



## **Curriculum and Syllabus**

**(Applicable to students admitted during AY 2023-25)**

**MBA**

**Paari School of Business**

**Department of Management**  
**SRM University, AP-Andhra Pradesh.**

**CURRICULUM**  
**Master of Business Administration**

<b>SEMESTER-I</b>						
<b>NO.</b>	<b>COURSE CODE</b>	<b>COURSE NAME</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
1	MBA100	Business statistics	2	0	1	3
2	MBA102	Accounting for managers	2	0	1	3
3	MBA103	Marketing management	2	0	1	3
4	MBA104	Organisational behaviour	2	0	1	3
5	MBA105	Economics for managers	2	0	1	3
6	MBA106	Samaj seva	0	0	2	2
7	MBA107	Mind and soul training	0	0	2	2
						<b>19</b>

<b>SEMESTER-II</b>						
<b>NO.</b>	<b>COURSE CODE</b>	<b>COURSE NAME</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
1	MBA200	Business Research Methods	2	0	1	3
2	MBA201	Human Resource Management	2	0	1	3
3	MBA202	Design Thinking & Entrepreneurship	2	0	1	3
4	MBA203	Operations Management	2	0	1	3
5	MBA204	Financial Management	2	0	1	3
6	MBA205	Business Communication	2	0	1	3
						<b>20</b>

<b>SEMESTER-III</b>						
<b>NO.</b>	<b>COURSE CODE</b>	<b>COURSE NAME</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
1	MBA300	Internship	0	0	6	6
2	MBA301	AI and Blockchain in Management	2	0	1	3
3	ELECTIVES	4 Major Electives of 3 Credits each	2	0	1	12
4	ELECTIVES	2 Minor Electives of 3 Credits each	2	0	1	6
						<b>27</b>

<b>SEMESTER-IV</b>						
<b>NO.</b>	<b>COURSE CODE</b>	<b>COURSE NAME</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
1	MBA400	Event Participation and Conduction	0	0	3	3
2	MBA401	Strategic Management in Digital Age	2	0	1	3
3	ELECTIVES	4 Major Electives of 3 Credits each	2	0	1	12
4	ELECTIVES	2 Minor Electives of 3 Credits each	2	0	1	6
						<b>24</b>

## Electives #

(# Subject to Minimum Enrollment)

Functional Area	Course Code	Course Name	L	T	P	C
<b>Finance</b>	MBA F01	Business Analysis and Valuation	2	0	1	3
	MBA F02	Mergers and Acquisitions and Corporate Restructuring	2	0	1	3
	MBA F03	Financial Derivatives	2	0	1	3
	MBA F04	Financial Institutions and Markets	2	0	1	3
	MBA F05	Bank Management	2	0	1	3
	MBA F06	Corporate Taxation	2	0	1	3
	MBA F07	International Finance	2	0	1	3
	MBA F08	Private Equity and Venture Capital	2	0	1	3
	MBA F09	Security Analysis and Portfolio Management	2	0	1	3
	MBA F10	Advanced Financial Management	2	0	1	3
	MBA F11	Behavioral Finance	2	0	1	3
	MBA F12	Computational Finance	2	0	1	3
	MBA F13	Financial Analytics	2	0	1	3
	MBA F14	Financial Risk Management	2	0	1	3
	MBA F15	Emerging trends in Finance	2	0	1	3
	MBA F16	Financial Planning and Wealth Management	2	0	1	3
	MBA F17	Finance Simulation	0	0	3	3
	MBA F18	Live Trading	0	0	3	3
<b>Marketing</b>	MBA M01	Strategic Marketing	2	0	1	3
	MBA M02	International Marketing	2	0	1	3
	MBA M03	Consumer Behavior	2	0	1	3
	MBA M04	Digital Marketing	2	0	1	3
	MBA M05	B2B Marketing	2	0	1	3
	MBA M06	Services Marketing	2	0	1	3
	MBA M07	Brand Management	2	0	1	3
	MBA M08	Marketing Analytics	2	0	1	3
	MBA M09	Mark strat with Simulation	1	0	2	3
	MBA M10	Retailing Management	2	0	1	3
	MBA M11	Sales and Distribution Management	2	0	1	3
	MBA M12	Integrated Marketing Communication	2	0	1	3
	MBA M13	Rural Marketing	1	0	2	3
	MBA M14	Customer Relationship Management	2	0	1	3
	MBA M15	Marketing Simulation	2	0	1	3

<b>HR</b>	MBA H01	Talent Acquisition and Retention	2	0	1	3
	MBA H02	Training in Organizations	2	0	1	3
	MBA H03	Performance Management Systems	2	0	1	3
	MBA H05	Leadership in Organization	2	0	1	3
	MBA H06	Human Resource Metrics and Analytics	2	0	1	3
	MBA H08	Industrial Relations and Labor Laws	2	0	1	3
	MBA H09	Compensation Management System	2	0	1	3
	MBA H10	New Age HR	2	0	1	3
	MBA H11	Strategic Business Negotiation	2	0	1	3
	MBA H12	Managing Diversity at the Workplace	2	0	1	3
	MBA H13	HR Simulation	0	0	3	3
	MBA H14	Organizational Change and Development	2	0	1	3
	MBA H15	Strategic HRM	2	0	1	3
	MBA H01	Talent Acquisition and Retention	2	0	1	3
	MBA H02	Training in Organizations	2	0	1	3
<b>Analytics</b>	MBA A01	Advanced Data Analytics	2	0	1	3
	MBA A02	Data Visualization	2	0	1	3
	MBA A03	Spreadsheet Modeling	2	0	1	3
	MBA A04	Machine Learning Techniques	2	0	1	3
	MBA A05	Prescriptive analytics	2	0	1	3
	MBA A06	Applications of Natural Language Processing	2	0	1	3
	MBA A07	Web, text and Social Media Analytics	2	0	1	3
	MBA A08	Applications of Deep Learning	2	0	1	3
	MBA A09	Predictive analytics	2	0	1	3
	MBA A10	Big Data Analytics	2	0	1	3
	MBA A11	Analytics Simulation	0	0	3	3
	MBA A12	Data Analytics using R and Python	2	0	1	3
<b>Operations</b>	MBA O01	Operations Strategy	2	0	1	3
	MBA O02	Business Forecasting	2	0	1	3
	MBA O03	Logistics and Supply Chain Management	2	0	1	3
	MBA O04	Total Quality Management	2	0	1	3
	MBA O05	Project Management	2	0	1	3
	MBA O06	Operations Simulation Games	2	0	1	3
	MBA O07	Production Planning and Control	2	0	1	3
	MBA O08	Materials Management	2	0	1	3
	MBA O09	Lean Six Sigma	2	0	1	3
	MBA O10	Service Operations Management	2	0	1	3
	MBA O11	Digital Supply Chain and E-commerce	2	0	1	3
	MBA O13	Data Application in Operations	0	0	3	3
	MBA AO3	Spreadsheet Modeling	2	0	1	3