



**SRINIVAS  
UNIVERSITY**  
Centre for Distance and Online Education

# **Bachelor of Business Administration (Hons.)**



# About University

Srinivas University, Mangaluru is a private research and skill-focused university established in 2013 under the Karnataka State Act. It is part of the A. Shama Rao Foundation, founded in 1988 by renowned Chartered Accountant A. Raghavendra Rao. As the flagship institution of the Srinivas Group of Institutions, the university proudly carries forward a legacy of 37 years of excellence in education.

The university is NAAC accredited with an 'A' Grade and includes 12 institutes offering 150+ undergraduate, postgraduate, and research programs. Students can choose from a wide range of fields such as Medical, Engineering, Management, Aviation, Allied Health Sciences, Dental, Nursing, Hotel Management, Physiotherapy, Social Work, Education, and many more.

With a strong focus on industry-aligned curriculum, innovation in examinations, skill-based education, and global collaborations, Srinivas University is committed to preparing future-ready professionals and leaders who can thrive in a rapidly changing world.



#### **NAAC 'A' Grade Accredited**

Delivering a strong promise of quality education and institutional excellence.



#### **UGC Aligned & Approved**

Ensuring degrees are recognized globally, and meet national higher education standards.



#### **AICTE Approved**

Assuring programs follow industry-aligned curriculum, infrastructure, and faculty norms.

