



**Paari School of Business
SRM University-AP, Andhra Pradesh**

Department of Management

**B.B.A (Hons.)
Curriculum and Syllabus
(Applicable to the students admitted from AY 2024-25)**

SRM University-AP, Andhra Pradesh

Neerukonda, Mangalagiri Mandal
Guntur District, Andhra Pradesh - 522240

Department Vision

To be a world class educational entity that creates cutting-edge knowledge and socially sensitive, competent, innovative, and business-ready entrepreneurs, leaders, and managers.

Department Mission

1. Create managers who are socially sensitive, competent, and innovative.
2. Produce cutting-edge knowledge that helps all relevant stakeholders.
3. Inculcate the spirit of entrepreneurship that helps the country succeed.

Program Educational Objectives (PEO)

PEO 1: Provide a quality foundation in Management to students.

PEO 2: Enable students to become independent thinkers with enhanced managerial acumen.

PEO 3: Equip students with Management knowledge that would prepare them for successful professional careers, higher learning courses and entrepreneurship.

Mission of the Department to Program Educational Objectives (PEO) Mapping

	PEO 1	PEO 2	PEO 3
Mission Statement 1	3	3	2
Mission Statement 2	1	1	3
Mission Statement 3	2	2	2

Program Specific Outcomes (PSO)

PSO 1: Demonstrate a grasp of basic management knowledge.

PSO 2: Apply classroom learnings to real life business scenarios.

PSO 3: Evaluate higher education and career pathways in Management.

Mapping Program Educational Objectives (PEO) to Program Learning Outcomes (PLO)

PEOs	Program Learning Outcomes (PLO)													
	POs											PSOs		
	Management Knowledge	Analytical Reasoning and Problem Solving	Critical and Reflective Thinking	Strategic Thinking and Logical Reasoning	Modern Tools and ICT Usage	Environment and Sustainability	Moral, Multicultural and Ethical Awareness	Individual and Teamwork Skills	Communication Skills	Leadership Readiness Skills	Self-Directed and Lifelong Learning	PSO 1	PSO 2	PSO 3
PEO 1	3	1		2	1	2	2	1		2	3	3	3	2
PEO 2		3	2	3	2	1	1	1		2	2	2	2	1
PEO 3	2	2	3	2	3	1	1	2	2	3		1	3	3

Category Wise Credit Distribution

Course Sub-category	Subcategory Credits	Category Credits	Learning hours
Ability Enhancement Courses (AEC)		8	120
University AEC	4		
School AEC	4		
Value Added Courses (VAC)		4	60
University VAC	4		
School VAC			
Skill Enhancement Courses (SEC)		12	180
School SEC			
Department SEC	12		
SEC Elective			
Foundation/ Interdisciplinary courses (FIC)		13	195
School FIC	13		
Department FIC	0		
Core + Core Elective including Specialization (CC)		59	840
Core	41		
Core Elective (Inc Specialization)	18		
Minor (MC) + Open Elective (OE)	21	21	
Research / Design / Internship/ Project (RDIP)		29	130 5
Internship / Design Project / Startup / NGO	17		
Internship / Research / Thesis	12		
Total		146	3195

Semester wise Course Credit Distribution Under Various Categories

Category	Semester								Total	%
	I	II	III	IV	V	VI	VII	VIII		
Ability Enhancement Courses - AEC	2	2	2	2	0	0	0	0	8	5.48
Value Added Courses - VAC	2	2	0	0	0	4	0	0	4	2.74
Skill Enhancement Courses - SEC	2	2	2	3	3	0	0	0	12	8.22
Foundation / Interdisciplinary Courses - FIC	8	5	0	0	0	0	0	0	13	8.90
CC / SE / CE / TE / DE / HSS	9	9	12	12	9	3	6	0	59	40.41
Minor / Open Elective - OE	0	0	3	3	3	3	3	0	21	14.39
(Research/ Design/ Industrial Practice/Project/Thesis/Internship) - RDIP	0	0	3	3	5	12	6	16	29	19.86
Grand Total	23	20	22	23	20	22	15	16	161	100.0

Note: L-T/D-P/Pr and the class allocation is as follows (15 weeks in a semester).

