



Srinivas University

NAAC A, UGC-Entitled

MBA – WLP

Type

Pg Program

Mode

Work-Linked

Duration

2 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.

MBA - WLP

Highlights

- ◆ MBA Degree with Work-Integrated Learning Approach
- ◆ Blend of Management Education & Industry Exposure
- ◆ Internship-Linked Practical Learning
- ◆ Learn Marketing, Finance, HR, Strategy & Analytics
- ◆ Develop Leadership and Decision-Making Skills

Learning outcomes

- ◆ Apply management concepts to real-world business situations.
- ◆ Understand organisational behaviour and leadership practices..
- ◆ Build marketing and customer management capabilities.
- ◆ Understand financial planning and business performance evaluation.
- ◆ Develop human resource management skills.

Eligibility Criteria

Graduation or any equivalent degree from any recognised university/Institution.

Pass percentage of Minimum 45% marks for General and OBC category candidates and minimum 40% marks for SC/ST category candidates is essential.

Curriculum Overview

Semester I (7 subjects)

- ◆ 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



Curriculum Overview (continued)

Semester II (7 subjects)

- ◆ 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
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Semester III (7 subjects)

- ◆ 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
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Semester IV (2 subjects)

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



Curriculum Overview (continued)

Major and Minor Electives (16 subjects)

- ♦ Marketing Management:
- ♦ Services Marketing
- ♦ Promotion and Distribution
- ♦ Digital Marketing
- ♦ Consumer Behavior and Marketing Research
- ♦ Social Media Marketing
- ♦ Human Resource Management:
- ♦ Empowering HR with Technology and Trends
- ♦ Strategic Human Resource Management
- ♦ Employee Relations and Labour Legislations
- ♦ Compensation Management
- ♦ Finance:
- ♦ Strategic Cost Management
- ♦ Strategic Financial Management
- ♦ Advanced Financial Management
- ♦ FinTech Management

Fee Structure

Fee heads	Year 1	Year 2	Total
Registration Fee	₹ 500	—	₹ 500
Exam Fee	₹ 2,000	₹ 2,000	₹ 4,000
Internship Fee	₹ 5,000	₹ 5,000	₹ 10,000
Program Fee	₹ 33,000	₹ 33,000	₹ 66,000
Total	₹ 40,500	₹ 40,000	₹ 80,500