

Department of Management

MBA 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	Core	AEC	Mind and Soul Training	0	0	2	2
2	Core	CC	Samaj Seva	0	0	2	2
3	Core	FIC	Business Statistics	2	0	1	3
4	Core	FIC	Accounting for Managers	2	0	1	3
5	Core	CC	Marketing Management	2	0	1	3
6	Core	CC	Organizational Behaviour	2	0	1	3
7	Core	CC	Economics for Managers	2	0	1	3
Semester Total				10	0	9	19

SEMESTER - II							
S. No	Category	Sub-Category	Course Title	L	T/D	P/Pr	C
1	Core	CC	Business Research Methods	2	0	1	3
2	Core	CC	Human Resource Management	2	0	1	3
3	Core	CC	Design Thinking and Entrepreneurship	2	0	1	3
4	Core	CC	Operations Management	2	0	1	3
5	Core	CC	Financial Management	2	0	1	3
6	Core	CC	Business Communication	2	0	1	3
Semester Total				12	0	6	18

SEMESTER - III							
S. No	Category	Sub-Category	Course Title	L	T/D	P/Pr	C
1	Core	CC	Strategic Management in the Digital Age	2	0	1	3
2	Core	CC	AI and Blockchain in Management	2	0	1	3
3	Elective	CE	4 Major papers (3 Credits Each)	8	0	4	12
4	Elective	CE	2 Minor Papers (3 Credits Each)	4	0	2	6
5	RDIP	RDIP	Internship	0	0	6	6
Semester Total				16	0	14	30

SEMESTER - IV							
S. No	Category	Sub-Category	Course Title	L	T/D	P/Pr	C
1	Core	CC	Event Participation and Conduction	0	0	3	3
2	Elective	CE	4 Major papers (3 Credits Each)	8	0	4	12
3	Elective	CE	2 Minor Papers (3 Credits Each)	4	0	2	6
Semester Total				12	0	9	21

Specialization: Finance							
S. No	Category	Sub-Category	Course Title	L	T/D	P/Pr	C
1	Elective	CE	Business Analysis and Valuation	2	0	1	3
2	Elective	CE	Mergers and Acquisitions and Corporate Restructuring	2	0	1	3
3	Elective	CE	Financial Derivatives	2	0	1	3
4	Elective	CE	Financial Institutions and Markets	2	0	1	3
5	Elective	CE	Bank Management	2	0	1	3
6	Elective	CE	Corporate Taxation	2	0	1	3
7	Elective	CE	International Finance	2	0	1	3
8	Elective	CE	Private Equity and Venture Capital	2	0	1	3
9	Elective	CE	Security Analysis and Portfolio Management	2	0	1	3
10	Elective	CE	Advanced Financial Management	2	0	1	3
11	Elective	CE	Behavioral Finance	2	0	1	3
12	Elective	CE	Computational Finance	2	0	1	3
13	Elective	CE	Financial Analytics	2	0	1	3
14	Elective	CE	Financial Risk Management	2	0	1	3
15	Elective	CE	Emerging trends in Finance	2	0	1	3
16	Elective	CE	Financial Planning and Wealth Management	2	0	1	3
17	Elective	CE	Finance Simulation	0	0	3	3
18	Elective	CE	Live Trading	0	0	3	3

Specialization: Marketing							
S. No	Category	Sub-Category	Course Title	L	T/D	P/Pr	C
1	Elective	CE	Strategic Marketing	2	0	1	3
2	Elective	CE	International Marketing	2	0	1	3
3	Elective	CE	Consumer Behavior	2	0	1	3
4	Elective	CE	Digital Marketing	2	0	1	3
5	Elective	CE	B2B Marketing	2	0	1	3
6	Elective	CE	Services Marketing	2	0	1	3
7	Elective	CE	Brand Management	2	0	1	3
8	Elective	CE	Marketing Analytics	2	0	1	3
9	Elective	CE	Mark Strat with Simulation	1	0	2	3
10	Elective	CE	Retailing Management	2	0	1	3
11	Elective	CE	Sales and Distribution Management	2	0	1	3
12	Elective	CE	Integrated Marketing Communication	2	0	1	3
13	Elective	CE	Rural Marketing	1	0	2	3
14	Elective	CE	Customer Relationship Management	2	0	1	3
15	Elective	CE	Marketing Simulation	0	0	3	3

