



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

A photograph of two men in business suits and glasses looking at a laptop. The image is partially obscured by blue diagonal graphic elements.

# **Master of Business Administration**

# 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.

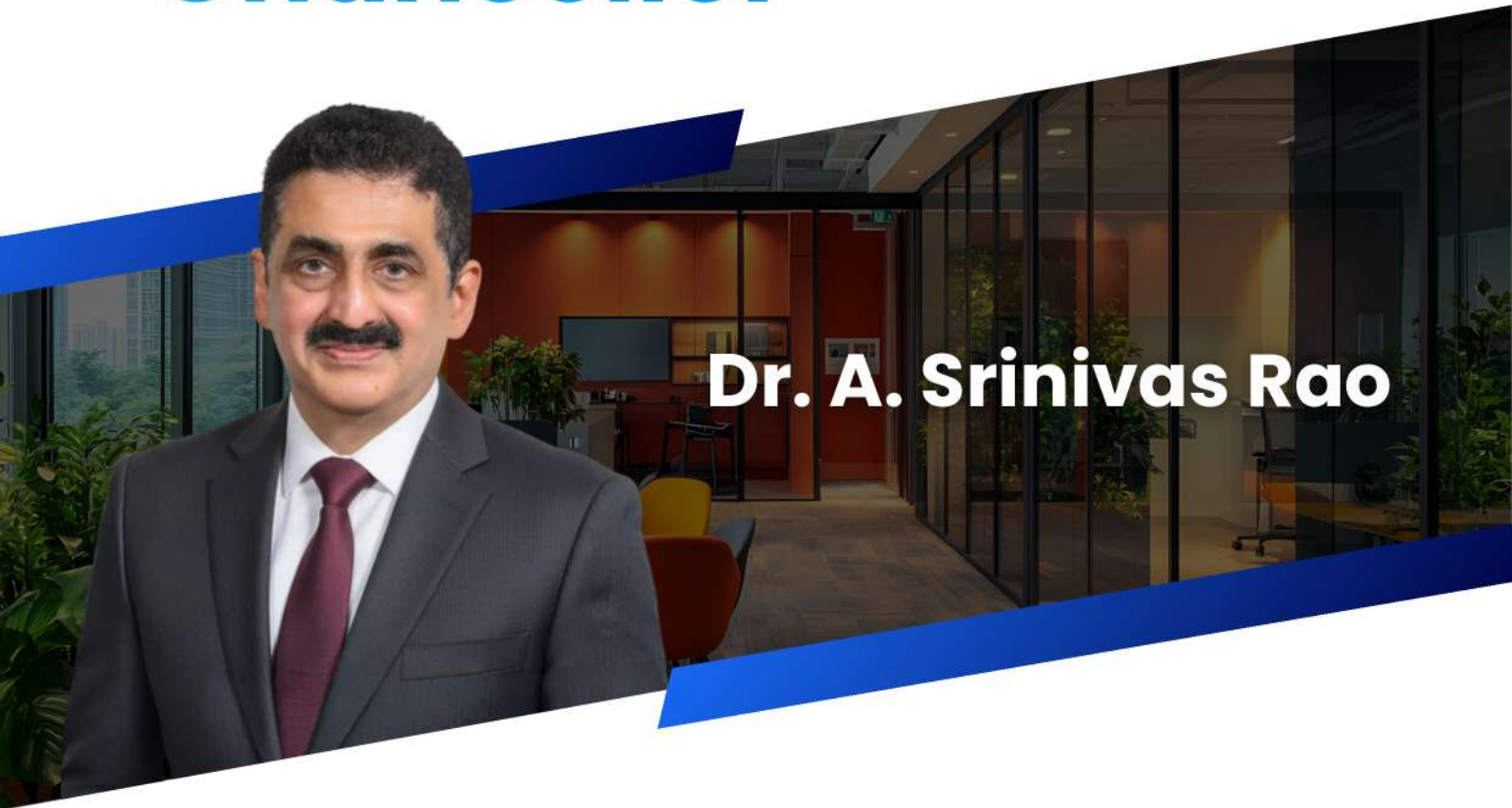
## **150+ Programs**

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.

