

**MBA (GENERAL) PROGRAM
COURSE CURRICULUM**



Academic Years:2021-23

IVth Board of Studies Meeting

22nd May 2021

**DEPARTMENT OF MANAGEMENT
SCHOOL OF ENTREPRENEURSHIP AND MANAGEMENT STUDIES
SRM UNIVERSITY, ANDHRA PRADESH**

CURRICULUM for 2021-2023 SEAMS-MBA (General) PROGRAM

**SRM UNIVERSITY- AP
(For the students during AY 2021-23)**

Semester – I

Sub. Code	Subject Name	FC/DC	Credits			
			L	T	P	C
MBA 101	Organizational Behavior	DC	3	0	0	3
MBA 102	Accounting for Managers	DC	3	0	0	3
MBA 103	Managerial Economics	DC	3	0	0	3
MBA 104	Marketing Management	DC	3	0	0	3
MBA 105	Introduction to Business Analytics	DC	3	0	2	4
MBA 106	Business Statistics for Decision Making	DC	2	1	2	4
MBA 107	Legal and Business Environment	DC	3	0	0	3
MBA 108	Business Communication	DC	3	0	0	3
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Semester – II

Sub. Code	Subject Name	FC/DC	Credits			
			L	T	P	C
MBA 201	Corporate Finance	DC	3	0	0	3
MBA 202	Human Resource Management	DC	3	0	0	3
MBA 203	Quantitative Techniques	DC	3	0	2	4
MBA 204	Operations Management	DC	3	0	0	3
MBA205	Consumer Behavior	DC	3	0	0	3
MBA 206	Corporate Strategy	DC	3	0	0	3
MBA 207	Business Research & Methodology	DC	3	0	0	3
MBA 208	Computer Application for Business	DC	0	0	2	1
MBA 209	Action Learning Project (Summer Break)	DC	0	0	6	6
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Semester – III (Core)

Sub. Code	Subject Name.	FC/DC	Credits			
			L	T	P	C
MBA 301	Information Technology and Business Applications	DC	3	0	0	3
MBA 302	Project Management	DC	3	0	0	3
MBA 303	Dissertation – I	DC	0	0	6	6
Electives	4 Major+2Minor Papers (2Credits Each)	EC	2	0	0	2x6=12
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Semester – IV (Core)

Sub.Code	Subject Name.	FC/DC	Credits			
			L	T	P	C
MBA 401	Indian Ethos and Business Ethics	DC	3	0	0	3
MBA 402	Entrepreneurship	DC	3	0	0	3
MBA 403	Dissertation – II	DC	0	0	6	6
Electives	4 Major+2Minor Papers (2 Credits Each)	EC	2	0	0	2x6=12
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Electives- CORE

Functional Area	Subject Code	Subject Name.	EC	Credits			
				L	T	P	C
Finance	MBA F01	III Semester a) Investment Analysis and Portfolio Management b) Finance and Risk Analytics* c) Financial Derivatives d) Financial Markets and Institutions	EC	2	0	0	2
	MBA F02						
	MBA F03						
	MBA F04						
	MBA F05	IV Semester a) Behavioral Finance b) Project Appraisal and Finance c) Mergers, Acquisitions and Corporate Restructuring d) International Finance					
	MBA F06						
	MBA F07						
	MBA F08						
Marketing	MBA M01	III Semester a) Marketing Research and Analytics* b) Sales and Distribution Management c) Advertising & Publicity d) Product and Brand Management	EC	2	0	0	2
	MBA M02						
	MBA M03						
	MBA M04						
	MBA M05	IV Semester a) Retail & Supply Chain Management b) Digital and Social Media Marketing c) International Marketing d) Services Marketing					
	MBA M06						
	MBA M07						
	MBA M08						
	MBA H01	III Semester a) Employee Relations & Labour laws					

Human Resources Management	MBA H02	b) Performance Management Systems c) Human Resource Metrics and Analytics* d) Leadership & Team Dynamics at Work	EC	2	0	0	2
	MBA H03 MBA H04						
	MBA H05 MBA H06 MBA H07 MBA H08	IV Semester a) Compensation and Benefits Management b) Strategic HRM c) International HRM d) Organizational Change & Development					
*All Analytics Subjects in Electives namely : Finance and Risk Analytics / Marketing Research and Analytics / Human Resource Metrics and Analytics			EC	1	0	2	2