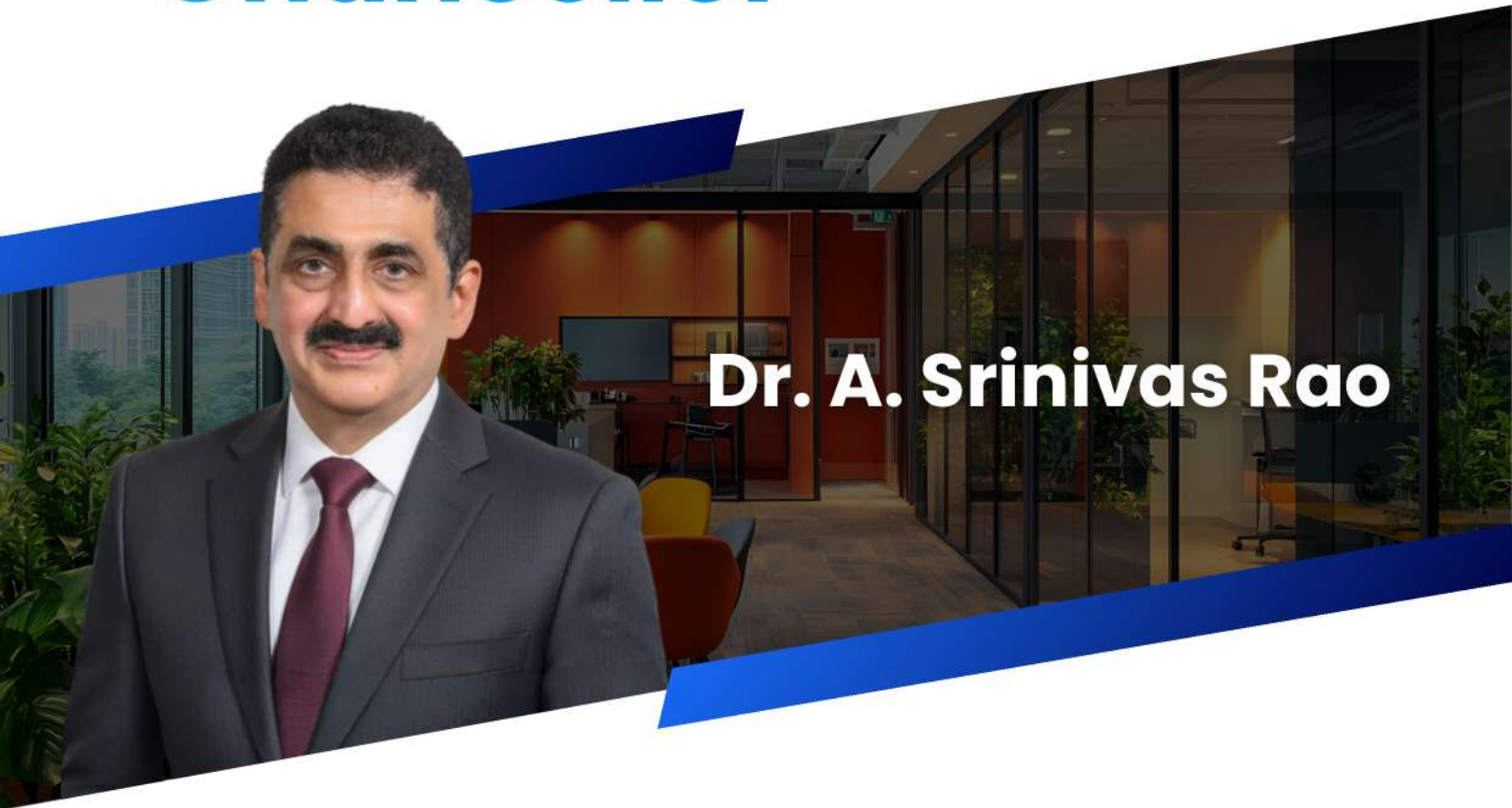
## **150+ Programs**

Diverse, future-ready programs designed to meet global industry needs.

## **37 Years of Legacy**

A proven heritage of academic excellence, innovation, and trust.

# Message from the Chancellor



**Dr. A. Srinivas Rao**

"Srinivas University represents a dream realized – a vision of education that empowers students to build better lives and a better nation. Our focus has always been on innovation, industry connect, and social impact. We strive to create graduates who carry forward the values of integrity, excellence, and service wherever they go."

## **Profile**

Dr. A. Srinivas Rao is the Pro Chancellor of Srinivas University and Vice President of the A. Shama Rao Foundation. He has been instrumental in guiding the Srinivas Group of Institutions toward academic growth and organizational excellence. He earned his Doctorate in Education Management for his thesis on "Quality in Higher Education – A Case Study of Srinivas Institute of Management Studies" from Ashley University, California, USA. A visionary leader with a deep commitment to youth empowerment, Dr. Rao continues to inspire students and faculty through his dedication to quality, character, and service.

# Message from the Vice-Chancellor



**Prof. K.  
Satyanarayan Reddy**

"At Srinivas University, our commitment to excellence is not an ideal –it is a daily practice. We strive to nurture curious minds and empower students to become innovative leaders who serve society with purpose and integrity. Every program we design combines academic rigor with practical exposure, ensuring that our graduates are industry-ready and ethically grounded."

## **Profile**

Prof. K. Satyanarayan Reddy is a distinguished academic leader and researcher with a vision for transformative education. He has been instrumental in strengthening Srinivas University's focus on quality assurance, research innovation, and student development. Under his leadership, the University has expanded its industry linkages, introduced digital learning initiatives, and enhanced global collaborations. His guidance continues to inspire faculty and students alike to achieve excellence in academics and service to society.

# Message from the Registrar



**Dr. Anil Kumar**

"At Srinivas University, we believe that academic growth thrives in an environment of discipline, collaboration, and innovation. Our systems are built to support students through transparency and efficiency while promoting a culture of mutual respect and continuous learning. We remain committed to empowering each learner to achieve academic excellence and personal success."

## **Profile**

Dr. Anil Kumar is a seasoned academic administrator and management educator with over three decades of experience in teaching, research, and institutional leadership. His expertise spans Business Management, Economics, and Operations Research. Known for his strategic insight and ability to build cohesive teams, Dr. Kumar has played a vital role in strengthening administrative frameworks and ensuring academic governance of the highest standards at Srinivas University.

# Bachelor of Business Administration (Hons.)

Duration: 4 Years | 8 Semesters

Mode of Learning: Online

## SKILLS ACQUIRED



Business Management



Marketing & Sales



Financial Management



Human Resource Management



Business Analytics



Leadership & Team Management



Strategic Decision-Making

## OVERVIEW

The Online BBA (Hons.) program at Srinivas University prepares students for leadership roles in the business world. This comprehensive program covers essential business concepts including management, finance, marketing, and entrepreneurship. Designed for flexibility, it allows students to learn at their own pace while gaining industry-relevant skills and knowledge.

## ELIGIBILITY

A candidate with PUC/10+2 Commerce/Science/Arts or 3-year Diploma or 2-year JOC /ITI with Commerce related subjects shall be eligible. Passed and graded in the 10+2 (or) Diploma programmes will be required



### **Future-Focused Curriculum**

Designed around evolving business trends and emerging management practices to keep students relevant in the years ahead.



### **Globally recognised Degree**

Awarded by Srinivas University, ensuring academic credibility and recognition across institutions and employers.



### **360-Degree Learning Approach**

Academic study, practical exposure, and skill development come together to create well-rounded professionals.



