



# SRINIVAS UNIVERSITY

Srinivas Nagar, – 574 146, Mukka, Mangalore, Phone: 0824-2477456  
(Private University Established by Karnataka Govt. ACT No.42 of 2013, Recognized by UGC,  
New Delhi, & Member of Association of Indian Universities, New Delhi)  
Web: [www.srinivasuniversity.ac.in](http://www.srinivasuniversity.ac.in), Email: [info@srinivasuniversity.ac.in](mailto:info@srinivasuniversity.ac.in)

**Administrative Office: GHS Road, Mangalore-575001 Phone 0824-2425966**

## **COLLEGE OF BUSINESS MANAGEMENT & COMMERCE**

### **BBA (PORT MANAGEMENT)**

**Duration:** 3 years, Six semesters. (Admissions open for the batch 2018-19)

**Eligibility:** Pass in 10 + 2 / 12<sup>th</sup> Standard with minimum 40% marks.

**Admission needs valid score in SUAT.**

**The classes will be held at College of Business Management & Commerce  
City Campus, Pandeshwar, Mangalore– 575 001. Phone : 0824-2441022**

**BBA programme was previously offered by Srinivas Institute of Management Studies (SIMS),  
Pandeshwar, Mangalore since 2011 and Accredited with ‘A’ Grade by NAAC.**

#### **About BBA (Port Management):**

The **Bachelor of Business Administration (BBA)** in Ports Management is an undergraduate programme designed for those who are seeking to prepare themselves for managerial responsibilities in the Ports, Shipping and related areas. This course will help them to develop their abilities to recognize and solve problems and to understand the role of business in the ever-changing scenario in Ports. Port Management plays a crucial role in international trade and commerce and in the department of logistics. As almost 90% of world's overall trade is done through sea-route, these ports need to be professionally managed by qualified personnel. Trades across the countries are flourishing and movement of cargo has also gained more importance because of its cost effectiveness over other modes of transport. Consequently, the demand for professionals in the field of Ports Management has increased multifold today. Today Ports Management has become important not only for Port activities but many related areas like Cargo Handling, Storage, Containerization, Logistics, and Stevedores.

#### **Special Features:**

- Classes will be held between 9.00 am to 2.00 pm with half an hour break during week days.
- E-Study material will be provided from the college for every subject according to the syllabus.
- Industry oriented syllabus with special focus on experimental learning.
- Mini project in each semester.
- Innovations in examination system with opportunity for personal-seeing of evaluated papers.
- 50% weightage of marks on continuous evaluation and 50% weightage on semester end exam.
- Make-up exams in every semester to avoid year loss.
- Focus on smart skill development & training on competitive exams.
- Opportunity to visit various domestic, national, and international ports & to work with various Shipping Agencies/companies..
- Separate Hostel & Transport facility for boys & Girls.

**Excellent and highly lucrative Career Opportunities in India and Foreign Countries:**

Port Handling and Logistics Services; Container Freight Handling; International Transportation and Logistics Management; Commercial Shipping and Logistics; Maritime Management; Ship Chandlers; Stevedoring; Cruise ship passenger management; Ship and Port Facility Security; Offshore Management. Students can also continue their studies by joining the MBA program or other relevant PG courses.

**BBA (Port Management) :**

1 Semester		2 Semester	
S.No.	Subject	S. No.	Subject
1	Business and Professional Communication I	1	Business and Professional Communication II
2	Micro Economics	2	Macro Economics
3	Introduction to Ports & Shipping	3	Water/ Marine Resources Management
4	Organisational Behaviour (Experiential Learning)	4	Marketing Management in Shipping
5	Business Accounting I	5	Business Accounting II
6	Indian Constitution & Environmental Studies	6	Managerial Mathematics & Statistics
7	Basics of Information Technology	7	Accounts on Tally Software
8	Visit to Port & Reporting	8	Visit to Shipping Companies
3 Semester		4 Semester	
1	Financial Management	1	Operations Research
2	Corporate Accounting	2	Company Law
3	Shipping Marketing Management (Experiential Learning)	3	Travel & Tourism Management
4	Ship Chandlery Management/Food & Beverages Management	4	Off-shore Management
5	Business Law	5	Sea Traffic Management
6	Management Information Systems	6	Supply Chain Management
7	Marine Industry Outlook	7	Logistics and Shipping
8	Visit to Port Cargo Division-Unloading, Loading, Containers Handling etc	8	Mini Project I on Container Terminal Operations
5 Semester		6 Semester	
1	Cost Accounting	Internship in Domestic /International Sea Port – Dissertation and Viva voce	
2	Business Research Methods		
3	Sea Crew Management –Offshore and Inland shipping		
4	Maritime Law		
5	Marine Financing		
6	Entrepreneurship Development (Experiential Learning)		
7	Marine House-Keeping Management		
8	Mini Project of a Cruise Ship/cargo Ship		

**JOIN ABOVE INNOVATIVE BBA (Port Management) PROGRAMME WITH INDUSTRY RELEVANCE AND JOB ORIENTED SYLLABUS TO RE-DEFINE YOUR CAREER ALTITUDE!!!**

**College of Business Management & Commerce**

CREATING INNOVATORS



SRINIVAS UNIVERSITY

Educating the Next Generation