- a) One contact hour of Lecture/Tutorial per week of 60 minutes each is equivalent to 1 credit.
- b) Two contact hours of Discussion per week of 60 minutes each is equivalent to 1 credit.
- c) Two contact hours of Practical per week of 60 minutes each is equivalent to 1 credit.
- d) Two contact hours of Project work per week of 60 minutes each is equivalent to 1 credit. (timetable not required)

S. No.	Semester	Credits
1	I	23
2	II	20
3	III	22
4	IV	23
5	V	20
6	VI	22
7	VII	15
8	VIII	16
Total		161

SEMESTER - I								
S. No	Category	Sub-Category	Course Code	Course Title	L	T/D	P/Pr	C
1	AEC	U AEC	AEC 101	Art of Listening, Speaking and Reading Skills	1	0	1	2
2	VAC	U VAC	VAC 101	Environmental Science	2	0	0	2
3	SEC	S SEC	SEC 102	Digital Literacy	1	1	0	2
4	FIC	S FIC	FIC 101	Emerging Technologies	2	0	0	2
5	FIC	S FIC	FIC 131	Microeconomics	2	0	1	3
6	FIC	S FIC	FIC 132	Business Statistics	2	1	0	3
7	Core	CC	BBA 101	Financial Accounting	2	0	1	3
8	Core	CC	BBA 102	Marketing Management	2	0	1	3
9	Core	CC	BBA 103	Principles of Management	2	0	1	3
Semester Total					16	2	5	23

SEMESTER - II								
S. No	Category	Sub-Category	Course Code	Course Title	L	T/D	P/Pr	C
1	AEC	U AEC	AEC 107	Effective Writing and Presentation Skills	1	0	1	2
2	VAC	U VAC	VAC 102	Universal Human Values and Ethics	2	0	0	2
3	SEC	S SEC	SEC 104	Entrepreneurial Mindset-I	0	0	2	2
4	FIC	S FIC	FIC 110	Macroeconomics	2	0	1	3
5	FIC	S FIC	FIC 119	Business Research	1	0	1	2
6	Core	CC	BBA 104	Financial Management	2	0	1	3
7	Core	CC	BBA 105	Human Resource Management	2	0	1	3
8	Core	CC	BBA 106	Operations Management	2	0	1	3

Semester Total	12	0	8	20
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SEMESTER - III								
S. No	Category	Sub-Category	Course Code	Course Title	L	T/D	P/Pr	C
1	AEC	U AEC	AEC 131	Design Thinking	1	0	1	2
2	VAC	U VAC	VAC 103	Co-Curricular Activities	0	0	2	2*
3	VAC	U VAC	VAC 104	Community Service and Social Responsibility	0	0	2	2*
4	SEC	S SEC	SEC 131	Entrepreneurial Mindset-II	1	0	1	2
5	Core	CC	BBA 209	AI in Management	2	0	1	3
6	Core	CC	BBA 201	Organizational Behaviour	2	0	1	3
7	Core	CC	BBA 211	Decision Science and Business Analytics	2	0	1	3
8	Core	CC	BBA 214	Project Management	2	0	1	3
9	OE	OE	OE	Open Elective/Minor -I	3	0	0	3
10	RDIP	RDIP	BBA 212	Research Study-I	1	0	2	3
Semester Total					14	0	9	22

