



# MBA (Honours with Dual Specialization)

[Home](#) > [MBA \(Honours with Dual Specialization\)](#)

## QUICK LINKS

[Home](#)

[University](#)

[About](#)

[Courses](#)

[Placement](#)

[Placement Desk](#)

[Our Major Recruiters](#)

[Placement Statistical  
Data](#)

[Internship & Industrial  
Collaboration](#)

[Skill Development  
and Training](#)

[Departments](#)

[CS Department](#)

[E&C Department](#)

[Mechanical  
Department](#)

[Civil Department](#)

[Artificial Intelligence  
& Machine Learning  
Department](#)

[MBA](#)

[BASIC SCIENCES /  
HUMANITIES](#)

[More](#)

[Research](#)

[Dean's Desk](#)

[MOU](#)

[Examination](#)

[Mandatory](#)

## MBA (Honours with Dual Specialization)

**Administrative Office No.:** 0824-2425966

**Duration:** Two year, 4 Semester Program, (Admissions open for the batch 2023-24)

**Eligibility:** Pass Any Bachelor degree of UGC recognized University with 50 % Marks  
Admission needs valid score in SUAT/KEA-PGCET

### ABOUT MBA programme:

THE MASTER OF BUSINESS ADMINISTRATION PROGRAMME AT SRINIVAS UNIVERSITY INSTITUTE OF ENGINEERING AND TECHNOLOGY (SUCET) provides innovative and professionals to the Global Industry. It molds students into sharp and active professionals by incorporating practical application of business theories through a cutting edge research and application based curriculum. It will provide an opportunity to hone the decision making skills and problem solving ability of the students.

### Objectives:

The objective of the MBA programme is to transform students into leaders ready to tackle the ever increasing challenges of domestic / global business environment. This is accomplished through the following learning goals and objectives:

- Understand the best practices in solving managerial challenges
- Innovate new solutions to managerial challenges
- Learn to seamlessly integrate theory and practice
- Demonstrate effective written forms of communication and oral business presentations
- Implement leadership skills to work effectively within diverse teams
- Apply decision-making techniques, both quantitative and qualitative analysis, to management issues

### UNIQUE FEATURES:

- Four Semester 2 years MBA programme is offered with Dual Specialization including Marketing, Finance, Human Resource Management, Banking and Insurance, Entrepreneurship, E-Business, Technology Management, Retail Business, Business Analytics, Aviation Management, Port & Shipping Management and International Business.
- Student involvement in Minor /Industry projects during M.B.A programme. Updated industry oriented syllabus
- Innovations in examination system with 50% weightage to continuous evaluation and 50% weightage to semester end exam.
- Industry oriented experienced teaching faculty with average experience of more than 15 years.



News & Events
Collaboration
Reports
Newsletter
Calendar
Results
Notifications
Gallery
Fee Structure
Library
Testimonials
Students Achievements
Faculty Achievements
Circulars
Videos
Student Life @ Campus

through certificate programs / workshops.

- Guest lecture series from Management professionals and additional certificate programmes in each semester.
- Course scheduled to complete on due time with Provisional Degree Certificate by 30th
- Participation/publication opportunity in minimum two national conferences in Management/IT /Social Sciences area organized by the institution and further publication opportunity in International journals.
- Opportunity to continue further studies leading to M.Phil./Ph.D.
- Campus Placement Support with National & Multi-National Companies through dedicated Placement Office/Student Counsellor.
- Certificate courses on Excel Modelling, R & Graphics, SPSS, Online investment /Trading/Ad Design/Business Analytics.
- Congenial learning environment and encouragement for student research & publications.
- Foreign Trip to U.K./France/Malaysia/Singapore/Dubai with International Certification Programme (optional).
- Earn while Learn Opportunity in Retail/BPO/Software companies during evening time.
- Scholarships based on merit for low income categories.
- Individually Monitored Practical Internship and Project Assignments.

#### Career Opportunities:

MBA graduates have a variety of career options. They may choose to become any one of the following according to interest and aptitude.

- Finance specialist
- Marketing specialist
- Operations specialist
- Human Resource manager
- International Business specialist
- Business Manager
- Accounts Executive
- Public Relations Specialists
- Financial analysts
- Marketing Executive
- Executive Assistant
- Banking & Finance
- ERP Consultant (MBA in IT)
- Information System Manager
- Data analytics.
- Hospital Management
- Self-employed MBA graduates develop the ability to start their own business venture and become successful entrepreneurs.

