



PROGRAMMES OFFERED

| DEGREE | SPECIALISATIONS |
|--------|--|
| MBA | Business Analytics, HR / Marketing / Finance, Family Business, Operations and Logistics Management |
| BBA | HR, Digital Marketing, Family Business, Finance, Operations and Logistics Management |

WHAT MAKES SEAMS STAND OUT

FACULTY & LEARNING EXPERIENCE

SEAMS has highly qualified faculty from IITs/IIMs/Central Universities and other leading universities across the globe - all Ph.Ds. with advanced industry and research experience.

With a strong base on foundational/core courses, students can pursue the specialisations from the 2nd year and align with their career goals.

The unique curriculum empowers students to choose between regular and (Hons) degrees at UG level.

MERIT BASED FEE STRUCTURE

At SRM AP, potential young innovative minds are recognised and encouraged with merit based tuition fees.

ELIGIBILITY

MBA

- A minimum aggregate score of 60% or equivalent grade point in Class X, XII, and UG Degree

BBA

- A minimum aggregate score of 60% or equivalent grade point in Class X

A minimum aggregate score of 60% or equivalent grade point in 12th Standard / Higher Secondary Examination (10+2) / Intermediate (First and Second year)

FOR MORE INFORMATION, PLEASE VISIT OUR WEBSITE.

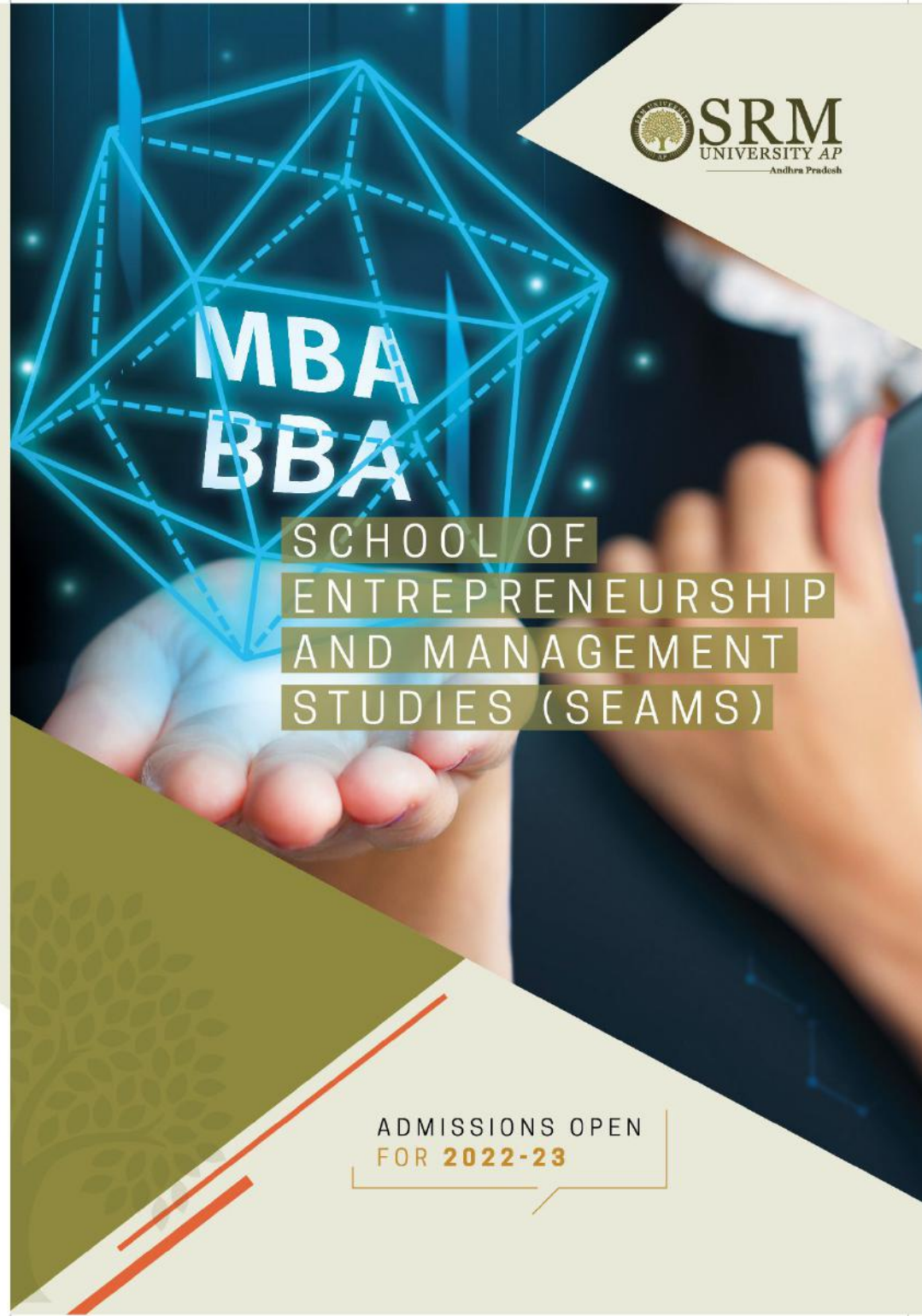
**SRM University - AP,
Andhra Pradesh**
Neerukonda,
Mangalagiri Mandal,
Guntur District,
Andhra Pradesh - 522 240

