AFTER GRADUATION & POST GRADUATION

**2. College of Computer & Information Sciences**

- **(1) MCA in Computer Applications** (Lateral Entry, Trimester & Dual Specialization) – 2 years
- **(2) M.Phil.** in Data Analytics & Cloud Computing (Evening) – 1 year
- **(3) M.Phil. (Research)** in Computer Science & Applications – 1 year
- **(4) Ph.D. (Research)** in Computer Science & Applications – 3 - 5 years
- **(5) D. Litt. (Research)** in Computer Science & Applications

# COURSES AFTER GRADUATION & POST GRADUATION

**3. College of Social Sciences & Humanities**

- **(1) MSW** (Dual Specialization) – 2 years
- **(2) M.Phil. (Research)** in Social Works – 1 year
- **(3) Ph.D. (Research)** in Social Works – 3 - 5 years
- **(4) D. Litt. (Research)** in Social Science

**4. College of Physiotherapy**

- **(1) MPT** in Physiotherapy – 2 years
- **(2) Ph.D. (Research)** in Physiotherapy – 3 - 5 years
- **(3) D.P.T./ D. Sc. (Research)** in Physiotherapy

**5. College of Education**

- **(1) B.Ed. – 2 years**

# Special Features of these Courses

- **Autonomy in Curriculum design.**
- **Teaching Plan, Study materials & Question bank.**
- **Industry oriented curriculum through Industry knowledge partners.**
- **Research focus through student projects and compulsory publications.**
- **Innovations in examination system including continuous evaluation.**

# STAR FOCUS

- **<u>Students</u>** : Focus on Values, Knowledge, Skills, Experience, & Innovations

- **<u>Teachers :</u>** Focus on updating the knowledge

- **<u>Academics and Governance :</u>** Focus on Excellence in Education Service

- **<u>Research and Extension:</u>** New Knowledge creation through Research Focus

- **IT is POSSIBLE**
- **We can DO it**
- **GOD is with us**
- **We are the winners**
- **Today is OUR DAY**

# THANK YOU

# Research Productivity Data of SIMS during Last One Year
## (01/06/2016 – 25/06/2017)

## SSRN Top 1,000 International Business Schools

### Srinivas Institute of Management Studies
Rankings of Non-U.S. Business Schools in the SSRN eLibrary.

Ranked By: # of New Papers

– Last Updated on: 06/25/2017

| Date | # of New Papers | Rank |
|---|---|---|
| 06/25/2017 | 182 | 1 |
| 06/01/2017 | 180 | 1 |
| 05/01/2017 | 171 | 2 |
| 04/01/2017 | 145 | 2 |
| 03/01/2017 | 141 | 4 |
| 02/01/2017 | 139 | 4 |
| 01/01/2017 | 134 | 5 |
| 12/01/2016 | 129 | 5 |
| 11/01/2016 | 123 | 5 |
| 10/01/2016 | 113 | 9 |
| 09/01/2016 | 107 | 11 |
| 08/01/2016 | 91 | 17 |
| 07/01/2016 | 85 | 19 |
| 06/01/2016 | 60 | 31 |

**SSRN Top 1,000 Business Schools** 📶

**Updated Monthly – Last Updated on:** 07/01/2017

**Ranked by:** # of New Papers

Ranking Data Explained

Ranks are given in parenthesis. Click on any column header to sort the table by that column. To see the history of a measure or the data used in calculating it, pl

