

# **Department of Management**

## **BBA (Hons.) Business Administration Curriculum**

*(Applicable to the students admitted during AY: 2022-23)*



**Paari School of Business  
SRM University AP, Andhra Pradesh**

## ABBREVIATIONS

|      |                                                                            |
|------|----------------------------------------------------------------------------|
| AEC  | Ability Enhancement Courses                                                |
| VAC  | Value Added Courses                                                        |
| SEC  | Skill Enhancement Courses                                                  |
| FIC  | Foundation & Interdisciplinary Courses                                     |
| OE   | Open Elective                                                              |
| RDIP | Research / Design / Industrial Practice /<br>Project / Thesis / Internship |
| CE   | Core Elective                                                              |
| CC   | Core Course                                                                |
| SE   | Stream Elective                                                            |
| TE   | Technical Elective                                                         |

### SEMESTER - I

| S. No                 | Category | Sub-Category | Course Title                             | L         | T/D      | P/Pr     | C         |
|-----------------------|----------|--------------|------------------------------------------|-----------|----------|----------|-----------|
| 1                     | SEC      | S SEC        | Industry Specific Employability Skills-I | 0         | 0        | 1        | 1         |
| 2                     | Core     | CC           | Financial And Cost Accounting            | 4         | 0        | 0        | 4         |
| 3                     | Core     | CC           | Banking, Insurance and Money Markets     | 3         | 0        | 0        | 3         |
| 4                     | Core     | CC           | Marketing Management                     | 4         | 0        | 0        | 4         |
| 5                     | Core     | CC           | Organizational Behavior                  | 3         | 0        | 0        | 3         |
| 6                     | Core     | CC           | Microeconomics                           | 3         | 0        | 0        | 3         |
| 7                     | Core     | CC           | Basic Business Statistics                | 3         | 0        | 0        | 3         |
| 8                     | Core     | CC           | Business Communication- I                | 3         | 0        | 0        | 3         |
| <b>Semester Total</b> |          |              |                                          | <b>23</b> | <b>0</b> | <b>1</b> | <b>24</b> |

### SEMESTER - II

| S. No                 | Category | Sub-Category | Course Title                            | L         | T/D      | P/Pr     | C         |
|-----------------------|----------|--------------|-----------------------------------------|-----------|----------|----------|-----------|
| 1                     | Core     | CC           | Financial Management                    | 3         | 0        | 0        | 3         |
| 2                     | Core     | CC           | Business Research                       | 3         | 0        | 0        | 3         |
| 3                     | Core     | CC           | Human Resource Management               | 3         | 0        | 0        | 3         |
| 4                     | Core     | CC           | Operations Management                   | 3         | 0        | 0        | 3         |
| 5                     | Core     | CC           | Macroeconomics                          | 3         | 0        | 0        | 3         |
| 6                     | Core     | CC           | Business Communication-II               | 3         | 0        | 0        | 3         |
| 7                     | Core     | CC           | Entrepreneurial Mindset - I             | 1         | 1        | 1        | 3         |
| 8                     | Core     | CC           | Mind And Soul Training - I              | 0         | 0        | 1        | 1         |
| 9                     | Core     | CC           | Event Conducting and Committee Work - I | 0         | 0        | 2        | 2         |
| <b>Semester Total</b> |          |              |                                         | <b>19</b> | <b>1</b> | <b>4</b> | <b>24</b> |

### SEMESTER - III

| S. No                 | Category | Sub-Category | Course Title                                | L         | T/D      | P/Pr     | C         |
|-----------------------|----------|--------------|---------------------------------------------|-----------|----------|----------|-----------|
| 1                     | AEC      | U AEC        | Design Thinking                             | 1         | 0        | 1        | 2         |
| 2                     | VAC      | U VAC        | Co-Curricular Activities                    | 0         | 0        | 2        | 2*        |
| 3                     | VAC      | U VAC        | Community Service and Social Responsibility | 0         | 0        | 2        | 2*        |
| 4                     | SEC      | S SEC        | Entrepreneurial Mindset-II                  | 1         | 0        | 1        | 2         |
| 5                     | SEC      | S SEC        | IT Applications in Management               | 1         | 0        | 1        | 2         |
| 6                     | FIC      | S FIC        | Business and Industrial Laws                | 2         | 0        | 1        | 3         |
| 7                     | Core     | CC           | Selling and Negotiation Skills              | 2         | 0        | 1        | 3         |
| 8                     | Core     | CC           | Principles of Management                    | 2         | 0        | 1        | 3         |
| 9                     | Core     | CC           | Decision Science and Business Analytics     | 2         | 0        | 1        | 3         |
| 10                    | RDIP     | RDIP         | Research Study-I                            | 1         | 0        | 2        | 3         |
| <b>Semester Total</b> |          |              |                                             | <b>12</b> | <b>0</b> | <b>9</b> | <b>21</b> |

