

Department of Management

BBA (Hons.) Business Administration Curriculum

(Applicable to the students admitted during AY: 2023-24)



**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 / 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	AEC	U AEC	Art of Listening, Speaking and Reading Skills	1	0	1	2
2	VAC	U VAC	Environmental Science	2	0	0	2
3	SEC	S SEC	Digital Literacy	1	1	0	2
4	FIC	S FIC	Emerging Technologies	2	0	0	2
5	FIC	S FIC	Microeconomics	2	1	0	3
6	FIC	D FIC	Business Statistics	2	1	0	3
7	Core	CC	Financial Accounting	2	0	1	3
8	Core	CC	Marketing Management	2	0	1	3
9	Core	CC	Principles of Management	2	0	1	3
Semester Total				0	3	4	0

SEMESTER - II

S. No	Category	Sub-Category	Course Title	L	T/D	P/Pr	C
1	AEC	U AEC	Effective Writing and Presentation Skills	1	0	1	2
2	VAC	U VAC	Universal Human Values and Ethics	2	0	0	2
3	SEC	S SEC	Entrepreneurial Mindset-I	0	0	2	2
4	FIC	S FIC	Macroeconomics	2	1	0	3
5	FIC	S FIC	Business Research	1	0	1	2
6	FIC	S FIC	Business and Industrial Law	2	1	0	3
7	Core	CC	Financial Management	2	0	1	3
8	Core	CC	Human Resource Management	2	0	1	3
9	Core	CC	Operations Management	2	0	1	3
Semester Total				0	2	7	0

SEMESTER - III

S. No	Category	Sub-Category	Course Title	L	T/D	P/Pr	C
1	AEC	S 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	Core	CC	Organizational Behaviour	2	0	1	3
7	Core	CC	Banking, Insurance and Money Market	2	0	1	3
8	Core	CC	Selling and Negotiation Skills	2	0	1	3
9	Core	CC	Decision Science and Business Analytics	2	0	1	3
10	RDIP	RDIP	Research Study - I	2	0	1	3
Semester Total				0	0	8	21

SEMESTER - IV

S. No	Category	Sub-Category	Course Title	L	T/D	P/Pr	C
1	AEC	S AEC	Mind and Soul Training	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	Skills for Auditing and Internal Control	2	1	0	3
5	Core	CC	Strategic Management	2	0	1	3
6	Core	CC	Project Management	2	0	1	3
7	Elective	CE	Core Elective	2	1	0	3
8	Elective	CE	Core Elective	2	1	0	3
9	Elective	CE	Core Elective	2	1	0	3
10	RDIP	RDIP	Research Study-II	0	0	3	3
Semester Total				13	4	6	23

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	SEC	E SEC	Employability and Practitioner Skills-I	1	0	1	2
4	Core	CC	International Business	2	0	1	3
5	Core	CC	Corporate and Financial Laws	2	1	0	3
6	Elective	CE	Core Elective	2	1	0	3
7	Elective	CE	Core Elective	2	1	0	3
8	Elective	CE	Core Elective	2	1	0	3
9	RDIP	RDIP	Research study – III	0	0	3	3
10	RDIP	RDIP	Summer Internship	0	0	4	4
Semester Total				0	4	9	0

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
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
Semester Total				0	2	10	24

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	1	0	3
2	Elective	CE	Digital Finance	2	1	0	3
3	Elective	CE	Security and Portfolio Management	2	1	0	3
4	Elective	CE	Indirect Tax – GST	2	1	0	3
5	Elective	CE	Corporate and Retail Banking	2	1	0	3
6	Elective	CE	Management Accounting	2	1	0	3
7	Elective	CE	Direct Taxes	2	1	0	3
8	Elective	CE	Financial Planning and Wealth Management	2	1	0	3
9	Elective	CE	Financial Risk and Derivatives Management	2	1	0	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	1	0	3
2	Elective	CE	Brand Management	2	1	0	3
3	Elective	CE	Sales and Relationship Marketing	2	1	0	3
4	Elective	CE	Services Marketing	2	1	0	3
5	Elective	CE	Retail Marketing	2	1	0	3
6	Elective	CE	Consumer Behaviour	2	1	0	3
7	Elective	CE	Integrated Marketing Communication	2	1	0	3
8	Elective	CE	Rural Marketing	2	1	0	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	1	0	3
2	Elective	CE	Leadership, Diversity and Team Management	2	1	0	3
3	Elective	CE	Performance Management	2	1	0	3
4	Elective	CE	Human Resource Planning	2	1	0	3
5	Elective	CE	Talent Acquisition and Retention	2	1	0	3
6	Elective	CE	Compensation Management	2	1	0	3
7	Elective	CE	Human Resource Development	2	1	0	3
8	Elective	CE	Human Resource Analytics	2	1	0	3
9	Elective	CE	Conflict and Negotiation	2	1	0	3
10	Elective	CE	Cross-Cultural Management	2	1	0	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
11	Elective	CE	Business Intelligence Using Power BI	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	1	0	3
2	Elective	CE	Family Business Management	2	1	0	3
3	Elective	CE	Social Entrepreneurship	2	1	0	3
4	Elective	CE	Startup growth and exit strategies	2	1	0	3
5	Elective	CE	Financing and Growth of Family Business	2	1	0	3
6	Elective	CE	Corporate Entrepreneurship	2	1	0	3
7	Elective	CE	Strategic Innovation in Family Business	2	1	0	3
8	Elective	CE	Strategic Change in Family Business	2	1	0	3
9	Elective	CE	Family Business Management and Entrepreneurship	2	1	0	3
10	Elective	CE	Family Firm Marketing	2	1	0	3
11	Elective	CE	Analytics in Family Business	2	1	0	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	Elective	OE	Indirect Taxation	3	0	0	3
2	Elective	OE	Financial Markets and Institutions	3	0	0	3
3	Elective	OE	Wealth Management	3	0	0	3
4	Elective	OE	Startup Financing	3	0	0	3
5	Elective	OE	Retail Banking	3	0	0	3

Minor in Marketing

S. No	Category	Sub-Category	Course Title	L	T/D	P/Pr	C
1	Elective	OE	Digital Marketing	3	0	0	3
2	Elective	OE	Services Marketing	3	0	0	3
3	Elective	OE	Consumer Behaviour	3	0	0	3
4	Elective	OE	Brand Management	3	0	0	3
5	Elective	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	Elective	OE	Family Business Management and Entrepreneurship	3	0	0	3
2	Elective	OE	Family Firm Marketing	3	0	0	3
3	Elective	OE	Analytics in Family Business	3	0	0	3
4	Elective	OE	Family Firm Finance	3	0	0	3
5	Elective	OE	Governance of Family Business	3	0	0	3
6	Elective	OE	Succession Planning in Family	3	0	0	3
7	Elective	OE	Strategic Innovation in Family	3	0	0	3
8	Elective	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	Elective	OE	Operations Research	3	0	0	3
2	Elective	OE	Supply Chain Management	3	0	0	3
3	Elective	OE	Service Operations Management	3	0	0	3
4	Elective	OE	Sustainable Solid Waste Management	3	0	0	3
5	Elective	OE	Managing Healthcare Operations	3	0	0	3

Open Electives

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