



PROGRAMMES OFFERED

DEGREE	SPECIALISATIONS
MBA	Business Analytics, Entrepreneurship and Family Business, Finance, Marketing, Operations and Logistics Management, Strategy & Human Resource Management
BBA (Hons)	Business Analytics, Entrepreneurship and Family Business, Finance, Marketing, Strategy & Human Resource Management
EMBA	Business Analytics, Entrepreneurship and Family Business, Finance, Marketing, Operations, Strategy & Human Resource Management

WHAT MAKES PAARI SCHOOL OF BUSINESS STAND OUT

FACULTY & LEARNING EXPERIENCE

Paari School of Business (Business School of SRM University-AP) has highly qualified faculty from IITs/IIMs/Central Universities and other leading universities across the globe - all PhD holders with relevant industry and research experience.

With a strong base on foundational/core courses, students can pursue the specialisations from the 2nd year and align them 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 (Hons)

- 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)

EMBA

- An Undergraduate degree in any discipline and a minimum of two years of experience

FOR MORE INFORMATION, VISIT OUR WEBSITE. www.srmap.edu.in/seams/management/

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

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Opp. NTR Health University,
Vijayawada, Andhra Pradesh - 520 008

APPLY NOW



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Paari
School of
Business

EXCELLENCE THROUGH LEARNING



ADMISSIONS OPEN
FOR **2023-24**



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.

PAARI SCHOOL OF BUSINESS

Paari School of Business, SRM University-AP 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 Paari School of Business, 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 possess fundamental knowledge in traditional business and management studies but can also demonstrate entrepreneurial skills.

WHY STUDY MBA AT PAARI SCHOOL OF BUSINESS, SRM AP?

The business world is ever-changing, with new operating paradigms and business models emerging frequently. In response to these changing needs, Paari School of Business has restructured and revamped its MBA curriculum. The School has designed a novel curriculum that is immersive, experiential, innovative, community-focused, highly industry-focused, and aimed at the holistic development of the students. The programme also offers a wide-ranging choice of majors and minors.

Our MBA programme will provide students with analytical skills, abstract thinking skills, problem-solving skills, communication skills, interpersonal skills, deep functional knowledge, a sound ethical and moral compass and the ability to make judgments in the face of uncertainty and imperfect information.

WHY STUDY BBA (Hons) AT PAARI SCHOOL OF BUSINESS, SRM AP?

The unique curriculum for the BBA (Hons) programme has been designed to train 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. New courses including Samaj Seva, Mind and Soul Training, Creating an Entrepreneurial Mindset,

Research Study and SME Consulting have been introduced in line with the New Education Policy (NEP) for a multifaceted learning experience. Students can graduate with either a 3-year BBA (Hons) or go in for an optional 4th year and gain the BBA (by Research) degree.

PLACEMENTS FOR MBA AND BBA (Hons) PROGRAMME

The curriculum of the Paari School of Business ensures that students are imparted all the necessary skills to land a good job: functional knowledge, communication skills, interpersonal skills, analytical skills, problem-solving skills and other skills necessary to succeed in today's business world. In addition, classes are supplemented with placement training, wherever necessary.

Programmes	Highest Salary	Average Salary
MBA	31 LPA	7.75 LPA
BBA (Hons)	9.45 LPA	6 LPA

WHY STUDY EMBA AT PAARI SCHOOL OF BUSINESS, SRM AP?

The Executive Master of Business Administration (EMBA) programme is a novel initiative for working professionals facilitating them to acquire a valuable degree from an excellent B school in a world-class new age University while being employed. The blended programme offers rich face-to-face interaction and flexible online learning opportunities with a modern, industry-focused curriculum. The Paari School of Business promotes a high-quality EMBA degree at a highly affordable price for professionals at work, assisting them in upgrading their skills, gaining an excellent peer network and advancing in their careers.

Candidates will have the choice to major in specialisations such as:

- ▶ Business Analytics
- ▶ Entrepreneurship and Family Business
- ▶ Finance
- ▶ Marketing
- ▶ Operations
- ▶ Strategy & Human Resource Management

