



**SRINIVAS  
UNIVERSITY**



# MASTER OF **BUSINESS** ADMINISTRATION

# About Srinivas University

---

Srinivas University is a private research and skill-focused university located in Mangalore, Karnataka, India. Established in 2013 under a Karnataka State Act, it is the flagship institution among the 18 educational bodies founded by the A. Shama Rao Foundation. This foundation, created in 1988 by the renowned Chartered Accountant A. Raghavendra Rao, is a private charitable trust dedicated to promoting education. The foundation has established several professional colleges, including Srinivas Institute of Medical Sciences and Research Centre, Srinivas Institute of Technology, and Srinivas Institute of Computer & Information Science, among others.

After being successful in Mangaluru for 32 glorious years, Srinivas University has now expanded to Bengaluru, the Silicon Valley of India. With dedicated faculty, an innovative curriculum, and modern infrastructure, Srinivas University aims to be a symbol of excellence and a hub where the nation's future leaders are prepared for the world. The university offers educational programs designed to meet the needs of a growing society and emerging career opportunities.

## OUR PROGRAMMES

---

### MBA MARKETING

MBA in Marketing enables contemporary knowledge with a focus on evolving trends in marketing with a strong focus on salesmanship skills.

Aim - To train students with communication, analytical, and leadership skills.

Career Opportunities  
Digital Marketing Manager,  
Market Research Analyst,  
Brand Manager,  
Public Relations Manager.

### MBA FINANCE

MBA in Finance is in significant demand as there are immense lucrative career options in this domain.

Aim - Impart knowledge and expertise to scrutinize company reports, maximize stock value, analyze economic trends, balance risk and profitability.

Career Opportunities  
Finance Advisor,  
Finance Manager,  
Finance Analyst.

### MBA BUSINESS ANALYTICS

An MBA in Business Analytics teaches students how to use data analytics to solve business challenges, uncover insights, and support strategic decision making. It helps align data driven solutions with an organisation's goals to enhance performance and efficiency.

Aim - To take a data-driven approach for business and using statistics and data modelling to develop new business insights.

Career Opportunities  
Operations Analyst,  
Supply Chain Analyst,  
Business Analytics Specialist,  
Management Consultant.

# OUR PROGRAMMES

## MBA

### INTERNATIONAL BUSINESS

MBA in International Business (IB) has emerged as one of the most popular programs in management education. Having a broad knowledge of business and the benefits of internationalisation will make you a valuable acquisition for any business.

**Aim** - To provides exposure to multi-national companies run by a diverse and competitive workforce, and students will find exciting opportunities in India and abroad.

**Career Opportunities**  
International Finance Management,  
International Logistics,  
Export and Import Management,  
Foreign Exchange Management.

## MBA

### LOGISTICS AND SUPPLY CHAIN MANAGEMENT

An MBA with a specialization in Supply Chain Management offers a wide range of career opportunities. Supply Chain Management has transformed its image and become an indispensable function in modern business.

**Aim** - To Analyse cost efficiencies, maintain proper inventory levels as well as decrease operating expenses.

**Career Opportunities**  
Sourcing Managers,  
Supply Chain Performance Analysts,  
Business Operations Managers,  
Head Supply Chain Operations,  
Managers of Global Sourcing & Logistics and Transportation Analyst.

## MBA

### HUMAN RESOURCE MANAGEMENT

MBA in Human Resource is in a high-demand as it requires an individual to have the ability to understand human relations.

**Aim** - To equip learners with leadership skills, negotiation skills to create a win-win situation.

**Career Opportunities**  
Human Resource Manager,  
Employee Relations Manager,  
Staffing Director,  
Director of HR Training and Development.



Student - Industry  
Collaboration

## UNIQUE FEATURES:



Industry-Ready  
Academic Staff



Education Loan  
from Leading Banks



Merit-based  
Scholarship for  
Low-Income



MNC Placement  
Assistance

# PLACEMENTS



## GALLERY



## MANGALURU:

### SRINIVAS UNIVERSITY Main Campus

Srinivas Nagar,  
Mukka, Surathkal,  
Mangaluru - 574146

0824 2444891

### SRINIVAS UNIVERSITY City Campus

Pandeshwar  
Mangaluru - 575001

0824 2421566

### SRINIVAS UNIVERSITY Administrative Office

G.H.S Road  
Mangaluru - 575001

0824 2412382

### SRINIVAS INSTITUTE OF TECHNOLOGY

Valachil  
Mangaluru - 574143

0824 2412382  
0824 2274730

## BENGALURU:

### SRINIVAS UNIVERSITY Jayanagar Campus

#651, CV Naidu Chambers,  
11th Cross Rd, 7th Block, Jayanagar  
Bengaluru - 560070

### SRINIVAS UNIVERSITY Koramangala Campus

No. 821 & 822, 80 Ft Road,  
Opp. to Koramangala Indoor Stadium,  
Bengaluru - 560095

080 49546302 | +91 9902752097 | +91 8296732781 | +91 8296506603 | +91 8296506607

[srinivasuniversity.edu.in](http://srinivasuniversity.edu.in) | [www.srinivasuniversityblr.in](http://www.srinivasuniversityblr.in) | [www.srinivasgroup.com](http://www.srinivasgroup.com)