

Department of Management

MBA Business Administration Curriculum

(Applicable to the students admitted from AY: 2025 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	S AEC	Business Communication	2	0	1	3
2	AEC	S AEC	Mind and Soul Training	0	0	2	2
3	VAC	S VAC	Company Facts Presentation	0	0	1	1
4	SEC	S SEC	Experiential Learning	0	0	2	2
5	FIC	FIC	Business Statistics	1	0	2	3
6	FIC	FIC	Accounting for Managers	1	0	2	3
7	Core	CC	Management and organizational behavior	2	0	1	3
8	Core	CC	Economics for Managers	2	0	1	3
Semester Total				8	0	12	20

SEMESTER - II

S. No	Category	Sub-Category	Course Title	L	T/D	P/Pr	C
1	VAC	S VAC	Book Review Session	0	0	2	2
2	VAC	S VAC	Samaj Seva	0	0	2	2
3	Core	CC	Design Thinking and Entrepreneurship	2	0	1	3
4	Core	CC	Business Research Methods	2	0	1	3
5	Core	CC	Human Resource Management	2	0	1	3
6	Core	CC	Operations Management	2	0	1	3
7	Core	CC	IT for Managers	2	0	1	3
8	Core	CC	Marketing Management	2	0	1	3
9	Core	CC	Financial Management	2	0	1	3
Semester Total				14	0	11	25

SEMESTER - III							
S. No	Category	Sub-Category	Course Title	L	T/D	P/Pr	C
1	Core	CC	Strategic Management in the Digital Age	3	0	0	3
2	Core	CC	AI in Business	3	0	0	3
3	Elective	CE	4 Major papers (3 Credits Each)	12	0	0	12
4	Elective	CE	2 Minor Papers (3 Credits Each)	6	0	0	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
			Indian Ethos and Business Ethics	3	0	0	3
2	Elective	CE	4 Major papers (3 Credits Each)	12	0	0	12
3	Elective	CE	2 Minor Papers (3 Credits Each)	6	0	0	6
4	RDIP	RDIP	Capstone Project	0	0	6	6
Semester Total				21	0	9	30

Specialization: Banking & Finance							
S. No	Category	Sub-Category	Course Title	L	T/D	P/Pr	C
1	Elective	CE	Business Analysis and Valuation	3	0	0	3
2	Elective	CE	Financial Derivatives	3	0	0	3
3	Elective	CE	Bank Management (Minor)	3	0	0	3
4	Elective	CE	Security Analysis and Portfolio Management (Minor)	3	0	0	3
5	Elective	CE	Fintech	3	0	0	3
6	Elective	CE	Credit Analytics	3	0	0	3
7	Elective	CE	Mergers and Acquisitions and Corporate Restructuring (Minor)	3	0	0	3
8	Elective	CE	Financial Planning and Wealth Management (Minor)	3	0	0	3

Specialization: Marketing							
S. No	Category	Sub-Category	Course Title	L	T/D	P/Pr	C
1	Elective	CE	Services Marketing	3	0	0	3
2	Elective	CE	Brand Management	3	0	0	3
3	Elective	CE	Consumer Behavior (Minor)	3	0	0	3
4	Elective	CE	Digital Marketing (Minor)	3	0	0	3
5	Elective	CE	Marketing Analytics with AI	3	0	0	3
6	Elective	CE	Retailing Management	3	0	0	3
7	Elective	CE	Sales and Distribution Management (Minor)	3	0	0	3
8	Elective	CE	Integrated Marketing Communication (Minor)	3	0	0	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	3	0	0	3
2	Elective	CE	Performance Management Systems	3	0	0	3
3	Elective	CE	Leadership in Organization (Minor)	3	0	0	3
4	Elective	CE	Training in Organizations (Minor)	3	0	0	3
5	Elective	CE	Human Resource Metrics and Analytics	3	0	0	3
6	Elective	CE	Compensation Management System	3	0	0	3
7	Elective	CE	Organizational Change and Development (Minor)	3	0	0	3
8	Elective	CE	New Age HR (Minor)	3	0	0	3

Specialization: Artificial Intelligence							
S. No	Category	Sub-Category	Course Title	L	T/D	P/Pr	C
1	Elective	CE	Data Visualization with AI	3	0	0	3
2	Elective	CE	Prescriptive analytics	3	0	0	3
3	Elective	CE	Business Data Analytics using R (Minor)	3	0	0	3
4	Elective	CE	Machine Learning Techniques (Minor)	3	0	0	3
5	Elective	CE	Big Data Analytics	3	0	0	3
6	Elective	CE	Applications of Deep Learning	3	0	0	3
7	Elective	CE	Web, text and Social Media Analytics (Minor)	3	0	0	3
8	Elective	CE	Predictive analytics (Minor)	3	0	0	3

Specialization: Operations							
S. No	Category	Sub-Category	Course Title	L	T/D	P/Pr	C
1	Elective	CE	Logistics and Supply Chain Management	3	0	0	3
2	Elective	CE	Total Quality Management	3	0	0	3
3	Elective	CE	Project Management (Minor)	3	0	0	3
4	Elective	CE	Materials Management (Minor)	3	0	0	3
5	Elective	CE	Data Application in Operations	3	0	0	3
6	Elective	CE	Lean Six Sigma	3	0	0	3
7	Elective	CE	Service Operations Management (Minor)	3	0	0	3
8	Elective	CE	Digital Supply Chain and E-commerce (Minor)	3	0	0	3

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