### SEMESTER - IV

| S. No                 | Category | Sub-Category | Course Title                                | L         | T/D      | P/Pr     | C         |
|-----------------------|----------|--------------|---------------------------------------------|-----------|----------|----------|-----------|
| 1                     | VAC      | U VAC        | Co-Curricular Activities                    | 0         | 0        | 2        | 2*        |
| 2                     | VAC      | U VAC        | Community Service and Social Responsibility | 0         | 0        | 2        | 2*        |
| 3                     | SEC      | S SEC        | Skills of Auditing and Internal Control     | 2         | 0        | 1        | 3         |
| 4                     | SEC      | ESEC         | Employability And Practitioner Skills - I   | 1         | 0        | 1        | 2         |
| 5                     | Core     | CC           | Strategic Management                        | 2         | 0        | 1        | 3         |
| 6                     | Core     | CC           | Project Management                          | 2         | 0        | 1        | 3         |
| 7                     | Elective | CE           | Core Elective                               | 2         | 0        | 1        | 3         |
| 8                     | Elective | CE           | Core Elective                               | 2         | 0        | 1        | 3         |
| 9                     | Elective | CE           | Core Elective                               | 2         | 0        | 1        | 3         |
| 10                    | RDIP     | RDIP         | Research Study-II                           | 1         | 0        | 2        | 3         |
| <b>Semester Total</b> |          |              |                                             | <b>14</b> | <b>0</b> | <b>9</b> | <b>23</b> |

### SEMESTER - V

| S. No                 | Category | Sub-Category | Course Title                                | L         | T/D      | P/Pr      | C         |
|-----------------------|----------|--------------|---------------------------------------------|-----------|----------|-----------|-----------|
| 1                     | VAC      | U VAC        | Co-Curricular Activities                    | 0         | 0        | 2         | 2*        |
| 2                     | VAC      | U VAC        | Community Service and Social Responsibility | 0         | 0        | 2         | 2*        |
| 3                     | Core     | CC           | International Business                      | 2         | 0        | 1         | 3         |
| 4                     | Core     | CC           | Corporate and Financial Laws                | 2         | 0        | 1         | 3         |
| 5                     | Elective | CE           | Core Elective                               | 2         | 0        | 1         | 3         |
| 6                     | Elective | CE           | Core Elective                               | 2         | 0        | 1         | 3         |
| 7                     | Elective | CE           | Core Elective                               | 2         | 0        | 1         | 3         |
| 8                     | RDIP     | RDIP         | Research study – III                        | 0         | 0        | 3         | 3         |
| 9                     | RDIP     | RDIP         | Summer Internship                           | 0         | 0        | 4         | 4         |
| <b>Semester Total</b> |          |              |                                             | <b>10</b> | <b>0</b> | <b>12</b> | <b>22</b> |

### SEMESTER - VI

| S. No                 | Category | Sub-Category | Course Title                                     | L         | T/D      | P/Pr      | C         |
|-----------------------|----------|--------------|--------------------------------------------------|-----------|----------|-----------|-----------|
| 1                     | VAC      | U VAC        | Co-Curricular Activities                         | 0         | 0        | 2         | 2         |
| 2                     | VAC      | U VAC        | Community Service and Social Responsibility      | 0         | 0        | 2         | 2         |
| 3                     | SEC      | E SEC        | Employability and Practitioner skills-II         | 1         | 0        | 1         | 2         |
| 4                     | Core     | CC           | Corporate Governance and ESG Reporting Standards | 2         | 0        | 1         | 3         |
| 5                     | Core     | CC           | Integrated Case Studies in Management            | 1         | 2        | 0         | 3         |
| 6                     | Core     | CC           | Global Business Strategy                         | 2         | 0        | 1         | 3         |
| 7                     | Core     | CC           | Guest Lecture Series                             | 0         | 0        | 3         | 3         |
| 8                     | OE       | OE           | Open Elective                                    | 3         | 0        | 0         | 3         |
| 9                     | OE       | OE           | Open Elective                                    | 3         | 0        | 0         | 3         |
| 10                    | RDIP     | RDIP         | Capstone Project                                 | 0         | 0        | 2         | 2         |
| <b>Semester Total</b> |          |              |                                                  | <b>12</b> | <b>2</b> | <b>12</b> | <b>26</b> |