SEMESTER - IV								
S. No	Category	Sub-Category	Course Code	Course Title	L	T/D	P/Pr	C
1	AEC	U AEC	AEC 110	Mind and Soul Training	1	0	1	2
2	VAC	U VAC	VAC 103	Co-Curricular Activities	0	0	2	2*
3	VAC	U VAC	VAC 104	Community Service and Social Responsibility	0	0	2	2*
4	SEC	S SEC	SEC 113	Building Professional Aptitude I	2	0	1	3
5	Core	CC	BBA 213	Strategic Management	2	0	1	3
6	Elective	CE	CE	Core Elective	2	0	1	3

7	Elective	CE	CE	Core Elective	2	0	1	3
8	Elective	CE	CE	Core Elective	2	0	1	3
9	OE	OE	OE	Open Elective	3	0	0	3
10	RDIP	RDIP	BBA 215	Research Study-II	0	0	3	3
Semester Total					14	0	9	23

SEMESTER - V								
S. No	Category	Sub-Category	Course Code	Course Title	L	T/D	P/Pr	C
1	VAC	U VAC	VAC 103	Co-Curricular Activities	0	0	2	2*
2	VAC	U VAC	VAC 104	Community Service and Social Responsibility	0	0	2	2*
3	SEC	S SEC	SEC 116	Building Professional Aptitude II	2	0	1	3
4	Elective	CE	CE	Core Elective	2	0	1	3
5	Elective	CE	CE	Core Elective	2	0	1	3
6	Elective	CE	CE	Core Elective	2	0	1	3
7	OE	OE	OE	Open Elective / Minor -III	3	0	0	3
8	RDIP	RDIP	BBA 303	Research study - III	0	0	3	3
9	RDIP	RDIP	BBA 309	Capstone Project	0	0	2	2
Semester Total					11	0	9	20

SEMESTER - VI								
S. No	Category	Sub-Category	Course Code	Course Title	L	T/D	P/Pr	C
1	VAC	U VAC	VAC 103	Co-Curricular Activities	0	0	2	2
2	VAC	U VAC	VAC 104	Community Service and Social Responsibility	0	0	2	2
3	Core	CC	BBA 308	Guest Lecture Series	0	0	3	3

4	OE	OE	OE	Open Elective	3	0	0	3
5	RDIP	RDIP		Internship	0	0	12	12
Semester Total					3	0	19	22

SEMESTER - VII								
S. No	Category	Sub-Category	Course Code	Course Title	L	T/D	P/Pr	C
1	Elective	CE	CE	Core Elective	2	0	1	3
2	Elective	CE	CE	Core Elective	2	0	1	3
3	OE	OE	OE	Open Elective	3	0	0	3
4	RDIP	RDIP	BBA 402	Dissertation-I	0	0	6	6
Semester Total					7	0	8	15

SEMESTER - VIII								
S. No	Category	Sub-Category	Course Code	Course Title	L	T/D	P/Pr	C
1	RDIP	RDIP	BBA 404	Dissertation-II	0	0	16	16
Semester Total					0	0	16	16

Specializations / Core Electives / Open Electives / Minor

Specialization: Finance								
S. No	Category	Sub-Category	Course Code	Course Title	L	T/D	P/Pr	C
1	Elective	CE	BBA F01	Corporate Finance	2	0	1	3
2	Elective	CE	BBA F02	Digital Finance	2	0	1	3
3	Elective	CE	BBA F03	Security and Portfolio Management	2	0	1	3
4	Elective	CE	BBA F05	Indirect Tax - GST	2	0	1	3
5	Elective	CE	BBA F06	Corporate and Retail Banking	2	0	1	3
6	Elective	CE	BBA F07	Management Accounting	2	0	1	3
7	Elective	CE	BBA F08	Direct Taxes	2	0	1	3
8	Elective	CE	BBA F09	Financial Planning and Wealth Management	2	0	1	3
9	Elective	CE	BBA F10	Financial Risk and Derivatives Management	2	0	1	3
10	Elective	CE	BBAFA4	Financial Modelling	2	0	1	3

