



Srinivas University

NAAC A, UGC-Entitled

BBA (Hons.)

Type

Ug Program

Mode

Online

Duration

4 Years

Total fees

₹ 80,500

Srinivas University

Srinivas University, Mangaluru, is a UGC-recognised and NAAC 'A' accredited private university established in 2013. The university offers a range of online, distance, and work-integrated programs designed for students and working professionals. Its online learning programs focus on flexibility, industry-relevant curriculum, digital learning resources, skill development, and career growth. With programs across areas such as Management, Commerce, Computer Applications, and other professional disciplines, Srinivas University aims to make higher education accessible and career-focused for learners seeking flexible study options.

BBA (Hons.)

Highlights

- ◆ Undergraduate Degree in Business Administration
- ◆ Comprehensive Understanding of Business & Management Concepts
- ◆ Learn Fundamentals of Finance, Marketing, HR & Operations
- ◆ Develop Leadership and Decision-Making Skills
- ◆ Industry-Relevant Business Curriculum

Learning outcomes

- ◆ Apply business principles to real-world organisational situations.
- ◆ Develop effective communication and leadership abilities.
- ◆ Analyse business problems and make informed decisions.
- ◆ Understand marketing strategies and customer behaviour.
- ◆ Develop entrepreneurial thinking and business planning skills.

Eligibility Criteria

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 programs will be required

Curriculum Overview

Semester I (8 subjects)

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|--|----------------------------------|
| ◆ Business Accounting | ◆ Communicative English I |
| ◆ Fundamentals of Management | ◆ Business Decision Techniques I |
| ◆ E-Commerce | ◆ Digital Fluency |
| ◆ Customer Relationship Management / Travel & Tourism Management | ◆ Health & Wellness |



Curriculum Overview (continued)

Semester II (8 subjects)

- ◆ 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
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Semester III (8 subjects)

- ◆ 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
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Semester IV (8 subjects)

- ◆ Macro Economics
- ◆ Company Law
- ◆ Supply Chain Management
- ◆ Operations Research
- ◆ Indian Business Value System
- ◆ Business Information Technology
- ◆ Digital Social Media Awareness
- ◆ Introduction to Business Analytics



Curriculum Overview (continued)

Semester V (7 subjects)

- ◆ 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)
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Semester VI (1 subject)

- ◆ Internship Embedded Project Work & Viva Voce
(or) Research & Dissertation
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Semester VII (5 subjects)

- ◆ Strategic Management
 - ◆ Applied Research Statistics
 - ◆ Global Management
 - ◆ Project Management
 - ◆ Quality Management
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Semester VIII (1 subject)

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

Fee Structure

Fee heads	Year 1	Year 2	Year 3	Year 4	Total
Registration Fee	₹ 500	—	—	—	₹ 500
Exam Fee	₹ 2,000	₹ 2,000	₹ 2,000	₹ 2,000	₹ 8,000
Program Fee	₹ 18,000	₹ 18,000	₹ 18,000	₹ 18,000	₹ 72,000
Total	₹ 20,500	₹ 20,000	₹ 20,000	₹ 20,000	₹ 80,500