

Department of Management

BBA (Hons.) Business Administration Curriculum

(Applicable to the students admitted from AY: 2024 onwards)



**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	0	1	3
6	FIC	S 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				16	2	5	23

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	0	1	3
5	FIC	S FIC	Business Research	1	0	1	2
6	Core	CC	Financial Management	2	1	0	3
7	Core	CC	Human Resource Management	2	1	0	3
8	Core	CC	Operations Management	2	0	1	3
Semester Total				12	2	6	20

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	Core	CC	Organizational Behaviour	2	1	0	3
6	Core	CC	Decision Science and Business Analytics	2	0	1	3
7	Core	CC	Project Management	2	0	1	3
8	Core	CC	AI in Management	2	0	1	3
9	Elective	OE	Open Elective / Minor	3	0	0	3
10	RDIP	RDIP	Research Study-I	1	0	2	3
Semester Total				14	1	7	22

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	SEC	E SEC	Building Professional Aptitude – I	2	0	1	3
4	Core	CC	Strategic Management	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	Elective	OE	Open Elective / Minor	3	0	0	3
9	RDIP	RDIP	Research Study - II	0	0	3	3
Semester Total				14	0	9	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	SEC	E SEC	Building Professional Aptitude – II	2	0	1	3
3	Elective	CE	Core Elective	2	1	0	3
4	Elective	CE	Core Elective	2	1	0	3
5	Elective	CE	Core Elective	2	1	0	3
6	Elective	OE	Open Elective / Minor	3	0	0	3
7	RDIP	RDIP	Research study – III	0	0	3	3
8	RDIP	RDIP	Capstone Project	0	0	3	3
Semester Total				11	3	7	21

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	Core	CC	Guest Lecture Series	0	0	3	3
4	Elective	OE	Open Elective / Minor	3	0	0	3
5	RDIP	RDIP	Internship	0	0	12	12
Semester Total				3	0	17	20

SEMESTER - VII

S. No	Category	Sub-Category	Course Title	L	T/D	P/Pr	C
1	Elective	CE	Core Elective	2	0	1	3
2	Elective	CE	Core Elective	2	0	1	3
3	Elective	OE	Open Elective / Minor	3	0	0	3
4	RDIP	RDIP	Dissertation - I	0	0	6	6
Semester Total				7	0	8	15

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: Banking and Finance

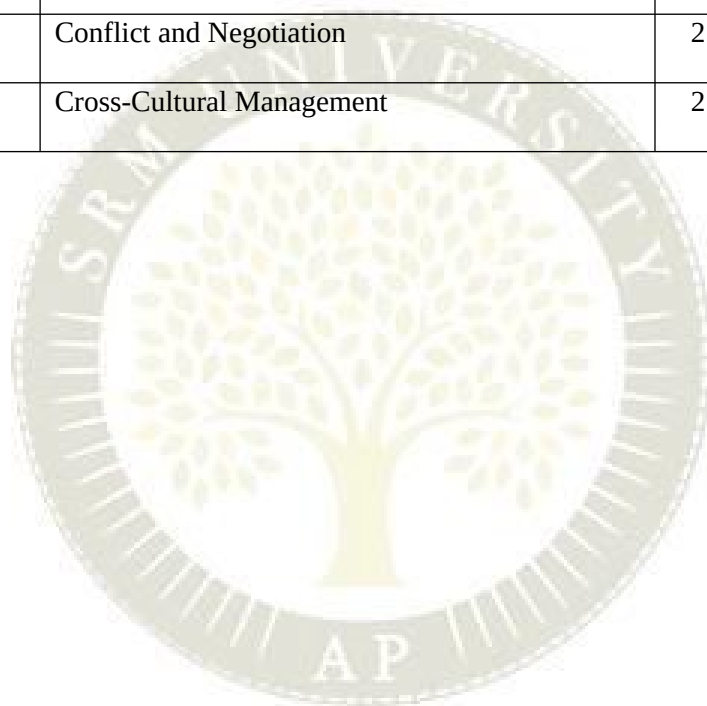
S. No	Category	Sub-Category	Course Title	L	T/D	P/Pr	C
1	Elective	CE	Corporate Finance	2	1	0	3
2	Elective	CE	Digital Finance	2	1	0	3
3	Elective	CE	Security and Portfolio Management	2	1	0	3
4	Elective	CE	Indirect Tax – GST	2	1	0	3
5	Elective	CE	Corporate and Retail Banking	2	1	0	3
6	Elective	CE	Management 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	1	0	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 Distribution Management	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
9	Elective	CE	AI in Marketing Analytics	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: Artificial Intelligence							
S. No	Category	Sub-Category	Course Title	L	T/D	P/Pr	C
1	Elective	CE	Introduction to R and Phyton	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	1	0	3
11	Elective	CE	Business Intelligence Using Power BI	2	0	1	3
12	Elective	CE	Introduction to Python	2	1	0	3
13	Elective	CE	Data Visualization with AI	2	1	0	3
14	Elective	CE	AI in Human Resource Management	2	1	0	3
15	Elective	CE	Machine Learning Techniques	2	1	0	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

Specialization: Operations							
S. No	Category	Sub-Category	Course Title	L	T/D	P/Pr	C
1	Elective	CE	Total Quality Management	2	0	1	3
2	Elective	CE	Optimization Technique and Scoring Method	2	0	1	3
3	Elective	CE	Circular Supply Chain and Sustainability	2	0	1	3
4	Elective	CE	Logistics and Supply Chain Management	2	0	1	3
5	Elective	CE	Supply Chain Resilience and Risk Management	2	0	1	3
6	Elective	CE	Data Driven Decisions in Operation	2	0	1	3
7	Elective	CE	Lean and Agile Supply Chain Management	2	0	1	3
8	Elective	CE	Service Operations Management	2	0	1	3
9	Elective	CE	Digital Supply Chain in E - Commerce	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

Career Skill Courses

S. No	Category	Sub-Category	Course Title	L	T/D	P/Pr	C
1	SEC	S SEC	Building Professional Aptitude I	2	0	1	3
2	SEC	S SEC	Building Professional Aptitude II	2	0	1	3