Specialization: Marketing								
S. No	Category	Sub-Category	Course Code	Course Title	L	T/D	P/Pr	C
1	Elective	CE	BBA M01	Digital Marketing	2	0	1	3
2	Elective	CE	BBA M02	Brand Management	2	0	1	3
3	Elective	CE	BBA M03	Sales and Relationship Marketing	2	0	1	3
4	Elective	CE	BBA M04	Services Marketing	2	0	1	3
5	Elective	CE	BBA M05	Retail Marketing	2	0	1	3
6	Elective	CE	BBA M06	Consumer Behaviour	2	0	1	3
7	Elective	CE	BBA M07	Integrated Marketing Communication	2	0	1	3
8	Elective	CE	BBA M08	Rural Marketing	2	0	1	3

Specialization: Human Resource Management								
S. No	Category	Sub-Category	Course Code	Course Title	L	T/D	P/Pr	C
1	Elective	CE	BBA H01	Training and Development	2	0	1	3
2	Elective	CE	BBA H02	Leadership, Diversity and Team Management	2	0	1	3
3	Elective	CE	BBA H03	Performance Management	2	0	1	3
4	Elective	CE	BBA H04	Human Resource Planning	2	0	1	3
5	Elective	CE	BBA H05	Talent Acquisition and Retention	2	0	1	3
6	Elective	CE	BBA H06	Compensation Management	2	0	1	3
7	Elective	CE	BBA H07	Human Resource Development	2	0	1	3
8	Elective	CE	BBA H08	Human Resource Analytics	2	0	1	3
9	Elective	CE	BBA H09	Conflict and Negotiation	2	0	1	3
10	Elective	CE	BBA H10	Cross-Cultural Management	2	0	1	3

Specialization: Business Analytics								
S. No	Category	Sub-Category	Course Code	Course Title	L	T/D	P/Pr	C
1	Elective	CE	BBA A01	Introduction to R and Python	2	0	1	3
2	Elective	CE	BBA A02	Excel for Managers	2	0	1	3
3	Elective	CE	BBA A03	Data Visualization	2	0	1	3
4	Elective	CE	BBA A06	Supply Chain Analytics	2	0	1	3
5	Elective	CE	BBA A07	Human Resource Analytics	2	0	1	3
6	Elective	CE	BBA A08	Marketing Analytics	2	0	1	3
7	Elective	CE	BBA A10	Big Data Analytics	2	0	1	3

8	Elective	CE	BBA A11	Text Analytics	2	0	1	3
9	Elective	CE	BBA A12	Capstone Project using Analytics	2	0	1	3
10	Elective	CE	BBA FA4	Financial Modelling	2	0	1	3

Specialization: Entrepreneurship and Family Business								
S. No	Category	Sub-Category	Course Code	Course Title	L	T/D	P/Pr	C
1	Elective	CE	BBA E01	Launching your Startup	2	0	1	3
2	Elective	CE	BBA E02	Family Business Management	2	0	1	3
3	Elective	CE	BBA E03	Social Entrepreneurship	2	0	1	3
4	Elective	CE	BBA E04	Startup growth and exit strategies	2	0	1	3
5	Elective	CE	BBA E05	Financing and Growth of Family Business	2	0	1	3
6	Elective	CE	BBA E06	Corporate Entrepreneurship	2	0	1	3
7	Elective	CE	BBA E07	Strategic Innovation in Family Business	2	0	1	3
8	Elective	CE	BBA E08	Strategic Change in Family Business	2	0	1	3
9	Elective	CE	BBA E09	Family Business Management and Entrepreneurship	2	0	1	3
10	Elective	CE	BBA E10	Family Firm Marketing	2	0	1	3
11	Elective	CE	BBA E11	Analytics in Family Business	2	0	1	3
12	Elective	CE	BBA E12	Family Firm Finance	2	0	1	3
13	Elective	CE	BBA E13	Governance of Family Business	2	0	1	3