Admission Office Address:
2nd Floor, RK Galleria,
Srinivas Nagar Bank Colony, Mahanadu Signal,
Beside Sweet Magic Restaurant,
Opp. NTR Health University,
Vijayawada, Andhra Pradesh - 520 008

APPLY NOW




Website: www.srmmap.edu.in | Email: admissions@srmmap.edu.in | Helpline: +91-866 242 9299 | 1800-599-2233 (Toll-Free)



SCHOOL OF
ENTREPRENEURSHIP
AND MANAGEMENT
STUDIES (SEAMS)

ADMISSIONS OPEN
FOR 2022-23



SRM University - AP, Andhra Pradesh is a multi-stream research university with a focus on diverse fields. From Engineering to Sciences and Liberal Arts to Management, SRM University-AP has a wide range of courses that empower its vision to emerge as a world-class university that is globally connected, nationally relevant, and regionally transformative. The university has an ambitious plan to be ranked amongst the top world-class universities in the upcoming decade.

SCHOOL OF ENTREPRENEURSHIP AND MANAGEMENT STUDIES (SEAMS)

The School of Entrepreneurship and Management Studies (SEAMS) aims to develop and nurture next-gen leaders who transform businesses, lives, and society.

The three keys to success in business are: to have a clear vision, to think out of the box, and to add real extra value to the products or services being offered. The vision of SEAMS, aligned with that of SRM University-AP, is to focus on strengthening the three pillars of students' career evolution - Entrepreneurship, Higher Studies and Placements. Employers are now looking for young professionals who have not only mastered the essential technical skills and possessed fundamental knowledge in traditional business and management studies but can also demonstrate entrepreneurial skills.

WHY STUDY MBA AT SRM UNIVERSITY-AP?

This programme has a rigorous coverage of industry relevant topics that enable its students not just to secure a job but ensure that the students build a successful management career. The programme is designed after understanding the best management practices, industry-relevant professional skills and regulatory standards. This intensive programme involves innovative pedagogical techniques like case study-based learning, social learning, active learning, peer learning, industry learning and mentorship-based learning. All our efforts have yielded a blended-learning experience involving campus-based classroom teaching, synchronous and asynchronous online teaching. Furthermore, some of the courses are being delivered in collaboration with Harvard Business School Online.

WHY STUDY BBA AT SRM UNIVERSITY-AP?

SRM University-AP has designed a distinctive approach by initiating 'Action Learning Programmes (or ALPs)' for our BBA undergraduates that give sustained opportunities for the practical application of business foundations. This kind of knowledge is acquired by working intensively and consistently in small teams on real business projects and producing value-added results for customers.

Our unique curriculum trains students to appreciate the dynamic and complex working environment of business, develop critical thinking skills, demonstrate the ability to analyse complex qualitative and quantitative problems, and exhibit organisational leadership. Students will also be enabled to gain technical expertise in fields including machine learning and artificial intelligence (AI) to enhance organisational efficiency and create innovative business solutions. They will also acquire entrepreneurial traits to launch a start-up and manage their own innovative business successfully.

This is a comprehensive modernised course covering all contemporary subjects in Business and Management Studies. The programme enables students to have an insight into the true essence of the corporate world, preparing them to be future-ready. It equips students with sound knowledge in the world of corporate finance, accounting, marketing, HR management, management information systems, business analytics, and statistics, which empowers them to face the challenges and meet the demands of the real corporate world.

The other learning outcomes (LOs) of the BBA programme are that the graduates will be able to:

- i. Analyse the theoretical foundations with the practical aspects in various fields of Management.
- ii. Demonstrate critical thinking skills in understanding managerial issues and problems related to the global economy and international business.
- iii. Display the ability to analyse complex, unstructured qualitative and quantitative problems by collecting and analysing data using accounting, financial, mathematical, statistical tools, and information and communication technologies.
- iv. Exhibit business-related behavioural and organisational leadership, interpersonal communication (written and oral), teamwork, and lifelong learning skills.
- v. Familiarise themselves with social responsibility issues that managers must address, including business ethics, governance, cultural diversity, and environmental concerns (including waste & water management).
- vi. Apply technology such as Machine Learning (ML) and Artificial Intelligence (AI) to enhance organisational efficiency and create innovative business solutions.
- vii. Gain entrepreneurial traits to start-up and manage their own innovative business successfully.
- viii. Acquire hands-on experience in administration and research.