# Master of Business Administration

Duration: 2 Years | 4 Semesters

Mode of Learning: Online

## SKILLS ACQUIRED



Strategic Management



Organizational Development



Financial & Business Analytics



Marketing Strategy



Operations & Supply Chain Management



Decision-Making & Problem Solving



Entrepreneurship & Innovation

## OVERVIEW

The Online MBA program at Srinivas University is designed for graduates and professionals seeking management skills through flexible learning. The curriculum builds expertise in leadership, strategic thinking, marketing, HR, finance, and digital business. Students learn through virtual classes, case studies, and project-based learning that fit into a busy schedule.

## ELIGIBILITY

- a. Graduation or any equivalent degree from any recognised university/Institution
- b. Pass percentage of Minimum 45% marks for General and OBC category candidates and minimum 40% marks for SC/ST category candidates is essential

# Course Structure

## SEMESTER 1

### Courses

Marketing Management

Financial Management

Human Resource Management

Statistics for Business Decision

Entrepreneurship and New Venture Creation

Financial Reporting and Cost Control

AI Tools in Business

## SEMESTER 2

### Courses

Managerial Economics

Organizational Behaviour and Corporate Leadership

Business Research Methods

Accounting for Decision Making

Production & Operations Management

Discipline Specific Elective - 1 (M/F/H)

Business Communication

## SEMESTER 3

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### Courses

Innovation & Strategic Management

Operations Research

Management Information System and Analytics

Discipline Specific Elective - 2 (M/F/H)

Discipline Specific Elective - 3 (M/F/H)

Discipline Specific Elective - 4 (M/F/H)

Business Data Analytics

## SEMESTER 4

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### Courses

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

# MAJOR AND MINOR ELECTIVES

## Courses

### **Marketing Management**

Core-Minor - Services Marketing, Promotion and Distribution

Core-Major - Digital Marketing

Core-Major - Consumer Behavior and Marketing Research

Core-Minor - Social Media Marketing

### **Human Resource Management**

Core-Minor - Empowering HR with Technology and Trends

Core-Major - Strategic Human Resource Management

Core-Major - Employee Relations and Labour Legislations

Core-Minor - Compensation Management

### **FINANCE**

Core-Minor - Strategic Cost Management

Core-Major - Strategic Financial Management

Core-Major - Advanced Financial Management

Core-Minor - Fin Tech Management

# Fee Structure

	Year 1	Year 2
Registration Fee (REG FEE)	₹ 500	-
Exam Fee	₹ 2,000	₹ 2,000
Tuition Fee	₹ 33,000	₹ 33,000
Total (per Year)	₹ 35,500	₹ 35,000
Total Fee	₹ 70,500	



# Career Opportunities



## Business Consultant

- Average Starting Salary in India: ₹8–15 LPA
- Role Growth Rate: ~18–22% annually
- Industry Growth Rate: ~20% (Management Consulting)



## Product Manager

- Average Starting Salary in India: ₹10–18 LPA
- Role Growth Rate: ~20–25% annually
- Industry Growth Rate: ~22% (Technology & Product Management)



## Marketing Manager

- Average Starting Salary in India: ₹8–14 LPA
- Role Growth Rate: ~15–18% annually
- Industry Growth Rate: ~16% (Marketing, FMCG & Digital)



## Finance Manager

- Average Starting Salary in India: ₹9–16 LPA
- Role Growth Rate: ~15–18% annually
- Industry Growth Rate: ~17% (Banking, Finance & Corporate Services)



## Operations Manager

- Average Starting Salary in India: ₹8–14 LPA
- Role Growth Rate: ~14–17% annually
- Industry Growth Rate: ~15% (Manufacturing, Logistics & Operations)



## Human Resources Manager

- Average Starting Salary in India: ₹7–12 LPA
- Role Growth Rate: ~13–16% annually
- Industry Growth Rate: ~14% (HR, Talent Management & Organizational Development)



[www.sucdoe.ac.in](http://www.sucdoe.ac.in)



[admission@sucdoe.ac.in](mailto:admission@sucdoe.ac.in)



08045680694



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