**SEMESTER - VII**

| S. No          | Category | Sub-Category | Course Title                     | L | T/D | P/Pr | C  |
|----------------|----------|--------------|----------------------------------|---|-----|------|----|
| 1              | Core     | CC           | Operations Research              | 2 | 0   | 1    | 3  |
| 2              | Core     | CC           | Advanced Integrated Case Studies | 1 | 1   | 0    | 2  |
| 3              | OE       | OE           | Open Elective                    | 3 | 0   | 0    | 3  |
| 4              | OE       | OE           | Open Elective                    | 3 | 0   | 0    | 3  |
| 5              | RDIP     | RDIP         | Dissertation-I                   | 0 | 0   | 6    | 6  |
| Semester Total |          |              |                                  | 9 | 1   | 7    | 17 |

**SEMESTER - VIII**

| S. No          | Category | Sub-Category | Course Title    | L | T/D | P/Pr | C  |
|----------------|----------|--------------|-----------------|---|-----|------|----|
| 1              | RDIP     | RDIP         | Dissertation-II | 0 | 0   | 16   | 16 |
| Semester Total |          |              |                 | 0 | 0   | 16   | 16 |

**Specialization: Finance**

| S. No | Category | Sub-Category | Course Title                              | L | T/D | P/Pr | C |
|-------|----------|--------------|-------------------------------------------|---|-----|------|---|
| 1     | Elective | CE           | Corporate Finance                         | 2 | 0   | 1    | 3 |
| 2     | Elective | CE           | Digital Finance                           | 2 | 0   | 1    | 3 |
| 3     | Elective | CE           | Security and Portfolio Management         | 2 | 0   | 1    | 3 |
| 4     | Elective | CE           | Indirect Tax – GST                        | 2 | 0   | 1    | 3 |
| 5     | Elective | CE           | Corporate and Retail Banking              | 2 | 0   | 1    | 3 |
| 6     | Elective | CE           | Management Accounting                     | 2 | 0   | 1    | 3 |
| 7     | Elective | CE           | Direct Taxes                              | 2 | 0   | 1    | 3 |
| 8     | Elective | CE           | Financial Planning and Wealth Management  | 2 | 0   | 1    | 3 |
| 9     | Elective | CE           | Financial Risk and Derivatives Management | 2 | 0   | 1    | 3 |
| 10    | Elective | CE           | Financial Modelling                       | 2 | 0   | 1    | 3 |

**Specialization: Marketing**

| S. No | Category | Sub-Category | Course Title                       | L | T/D | P/Pr | C |
|-------|----------|--------------|------------------------------------|---|-----|------|---|
| 1     | Elective | CE           | Digital Marketing                  | 2 | 0   | 1    | 3 |
| 2     | Elective | CE           | Brand Management                   | 2 | 0   | 1    | 3 |
| 3     | Elective | CE           | Sales and Distribution Marketing   | 2 | 0   | 1    | 3 |
| 4     | Elective | CE           | Services Marketing                 | 2 | 0   | 1    | 3 |
| 5     | Elective | CE           | Retail Marketing                   | 2 | 0   | 1    | 3 |
| 6     | Elective | CE           | Consumer Behaviour                 | 2 | 0   | 1    | 3 |
| 7     | Elective | CE           | Integrated Marketing Communication | 2 | 0   | 1    | 3 |
| 8     | Elective | CE           | Rural Marketing                    | 2 | 0   | 1    | 3 |
| 9     | Elective | CE           | Launching your Startup             | 2 | 0   | 1    | 3 |
| 10    | Elective | CE           | Family Business Management         | 2 | 0   | 1    | 3 |
| 11    | Elective | CE           | Social Entrepreneurship            | 2 | 0   | 1    | 3 |

