

**MBA (GENERAL) PROGRAM
COURSE CURRICULUM
HIGHLIGHTS**



SRM
UNIVERSITY AP
—————Andhra Pradesh

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

Subject Name
Organizational Behavior
Accounting for Managers
Managerial Economics
Marketing Management
Introduction to Business Analytics
Business Statistics for Decision Making
Legal and Business Environment
Business Communication

Subject Name
Corporate Finance
Human Resource Management
Quantitative Techniques
Operations Management
Consumer Behavior
Corporate Strategy
Business Research & Methodology
Computer Application for Business
Action Learning Project (Summer Break)

Subject Name.
Information Technology and Business Applications
Project Management
Dissertation – I
Specialization Streams – 4 Courses
Minors – 2 Courses

Subject Name.
Indian Ethos and Business Ethics
Entrepreneurship
Dissertation – II
Specialization Streams – 4 Courses
Minors – 2 Courses

Specializations

1. MBA [2 Years]
 - Business Analytics
 - Human Resources Management
 - Marketing Finance
 - Family Business
 - Operations and Logistics Management

Minor:

1. Non-Engineering Minors

- English Studies
- Sociology
- Journalism
- History
- Psychology