



Why study BBA (Hons.) at SRM-AP?

The expected learning outcomes (ELOs) of the BBA (Hons.) degree programme at SRM University-AP, in order to land at a satisfying and rewarding job after graduation, are that successful students should be able to:

- Analyse the theoretical foundations with the practical application aspects in various fields of Management to maximise the value of their business organization.
- Demonstrate critical thinking skills in understanding managerial issues, problems, and opportunities related to the global economy and international business.
- Show proficiency in financial accounting, cost and management accounting, financial management, and marketing concepts, applied both operationally and strategically.
- Solve complex, unstructured qualitative and quantitative problems by collecting and analysing data using accounting, financial, mathematical, and statistical tools, and cutting-edge information and communication technologies.
- Exhibit business-related behavioural, organisational, interpersonal, and communication skills (written and oral), along with lifelong learning skills.
- Familiarise themselves with social responsibility issues that managers must address, including business ethics, governance, cultural diversity, and environmental concerns (including waste and water management).
- Utilise technology such as Machine Learning and Artificial Intelligence (AI) to enhance organisational and operational efficiency, and to create innovative business solutions.
- Acquire entrepreneurial traits and personal characteristics to start-up and manage their own innovative business successfully.
- Acquire hands-on experience in administration and research.
- Develop leadership and teamwork skills in the context of global competitiveness.



SCHOOL OF MANAGEMENT

SRM University, AP - Andhra Pradesh, Mangalagiri Mandal, Guntur District, Andhra Pradesh - 522502

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ADMISSIONS OPEN - 2020

SCHOOL OF MANAGEMENT

The BBA (Hons.) programme is a three-year degree course with a minimum of 140 credits to be earned in order to graduate. The curriculum is designed to expose students to a wide range of theoretical foundations and practical applications in the core disciplines of Management. These include formal specialisations in Finance, Marketing and HR Management which incorporate portfolios of five functionally-focused subject courses and a significant "Action Learning" component (experiential learning through external work projects in teams).

BBA (Hons)



MARKETING



FINANCE



HUMAN RESOURCES
MANAGEMENT

Duration: 3 Years

- Up to 100% scholarship will be provided to meritorious students as adjudged by a committee.
- Annual Tuition Fee - ₹ 2.5 lakh

ELIGIBILITY

12th Standard with 60% aggregate marks, followed by an interview at SRM-AP.



PROF. MICHAEL J. BARNES

*Professor & Dean of Management
School of Management*

Dr. Michael J. Barnes (BSc Hons., London School of Economics, MBA, Stanford) earned his Doctor of Management degree at the Weatherhead School of Management of Case Western Reserve University in Cleveland, Ohio, USA in 1999. After years of experience in senior international executive positions in the US, the UK, and Switzerland with various banks from around the world, he joined full-time academia in the United States in 2000. He recently joined SRM University-AP as the Academic Dean & Professor of Management.