**Specialization: Human Resource Management**

| S. No | Category | Sub-Category | Course Title                              | L | T/D | P/Pr | C |
|-------|----------|--------------|-------------------------------------------|---|-----|------|---|
| 1     | Elective | CE           | Training and Development                  | 2 | 0   | 1    | 3 |
| 2     | Elective | CE           | Leadership, Diversity and Team Management | 2 | 0   | 1    | 3 |
| 3     | Elective | CE           | Performance Management                    | 2 | 0   | 1    | 3 |
| 4     | Elective | CE           | Human Resource Planning                   | 2 | 0   | 1    | 3 |
| 5     | Elective | CE           | Talent Acquisition and Retention          | 2 | 0   | 1    | 3 |
| 6     | Elective | CE           | Compensation Management                   | 2 | 0   | 1    | 3 |
| 7     | Elective | CE           | Human Resource Development                | 2 | 0   | 1    | 3 |
| 8     | Elective | CE           | Human Resource Analytics                  | 2 | 0   | 1    | 3 |
| 9     | Elective | CE           | Conflict and Negotiation                  | 2 | 0   | 1    | 3 |
| 10    | Elective | CE           | Cross-Cultural Management                 | 2 | 0   | 1    | 3 |

**Specialization: Business Analytics**

| S. No | Category | Sub-Category | Course Title                     | L | T/D | P/Pr | C |
|-------|----------|--------------|----------------------------------|---|-----|------|---|
| 1     | Elective | CE           | Introduction to R and Python     | 2 | 0   | 1    | 3 |
| 2     | Elective | CE           | Excel for Managers               | 2 | 0   | 1    | 3 |
| 3     | Elective | CE           | Data Visualization               | 2 | 0   | 1    | 3 |
| 4     | Elective | CE           | Supply Chain Analytics           | 2 | 0   | 1    | 3 |
| 5     | Elective | CE           | Human Resource Analytics         | 2 | 0   | 1    | 3 |
| 6     | Elective | CE           | Marketing Analytics              | 2 | 0   | 1    | 3 |
| 7     | Elective | CE           | Big Data Analytics               | 2 | 0   | 1    | 3 |
| 8     | Elective | CE           | Text Analytics                   | 2 | 0   | 1    | 3 |
| 9     | Elective | CE           | Capstone Project using Analytics | 2 | 0   | 1    | 3 |
| 10    | Elective | CE           | Financial Modelling              | 2 | 0   | 1    | 3 |

| Specialization: Entrepreneurship and Family Business |          |              |                                                 |   |     |      |   |
|------------------------------------------------------|----------|--------------|-------------------------------------------------|---|-----|------|---|
| S. No                                                | Category | Sub-Category | Course Title                                    | L | T/D | P/Pr | C |
| 1                                                    | Elective | CE           | Launching your Startup                          | 2 | 0   | 1    | 3 |
| 2                                                    | Elective | CE           | Family Business Management                      | 2 | 0   | 1    | 3 |
| 3                                                    | Elective | CE           | Social Entrepreneurship                         | 2 | 0   | 1    | 3 |
| 4                                                    | Elective | CE           | Startup growth and exit strategies              | 2 | 0   | 1    | 3 |
| 5                                                    | Elective | CE           | Financing and Growth of Family Business         | 2 | 0   | 1    | 3 |
| 6                                                    | Elective | CE           | Corporate Entrepreneurship                      | 2 | 0   | 1    | 3 |
| 7                                                    | Elective | CE           | Strategic Innovation in Family Business         | 2 | 0   | 1    | 3 |
| 8                                                    | Elective | CE           | Strategic Change in Family Business             | 2 | 0   | 1    | 3 |
| 9                                                    | Elective | CE           | Family Business Management and Entrepreneurship | 2 | 0   | 1    | 3 |
| 10                                                   | Elective | CE           | Family Firm Marketing                           | 2 | 0   | 1    | 3 |
| 11                                                   | Elective | CE           | Analytics in Family Business                    | 2 | 0   | 1    | 3 |
| 12                                                   | Elective | CE           | Family Firm Finance                             | 2 | 0   | 1    | 3 |
| 13                                                   | Elective | CE           | Governance of Family Business                   | 2 | 0   | 1    | 3 |
| 14                                                   | Elective | CE           | Succession Planning in Family Business          | 2 | 0   | 1    | 3 |