#### MBA Semester Program :

SEMESTER 1		SEMESTER 2	
S. No.	Subject	S. No	Subject
1	Economic Analysis for Business Decisions	1	Marketing Management
2	Business Statistics and Analytics	2	Production & Supply Chain Management



Managerial Communication

5	Financial Reporting and Cost Control	5	Human Resource Management and Audit
6	Business Law	6	Business Research Methods
7	Case Development on Industry Analysis	7	Project on Indian Company Analysis & Publication
8	Employability Skill Development – I Work shop on Ideal Business Model & Characteristics	8	Employability Skill Development – II Work shop on ABCD Analysis Framework Practice based experimental learning II

SEMESTER 1		SEMESTER 2	
S. No.	Subject	S. No	Subject
1	Management Information System and analytics	1	Strategic Management
2	Entrepreneurship and new venture creation	2	International Business Environment
3	Accounting for decision making	3	Elective 3
4	Elective 1	4	Elective 4
5	Elective 2	5	Dual Elective 2
6	Dual Elective 1	6	Dissertation and viva voce
7	Employability Skill Development – III	7	Employability Skill Development – IV
8	Industry Internship and Viva voce	8	Project on Business Plan, Presentation & Competition
9	Workshop on Project Planning & Management	9	Publication of Dissertation in World E-Book Library
10	Practice based experimental Learning III	10	Practice Based Experimental learning IV

**Electives and Dual Electives:**

Marketing	Finance
Promotion and Distribution	Security Analysis and Portfolio Management
Consumer Behaviour and Marketing Research	Advanced financial Management
Services Marketing	International Financial Management
Dual elective Marketing 1	Dual elective Finance1
Dual elective Marketing 2	Dual elective Finance2
Human Resource Management	Banking & Insurance



Global Human Resource Management	Trans in Indian Banking and Financial System
Legal Aspects in Human Resource Management	Rural Banking & Microfinance
Dual elective Human resource management1	Dual elective Banking & Insurance 1
Dual elective Human resource management2	Dual elective Banking & Insurance 2
<b>Entrepreneurship</b>	<b>E-Business</b>
Entrepreneurial Competencies Development	Electronic Business Models
Business Plan and Project Implementation	Mobile Business Models
Corporate and Strategic Management of Entrepreneurial Ventures	Electronic & Mobile Banking
Entrepreneurial Finance and Marketing	Mobile Transaction Security
Dual elective Entrepreneurship 1	Dual elective E-Business 1
Dual elective Entrepreneurship 2	Dual elective E-Business 2
<b>Technology Management</b>	<b>Retail Business</b>
Information Technology Management	Retail Organization and Retail Marketing
Nanotechnology Business Opportunities	Retail Merchandising Management
E-Customer Relationship Management (E-CRM)	Store Management in Retail Business
Logistics and Supply Chain Management	IT, HRM and CRM in Retail Business
Dual elective Technology Management 1	Dual elective Retail Business 1
<b>Business Analytics</b>	<b>International Business</b>
Data Analytics & Business Intelligence	International Trade Patterns and Balance of Payments
Predictive Analytics	International Business Operations and Multinational Enterprise
Optimization Analytics	Export-Import Management
Finance, HR, Marketing & Retail Analytics	International Business Research
Dual elective Business Analytics 1	Dual elective International Business 1
Dual elective Business Analytics 2	Dual elective International Business 2



Airline and airport management	Port Management
Aviation Law, Safety and Security	Marine Law
Airline Marketing Management	Safety & Security Cruise Marketing Management
Cabin crew Management	Navigation & Nautical Studies
Dual Elective Aviation 1	Dual Elective 1 Container Terminal Operations
Dual Elective 1 Container Terminal Operations	Dual Elective 2 Maritime Economics & Logistics

## Fee Structure

(For the Academic Year 2023-24)

S.No	Courses	Duration	Annual Fee Structure	
			Non-Karnataka	Karnataka
1	<b>MBA (Honours with Dual Specialization)</b> Eligibility : Any Graduates with 50% marks (NRI : Rs.25K extra in I Year) (*Conditions apply)	2 Years (Four Semesters)	Year I : Rs. 1,23,000 Year II : Rs.1,10,500 <b>Total: Rs. 2,33,500</b>	Rs. 1,00,000* Rs. 85,500 <b>Rs. 1,85,500</b>

### Note :

(1) University Registration Fee, Semester Registration Fee, Eligibility Fee for other State/NRI students, Examination Fee, Uniform Fee, Hostel Fee, Industry visit fee, Internship fee, Transportation fee, Sports & games fee, Extra-curricular activity fee, etc., are extra. The course fees mentioned for subsequent years may vary annually up to 6%. (2) The University Placement & Training Team will assist the admitted students to get (a) Earn While Learn, (b) Industry Internship, and (c) Final Job Placement. (3) Karnataka Quota\* : 1. Applicable only to Karnataka students having 50% or more in the applicable subject combination. 2. To be considered as Karnataka domicile student should have studied last 7 years including PUC/Degree in the Karnataka (4) SC/ST/OBC Candidates should submit the Caste Certificate and Income Certificate to become Eligible

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Pro Chancellor

Vice Chancellor

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## OTHER

[Research](#)  
[News & Events](#)  
[Fee Structure](#)  
[Examination](#)  
[Library](#)  
[Student Life](#)  
[Gallery](#)

## COLLEGES

[Management & Commerce](#)  
[Aviation Studies](#)  
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