14	Elective	CE	BBA E14	Succession Planning in Family Business	2	0	1	3
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Specialization: Operations								
S. No	Category	Sub-Category	Course Code	Course Title	L	T/D	P/Pr	C
1	Elective	CE	BBA O01	Total Quality Management	2	0	1	3
2	Elective	CE	BBA O02	Optimization Technique and Scoring Method	2	0	1	3
3	Elective	CE	BBA O03	Circular Supply Chain and Sustainability	2	0	1	3
4	Elective	CE	BBA O04	Logistics and Supply Chain Management	2	0	1	3
5	Elective	CE	BBA O05	Supply Chain Resilience and Risk Management	2	0	1	3
6	Elective	CE	BBA O06	Data Driven Decisions in Operation	2	0	1	3
7	Elective	CE	BBA O07	Lean and agile supply chain Management	2	0	1	3
8	Elective	CE	BBA O08	Service Operations Management	2	0	1	3
9	Elective	CE	BBA O09	Digital Supply Chain in E - Commerce	2	0	1	3

Minor in Finance								
S. No	Category	Sub-Category	Course Code	Course Title	L	T/D	P/Pr	C
1	OE	OE	MGT 241	Indirect Taxation	3	0	0	3
2	OE	OE	MGT 260	Financial Markets and Institutions	3	0	0	3

3	OE	OE	MGT 261	Wealth Management	3	0	0	3
4	OE	OE	MGT 262	Startup Financing	3	0	0	3
5	OE	OE	MGT 263	Retail Banking	3	0	0	3
Minor in Marketing								
S. No	Category	Sub-Category	Course Code	Course Title	L	T/D	P/Pr	C
1	OE	OE	MGT 247	Digital Marketing	3	0	0	3
2	OE	OE	MGT 248	Services Marketing	3	0	0	3
3	OE	OE	MGT 249	Consumer Behaviour	3	0	0	3
4	OE	OE	MGT 250	Brand Management	3	0	0	3
5	OE	OE	MGT 251	Sales and Relationship Management	3	0	0	3

Minor in Entrepreneurship and Family managed Business								
S. No	Category	Sub-Category	Course Code	Course Title	L	T/D	P/Pr	C
1	OE	OE	MGT 252	Family Business Management and Entrepreneurship	3	0	0	3
2	OE	OE	MGT 253	Family Firm Marketing	3	0	0	3
3	OE	OE	MGT 254	Analytics in Family Business	3	0	0	3
4	OE	OE	MGT 255	Family Firm Finance	3	0	0	3
5	OE	OE	MGT 256	Governance of Family Business	3	0	0	3
6	OE	OE	MGT 257	Succession Planning in Family	3	0	0	3
7	OE	OE	MGT 258	Strategic Innovation in Family	3	0	0	3
8	OE	OE	MGT 259	Strategic Change in Family	3	0	0	3

Minor in Operations								
S. No	Category	Sub-Category	Course Code	Course Title	L	T/D	P/Pr	C
1	OE	OE	MGT 242	Operations Research	3	0	0	3
2	OE	OE	MGT 243	Supply Chain Management	3	0	0	3
3	OE	OE	MGT 244	Service Operations Management	3	0	0	3
4	OE	OE	MGT 245	Sustainable Solid Waste Management	3	0	0	3
5	OE	OE	MGT 246	Managing Healthcare Operations	3	0	0	3
Open Electives								
S. No	Category	Sub-Category	Course Code	Course Title	L	T/D	P/Pr	C
1	OE	OE	MGT 264	Stock Markets Simulation	3	0	0	3
2	OE	OE	MGT 265	Change Management	3	0	0	3
3	OE	OE	MGT 266	Managing Diversity at the Workplace	3	0	0	3
4	OE	OE	MGT 267	Marketing Analytics using Spreadsheet	3	0	0	3
5	OE	OE	MGT 268	Fintech	3	0	0	3
6	OE	OE	MGT 269	Consumer Behaviour in a digital age	3	0	0	3