| Minor in Finance |          |              |                                    |   |     |      |   |
|------------------|----------|--------------|------------------------------------|---|-----|------|---|
| S. No            | Category | Sub-Category | Course Title                       | L | T/D | P/Pr | C |
| 1                | OE       | OE           | Indirect Taxation                  | 3 | 0   | 0    | 3 |
| 2                | OE       | OE           | Financial Markets and Institutions | 3 | 0   | 0    | 3 |
| 3                | OE       | OE           | Wealth Management                  | 3 | 0   | 0    | 3 |
| 4                | OE       | OE           | Startup Financing                  | 3 | 0   | 0    | 3 |
| 5                | OE       | OE           | Retail Banking                     | 3 | 0   | 0    | 3 |

### Minor in Marketing

| S. No | Category | Sub-Category | Course Title                      | L | T/D | P/Pr | C |
|-------|----------|--------------|-----------------------------------|---|-----|------|---|
| 1     | OE       | OE           | Digital Marketing                 | 3 | 0   | 0    | 3 |
| 2     | OE       | OE           | Services Marketing                | 3 | 0   | 0    | 3 |
| 3     | OE       | OE           | Consumer Behaviour                | 3 | 0   | 0    | 3 |
| 4     | OE       | OE           | Brand Management                  | 3 | 0   | 0    | 3 |
| 5     | OE       | OE           | Sales and Relationship Management | 3 | 0   | 0    | 3 |

### Minor in Entrepreneurship and Family Business Management

| S. No | Category | Sub-Category | Course Title                                    | L | T/D | P/Pr | C |
|-------|----------|--------------|-------------------------------------------------|---|-----|------|---|
| 1     | OE       | OE           | Family Business Management and Entrepreneurship | 3 | 0   | 0    | 3 |
| 2     | OE       | OE           | Family Firm Marketing                           | 3 | 0   | 0    | 3 |
| 3     | OE       | OE           | Analytics in Family Business                    | 3 | 0   | 0    | 3 |
| 4     | OE       | OE           | Family Firm Finance                             | 3 | 0   | 0    | 3 |
| 5     | OE       | OE           | Governance of Family Business                   | 3 | 0   | 0    | 3 |
| 6     | OE       | OE           | Succession Planning in Family                   | 3 | 0   | 0    | 3 |
| 7     | OE       | OE           | Strategic Innovation in Family                  | 3 | 0   | 0    | 3 |
| 8     | OE       | OE           | Strategic Change in Family                      | 3 | 0   | 0    | 3 |

### Minor in Operations

| S. No | Category | Sub-Category | Course Title                       | L | T/D | P/Pr | C |
|-------|----------|--------------|------------------------------------|---|-----|------|---|
| 1     | OE       | OE           | Operations Research                | 3 | 0   | 0    | 3 |
| 2     | OE       | OE           | Supply Chain Management            | 3 | 0   | 0    | 3 |
| 3     | OE       | OE           | Service Operations Management      | 3 | 0   | 0    | 3 |
| 4     | OE       | OE           | Sustainable Solid Waste Management | 3 | 0   | 0    | 3 |
| 5     | OE       | OE           | Managing Healthcare Operations     | 3 | 0   | 0    | 3 |

### Open Electives

| S. No | Category | Sub-Category | Course Title                          | L | T/D | P/Pr | C |
|-------|----------|--------------|---------------------------------------|---|-----|------|---|
| 1     | OE       | OE           | Stock Markets Simulation              | 3 | 0   | 0    | 3 |
| 2     | OE       | OE           | Change Management                     | 3 | 0   | 0    | 3 |
| 3     | OE       | OE           | Managing Diversity at the Workplace   | 3 | 0   | 0    | 3 |
| 4     | OE       | OE           | Marketing Analytics using Spreadsheet | 3 | 0   | 0    | 3 |
| 5     | OE       | OE           | Fintech                               | 3 | 0   | 0    | 3 |
| 6     | OE       | OE           | Consumer Behaviour in a digital age   | 3 | 0   | 0    | 3 |