



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

Bachelor of Commerce (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 Commerce (Hons.)

Duration: 4 Years | 8 Semesters

Mode of Learning: Online

SKILLS ACQUIRED



Financial
Accounting



Business &
Corporate Finance



Taxation &
GST



Auditing &
Assurance



Financial
Analysis



Business
Communication



Strategic
Management

OVERVIEW

The Online B.Com (Hons.) program at Srinivas University provides a deep understanding of accounting, finance, taxation, and business fundamentals through a flexible digital learning model. Students learn core commerce subjects with online classes, digital study materials, and virtual assessments, making it suitable for working students and distance learners.

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

Course Structure

SEMESTER 1

Courses

Financial Accounting I

Quantitative Techniques I

Principles of Management

Information System/Travel and Tourism Management

Communicative English I

Business Economics

Digital Fluency & Employability Skill Enhancement Project - ICA

Health & Mental Wellness

SEMESTER 2

Courses

Financial Accounting II

Quantitative Techniques II

Marketing Management

Human Resource Management/Customer Relationship Management

Communicative English II - Business Communication

Banking and Insurance

Environmental Studies

Artificial Intelligence in Commerce

SEMESTER 3

Courses

Corporate Accounting

Cost Accounting I

Direct Tax

Auditing and Assurance

Business and Professional Skills

Event Management

Modern Business Etiquette & Grooming

The Constitution of India

SEMESTER 4

Courses

Advanced Corporate Accounting

Cost Accounting II

Indirect Tax

Indian Business Law/Fundamentals of Fintech

Indian Business Value System

Organizational Behaviour

Introduction to Business Analytics

Digital Media Awareness

SEMESTER 5

Courses

Corporate Law

International Financial Reporting Standards (IFRS)

Financial Management

Entrepreneurship Development

Operation Research

Management Accounting

Business Ethics

SEMESTER 6

Course

Internship Embedded Project Work & Viva

SEMESTER 7

Courses

Strategic Management

Applied Research and Statistics

Financial Reporting

Advanced Financial Management

Advanced Performance Management

SEMESTER 8

Course

Internship embedded Project work & Viva Voce (or) Research work & Dissertation

Fee Structure

	Year 1	Year 2	Year 3	Year 4
Registration Fee (REG FEE)	₹ 500	-	-	-
Exam Fee	₹ 2,000	₹ 2,000	₹ 2,000	₹ 2,000
Tuition Fee	₹ 13,000	₹ 13,000	₹ 13,000	₹ 13,000
Total (per Year)	₹ 15,500	₹ 15,000	₹ 15,000	₹ 15,000
Total Fee	₹ 60,500			



Career Opportunities



Financial Analyst

- Average Starting Salary in India: ₹4–8 LPA
- Role Growth Rate: ~18–22% annually
- Industry Growth Rate: ~20% (Financial Services & Corporate Finance)



Accountant / Accounts Executive

- Average Starting Salary in India: ₹3–5 LPA
- Role Growth Rate: ~10–12% annually
- Industry Growth Rate: ~12% (Accounting & Financial Services)



Tax Consultant

- Average Starting Salary in India: ₹4–7 LPA
- Role Growth Rate: ~12–15% annually
- Industry Growth Rate: ~14% (Taxation & Financial Advisory)



Auditor

- Average Starting Salary in India: ₹3.5–6 LPA
- Role Growth Rate: ~12–15% annually
- Industry Growth Rate: ~13% (Audit & Assurance)



Banking Associate / Relationship Manager

- Average Starting Salary in India: ₹3.5–6.5 LPA
- Role Growth Rate: ~14–17% annually
- Industry Growth Rate: ~15% (Banking & Financial Services)



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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