

BBA (Hons.)/ BBA

At Paari School of Business
SRM University-AP

PAARI SCHOOL OF BUSINESS

SRM University-AP, Andhra Pradesh is a multidisciplinary research university that envisions emerging as a world-class university that is globally connected, nationally relevant, and regionally transformative.

Paari School of Business, the premier Business School of SRM University-AP creates cutting-edge knowledge and socially sensitive, competent, innovative and business-ready entrepreneurs, leaders and managers of tomorrow.

Specialisations Offered

- Finance
- Marketing
- Human Resource Management
- Business Analytics
- Entrepreneurship and Family Business
- Operations
- Agribusiness Management

srmap.edu.in

What Makes BBA (Hons.)/BBA at SRM University-AP Stand Out?

Faculty - Highly qualified faculty with PhD from IITs/IIMs/Central Universities and other leading universities across the globe.

Academic Excellence Scholarship - Excellent candidates are given general scholarships.

Experiential Learning & Opportunity for Paid Internships - Select students will receive Rs 15,000- 25,000 per month.

Unique Curriculum

Support for Starting Ventures (Funding, Mentorship)

Excellent Collaborations and Semester Abroad Programme

Why study BBA (Hons.)/ BBA at Paari School of Business?

The unique curriculum for the BBA (Hons.)/BBA 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.

Modern Cutting-edge Curriculum (Exposure to cutting-edge management practices)

A Variety of Unique Courses (Samaj Seva, Mind & Soul Training, Entrepreneurial Mindset, Design Thinking, Emerging Technologies in Management)
• *Collaboration with HARVARD for Case Studies*

In Line with NEP 2020

- Value Added Courses E.g. Samaj Seva
- Skill Enhancement Courses E.g. Digital Literacy
- Four Year BBA (Hons.) Option
- Active Clubs and Committees

Exposed to New-age Industry Practices (ChatGPT and Generative AI and Blockchain)

Placement Support

- Specialized placement company will train students with senior industry mentors
- Rs.6.25 LPA average package with Rs.10 LPA as the highest package

Supports Three Graduation Outcomes

(Placement, Starting your own venture and Higher Studies)

Higher Studies Support

- Research Study with Tremendous scope for Publications
Centre of Consumer Research in India - Engage in Breakthrough Research along with Faculty
Collaboration with Rennes School of Business -
- Students can opt to spend 3rd year at Rennes School of Business, France and get a degree from Rennes.
- Opportunity of doing a 15 month Master's programme at at Rennes School of Business, France
Opportunity for Semester Abroad Programmes - University of California, Berkely, USA; University of Wisconsin-Madison, USA; University College Dublin, Ireland; Illinois Institute of Technology (short-term immersions also possible)
Such collaborations greatly enhance probability of admissions in PG programmes

Entrepreneurship Support

- Presence of a Directorate of Entrepreneurship & Innovation with a Dedicated Incubation Centre

Prominent Recruiters & Industry Partners



Piramal



CUB

IndusInd Bank



Deloitte.



Eligibility

- 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 & Second year)

APPLY NOW



SRM University-AP, Neerukonda, Mangalagiri Mandal, Guntur District, Andhra Pradesh - 522240

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

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