Specialization: Human Resource Management

S. No	Category	Sub-Category	Course Title	L	T/D	P/Pr	C
1	Elective	CE	Talent Acquisition and Retention	2	0	1	3
2	Elective	CE	Training in Organizations	2	0	1	3
3	Elective	CE	Performance Management Systems	2	0	1	3
4	Elective	CE	Leadership in Organization	2	0	1	3
5	Elective	CE	Human Resource Metrics and Analytics	2	0	1	3
6	Elective	CE	Industrial Relations and Labor Laws	2	0	1	3
7	Elective	CE	Compensation Management System	2	0	1	3
8	Elective	CE	New Age HR	2	0	1	3
9	Elective	CE	Strategic Business Negotiation	2	0	1	3
10	Elective	CE	Managing Diversity at the Workplace	2	0	1	3
11	Elective	CE	HR Simulation	0	0	3	3
12	Elective	CE	Organizational Change and Development	2	0	1	3
13	Elective	CE	Strategic HRM	2	0	1	3

Specialization: Business Analytics

S. No	Category	Sub-Category	Course Title	L	T/D	P/Pr	C
1	Elective	CE	Advanced Data Analytics	2	0	1	3
2	Elective	CE	Data Visualization	2	0	1	3
3	Elective	CE	Machine Learning Techniques	2	0	1	3
4	Elective	CE	Spreadsheet Modelling	2	0	1	3
4	Elective	CE	Prescriptive analytics	2	0	1	3
5	Elective	CE	Applications of Natural Language Processing	2	0	1	3
6	Elective	CE	Web, text and Social Media Analytics	2	0	1	3
7	Elective	CE	Applications of Deep Learning	2	0	1	3
8	Elective	CE	Predictive analytics	2	0	1	3
9	Elective	CE	Big Data Analytics	2	0	1	3
10	Elective	CE	Analytics Simulation	0	0	3	3
11	Elective	CE	Data Analytics using R and Python	2	0	1	3
12	Elective	CE	Capstone Project using Analytics	2	0	1	3
13	Elective	CE	Data Analytics for decision making	2	0	1	3

Specialization: Operations							
S. No	Category	Sub-Category	Course Title	L	T/D	P/Pr	C
1	Elective	CE	Operations Strategy	2	0	1	3
2	Elective	CE	Business Forecasting	2	0	1	3
3	Elective	CE	Logistics and Supply Chain Management	2	0	1	3
4	Elective	CE	Total Quality Management	2	0	1	3
5	Elective	CE	Project Management	2	0	1	3
6	Elective	CE	Operations Simulation Games	2	0	1	3
7	Elective	CE	Production Planning and Control	2	0	1	3
8	Elective	CE	Materials Management	2	0	1	3
9	Elective	CE	Lean Six Sigma	2	0	1	3
10	Elective	CE	Service Operations Management	2	0	1	3
11	Elective	CE	Digital Supply Chain and E-commerce	2	0	1	3
12	Elective	CE	Data Application in Operations	0	0	3	3
13	Elective	CE	Data Storytelling	2	0	1	3
14	Elective	CE	Human Centered Design and Innovation	2	0	1	3

Specialization: Agri-Business

S. No	Category	Sub-Category	Course Title	L	T/D	P/Pr	C
1	Elective	CE	Microfinance	2	0	1	3
2	Elective	CE	Rural and Agri-Marketing	2	0	1	3
3	Elective	CE	Agri-Technology	2	0	1	3
4	Elective	CE	Agriculture Supply Chain	2	0	1	3
5	Elective	CE	Basics of Agriculture	2	0	1	3
6	Elective	CE	Commodity Marketing and Futures Trading	2	0	1	3
7	Elective	CE	Project – I	0	0	3	3
8	Elective	CE	Project – II	0	0	3	3