Search Organizations

| Rank | Institution | | Total New Downloads (Last 12 Months) | | # of New Papers | | New Downloads per paper | | Total # of Downloads (All Time) | | Total # of Citations | | # of Papers | | Total Downloads per paper | | Total Citations per paper | | # of Authors | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 1 | University of Pennsylvania - The Wharton School | Authors | 177,272 | (4) | 236 | (1) | 46 | (68) | 1,712,046 | (4) | 44,481 | (4) | 3,874 | (2) | 442 | (71) | 11 | (27) | 446 | (1) |
| 2 | New York University (NYU) - Leonard N. Stern School of Business | Authors | 222,796 | (1) | 233 | (2) | 44 | (78) | 2,109,326 | (2) | 62,422 | (2) | 5,092 | (1) | 414 | (88) | 12 | (20) | 360 | (4) |
| 3 | University of Chicago – Booth School of Business | Authors | 190,737 | (3) | 209 | (3) | 66 | (20) | 2,010,634 | (3) | 76,800 | (1) | 2,904 | (5) | 692 | (13) | 26 | (3) | 289 | (8) |
| 4 | Harvard Business School | Authors | 203,923 | (2) | 193 | (4) | 75 | (13) | 2,304,875 | (1) | 48,728 | (3) | 2,709 | (6) | 851 | (5) | 18 | (8) | 358 | (6) |
| 5 | Srinivas Institute of Management Studies | Authors | 5,210 | (212) | 185 | (5) | 19 | (458) | 5,658 | (745) | 0 | (1427) | 272 | (183) | 21 | (824) | 0 | (639) | 50 | (204) |
| 6 | Columbia University – Columbia Business School | Authors | 92,668 | (7) | 171 | (6) | 30 | (231) | 1,101,974 | (7) | 37,412 | (6) | 3,062 | (4) | 360 | (130) | 12 | (20) | 286 | (9) |
| 7 | Humboldt University of Berlin – School of Business and Economics | Authors | 12,925 | (110) | 163 | (7) | 19 | (458) | 100,850 | (141) | 1,609 | (136) | 671 | (73) | 150 | (558) | 2 | (285) | 89 | (99) |
| 8 | UNSW Business School | Authors | 45,294 | (26) | 156 | (8) | 23 | (359) | 467,810 | (25) | 7,227 | (36) | 1,969 | (9) | 238 | (334) | 4 | (151) | 359 | (5) |
| 9 | Massachusetts Institute of Technology (MIT) – Sloan School of Management | Authors | 125,490 | (5) | 142 | (9) | 52 | (47) | 1,366,054 | (5) | 39,045 | (5) | 2,404 | (7) | 568 | (35) | 16 | (10) | 266 | (13) |
| 10 | University of Michigan, Stephen M. Ross School of Business | Authors | 71,703 | (11) | 129 | (10) | 35 | (158) | 695,835 | (14) | 14,582 | (16) | 2,026 | (8) | 343 | (151) | 7 | (67) | 229 | (19) |
| 11 | Stanford Graduate School of Business | Authors | 103,011 | (6) | 128 | (11) | 56 | (33) | 880,820 | (10) | 29,145 | (8) | 1,841 | (12) | 478 | (53) | 16 | (10) | 172 | (35) |

**SSRN Top 1,000 International Business Schools** 🔲

Ranking Data Explained

Ranks are given in parenthesis. Click on any column header to sort the table by that column. To see the history of a measure or the data used in calculating it

Search Organizations

| Rank | Institution | | Last 12 Months | | | | All Time | | | | # of Auth |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | Total New Downloads | # of New Papers | New Downloads per paper | Total # of Downloads | Total # of Citations | # of Papers | Total Downloads per paper | Total Citations per paper | |
| 1 | Srinivas Institute of Management Studies :: India | Authors | 5,210 (99) | 185 (1) | 19 (261) | 5,658 (465) | 0 (935) | 272 (100) | 21 (540) | 0 (375) | 50 ( |
| 2 | Humboldt University of Berlin – School of Business and Economics :: Germany | Authors | 12,925 (45) | 163 (2) | 19 (261) | 100,850 (61) | 1,609 (54) | 671 (37) | 150 (309) | 2 (121) | 89 |
| 3 | UNSW Business School :: Australia | Authors | 45,294 (6) | 156 (3) | 23 (193) | 467,810 (5) | 7,227 (11) | 1,969 (1) | 238 (153) | 4 (45) | 359 |
| 4 | University of Melbourne – Faculty of Business and Economics :: Australia | Authors | 24,523 (23) | 125 (4) | 14 (369) | 279,720 (18) | 5,766 (16) | 1,811 (4) | 154 (301) | 3 (72) | 253 |
| 5 | Singapore Management University :: Singapore | Authors | 43,026 (7) | 124 (5) | 30 (113) | 366,615 (10) | 5,717 (17) | 1,411 (11) | 260 (127) | 4 (45) | 280 |
| 6 | University of Toronto – Rotman School of Management :: Canada | Authors | 67,605 (4) | 120 (6) | 42 (43) | 604,826 (3) | 9,909 (4) | 1,621 (5) | 373 (49) | 6 (20) | 193 |
| 7 | Monash Business School :: Australia | Authors | 24,690 (22) | 106 (7) | 18 (276) | 220,871 (29) | 1,325 (63) | 1,373 (14) | 161 (290) | 1 (215) | 301 |
| 8 | KU Leuven - Faculty of Business and Economics (FEB) :: Belgium | Authors | 19,216 (29) | 94 (8) | 10 (469) | 192,573 (34) | 6,725 (14) | 1,955 (2) | 99 (437) | 3 (72) | 387 |
| 9 | London Business School :: United Kingdom | Authors | 73,463 (2) | 93 (9) | 40 (50) | 835,055 (2) | 15,914 (1) | 1,854 (3) | 450 (24) | 9 (5) | 231 |
| 10 | Copenhagen Business School :: Denmark | Authors | 58,090 (5) | 91 (10) | 39 (52) | 448,593 (6) | 8,072 (8) | 1,504 (10) | 298 (90) | 5 (28) | 277 |