### **Experienced Faculty & Industry Mentors**

Learn from highly qualified faculty members and professionals from the industry.



### **Career Guidance & Placement Support**

Dedicated career counseling, resume building, interview preparation, and placement assistance.

# Course Structure

## SEMESTER 1

### Courses

Business Accounting

Fundamentals of Management

E-Commerce

Customer Relationship Management / Travel & Tourism Management

Communicative English I

Business Decision Techniques I

Digital Fluency

Health & Wellness

## SEMESTER 2

### Courses

Retail Operations Management

Organisation Behaviour

Marketing Management

Fundamentals of Fintech / Fundamentals of Python Programming

Micro Economics

Environmental Studies

Artificial Intelligence in Business Administration

Digital Banking and Payments

## SEMESTER 3

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### Courses

Financial Management

Business Law

Corporate Accounting

AI Powered Automation and Chatbots/Human Resource Management

Business and Professional Skills

Product & Brand Management

Business Etiquette & Corporate Grooming

Indian Constitution

## SEMESTER 4

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### Courses

Macro Economics

Company Law

Supply Chain Management

Operations Research

Indian Business Value System

Business Information Technology

Digital Social Media Awareness

Introduction to Business Analytics

## SEMESTER 5

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### Courses

Business Research Methods

Marketing/Finance/HR - DSE-1

Marketing/Finance/HR - DSE-2

Operations Research

Entrepreneurship Development

Ethical AI and Data Governance

Right to Information Act (RTI)

## SEMESTER 6

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### Course

Internship Embedded Project Work & Viva Voce (or) Research & Dissertation

ELECTIVE POOL FOR DSE-1 & DSE-2  
(ANY ONE FROM THE TWO IN EACH CATEGORY)

**Courses**

**Marketing**

Services Marketing - DSE-1

Sales and Distribution Management - DSE-1

Retail Analytics and Insights - DSE-2

Procurement and Supply chain management - DSE-2

**Finance**

Financial Markets and Services - DSE-1

Security Analysis and Portfolio Management - DSE-1

Financing for Start-ups - DSE-2

Fintech Strategy and Innovation - DSE-2

**HRM**

Industrial Relations and Labour Laws - DSE-1

Employee Performance Management and Counselling - DSE-1

Strategic Human Resources Management - DSE-2

Psychological Development - DSE-2

## SEMESTER 7

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### Courses

Strategic Management

Applied Research Statistics

Global Management

Project Management

Quality Management

## SEMESTER 8

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### Course

Internship Embedded Project Work & Viva Voce (or) Research & Dissertation

# Fee Structure

	Year 1	Year 2	Year 3	Year 4
<b>Registration Fee (REG FEE)</b>	₹ 500	-	-	-
<b>Exam Fee</b>	₹ 2,000	₹ 2,000	₹ 2,000	₹ 2,000
<b>Tuition Fee</b>	₹ 18,000	₹ 18,000	₹ 18,000	₹ 18,000
<b>Total (per Year)</b>	<b>₹ 20,500</b>	<b>₹ 20,000</b>	<b>₹ 20,000</b>	<b>₹ 20,000</b>
<b>Total Fee</b>	<b>₹ 80,500</b>			



# Career Opportunities



## Management Trainee

- Average Starting Salary in India: ₹4–7 LPA
- Role Growth Rate: ~15–18% annually
- Industry Growth Rate: ~16% (Corporate & Business Management)



## Marketing Executive

- Average Starting Salary in India: ₹3.5–6 LPA
- Role Growth Rate: ~14–17% annually
- Industry Growth Rate: ~15% (Marketing, Advertising & Digital Media)



## Human Resources Executive

- Average Starting Salary in India: ₹3.5–6 LPA
- Role Growth Rate: ~12–15% annually
- Industry Growth Rate: ~14% (HR, Talent Management & Recruitment)



## Business Analyst

- Average Starting Salary in India: ₹5–9 LPA
- Role Growth Rate: ~18–22% annually
- Industry Growth Rate: ~20% (Business Consulting & Analytics)



## Operations Executive

- Average Starting Salary in India: ₹3.5–6.5 LPA
- Role Growth Rate: ~13–16% annually
- Industry Growth Rate: ~15% (Operations, Supply Chain & Logistics)



## Business Development Executive

- Average Starting Salary in India: ₹3–6 LPA
- Role Growth Rate: ~15–18% annually
- Industry Growth Rate: ~16% (Sales, Business Services & Corporate Sector)



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