



Srinivas University

NAAC A, UGC-Entitled

BBA (Hons.) - WLP

Type

Ug Program

Mode

Work-Linked

Duration

4 Years

Total fees

₹ 100,500

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.) - WLP

Highlights

- ◆ BBA Hons. Degree with Internship Experience
- ◆ Blend of Academic Learning & Practical Industry Exposure
- ◆ Industry-Oriented Business Management Curriculum
- ◆ Learn Marketing, Finance, HR, Operations & Business Analytics
- ◆ Develop Professional & Leadership Skills

Learning outcomes

- ◆ Understand fundamental concepts of business administration and management.
- ◆ Apply business theories to real-world organisational challenges.
- ◆ Develop practical understanding of workplace operations.
- ◆ Gain knowledge of financial management practices.
- ◆ Develop entrepreneurial and innovation 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
Internship Fee	₹ 5,000	₹ 5,000	₹ 5,000	₹ 5,000	₹ 20,000
Program Fee	₹ 18,000	₹ 18,000	₹ 18,000	₹ 18,000	₹ 72,000
Total	₹ 25,500	₹ 25,000	₹ 25,000	₹ 25,000	₹ 100,500