

2025 - 2026

**MASTER OF BUSINESS ADMINISTRATION
(M. B. A.)**

EQUIVALENT PAPERS

WITH THE PREVIOUS SYLLABUS 2021- 2022



DEPARTMENT OF MANAGEMENT STUDIES

S. V. U. COLLEGE OF CM & CS

SRI VENKATESWARA UNIVERSITY: TIRUPATI



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DEPARTMENT OF MANAGEMENT STUDIES,
MASTER OF BUSINESS ADMINISTRATION (M. B. A.)

Equivalent Papers

SEMESTER - I

Revised Regulations -2021-23		Revised MBA program syllabus with effect from August 2025	
Paper Code	Subject Name	Paper Code	Subject Name
101	Management and Organizational Behaviour	101	Management and Organizational Behaviour
102	Managerial Communication	102	Corporate Communication
103	Managerial Economics	103	Managerial Economics and Financial Accounting
104	Accounting for Managers	103	Managerial Economics and Financial Accounting
105	Quantitative Analysis for Management Decisions	104	Quantitative Analysis for Management Decisions
106	Business Statistics	105	Business Research Methods
107	Modelling with Excel	106	Fundamentals of Artificial Intelligence
108	Human Values and Professional Ethics	107	Indian Knowledge System - I


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Equivalent Papers

SEMESTER - II

Revised Regulations -2021-23		Revised MBA program syllabus with effect from August 2025	
Paper Code	Subject Name	Paper Code	Subject Name
201	Marketing Management	201	Marketing Management
202	Human Resources Management	202	Human Resource Management
203	Financial Management	203	Financial Management
204	Production Management	204	Production & Operations Management
205	Business Research Methods	206	Business Analytics
206	Operations Research	205	Operations Research Through Excel Solver
207	Management Information Systems	206	Business Analytics
208	Leadership Values and Styles	207	Indian Knowledge System – II
209	Emotions and Emotional Intelligence	208	MOOCS - I



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Equivalent Papers

SEMESTER - III

SEM	Revised Regulations -2021-23		Revised MBA program syllabus with effect from August 2025	
	Paper Code	Subject Name	Paper Code	Subject Name
III	301	Business Environment	302	Business Law and Environment
	302	Entrepreneurship	301	Entrepreneurship
	303	Industrial Project Course	303	Industrial Project Course
	304	Project VIVA VOCE	304	Project Viva-Voce

MARKETING AREA – ELECTIVES – III SEMESTER

Revised Regulations -2021-23		Revised MBA program syllabus with effect from August 2025	
Paper Code	Subject Name	Paper Code	Subject Name
311	Consumer Behaviour	311	Consumer Behaviour
312	Customer Relationship Management	312	Customer Relationship Management
313	Marketing Research	313	Marketing Research
314	Advertising and Sales Promotion Management	314	Advertising & Marketing Communication Management
315	Product and Brand Management	314	Advertising & Marketing Communication Management
316	Digital Marketing	315	Digital Marketing


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FINANCE AREA – ELECTIVES – III SEMESTER

Revised Regulations -2021-23		Revised MBA program syllabus with effect from August 2025	
Paper Code	Subject Name	Paper Code	Subject Name
321	Financial Services	321	Financial Services
322	Investment Management	322	Security Analysis and Portfolio Management
323	Personal Finance	323	Financial Markets and Institutions
324	Corporate Restructuring	323	Financial Markets and Institutions
325	Banking Management	324	Banking Management
326	Financial Markets and Institutions	325	Project Planning & Analysis Management

HRM AREA – ELECTIVES – III SEMESTER

Revised Regulations -2021-23		Revised MBA program syllabus with effect from August 2025	
Paper Code	Subject Name	Paper Code	Subject Name
331	Training and Development	331	Training and Development
332	HR Audit	334	Talent Management
333	Human Resource Planning	332	Human Resource Planning
334	Labour Laws and Industrial Relations	333	Industrial Relations and Labour Laws
335	Leadership Development	335	Performance Management and Counselling
336	Counselling Skills for Managers	334	Talent Management


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SYSTEMS AREA – ELECTIVES – III SEMESTER

Revised Regulations -2021-23		Revised MBA program syllabus with effect from August 2025	
Paper Code	Subject Name	Paper Code	Subject Name
341	System Analysis and Design	341	System Analysis and Design
342	Database Management Systems	342	Database Management Systems
343	Data Mining and Data Warehousing	343	Data Mining and Data Warehousing
344	Logistics Management	345	Enterprise Resource Planning
345	Data Analytics with R	345	Enterprise Resource Planning
346	Distributed Computing Systems	344	Distributed Computing Systems



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Equivalent Papers

SEMESTER - IV

Revised Regulations -2021-23		Revised MBA program syllabus with effect from August 2025	
Paper Code	Subject Name	Paper Code	Subject Name
401	Digital Business Models	404	Digital Business Models
402	Strategic Management	401	Strategic Management
403	Business Laws	403	International Business Management
404	Organisation Development	402	Organisation Development and Change Management
	Open Elective		

MARKETING AREA – ELECTIVES – IV SEMESTER

Revised Regulations -2021-23		Revised MBA program syllabus with effect from August 2025	
Paper Code	Subject Name	Paper Code	Subject Name
411	Marketing of Services	411	Marketing Analytics
412	Industrial Marketing	414	Product And Brand Management
413	International Marketing	412	International Marketing
414	Retail Management	415	Retail Management
415	Supply Chain Management	413	Sales And Distribution Management
416	Sales Management	413	Sales And Distribution Management


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FINANCE AREA – ELECTIVES – IV SEMESTER

Revised Regulations -2021-23		Revised MBA program syllabus with effect from August 2025	
Paper Code	Subject Name	Paper Code	Subject Name
421	International Financial Management	421	International Financial Management
422	Financial Derivatives	422	Financial Derivatives
423	Risk Management and Insurance	423	Risk Management and Insurance
424	Management Control Systems	424	Behavioural Finance
425	Managing Fintechs	425	Blockchain Technology for Finance
426	Financial Engineering	425	Blockchain Technology for Finance

HRM AREA – ELECTIVES – IV SEMESTER

Revised Regulations -2021-23		Revised MBA program syllabus with effect from August 2025	
Paper Code	Subject Name	Paper Code	Subject Name
431	Strategic Human Resource Development	432	Strategic Human Resource Development
432	Reward Management	435	Compensation Management
433	Labour Legislations	435	Compensation Management
434	Management of Change	433	Stress Management
435	Stress Management	433	Stress Management
436	Global Human Resource Management	434	Global Human Resource Management


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Paper Code	Subject Name	Paper Code	Subject Name
441	Enterprise Resource Planning	443	E-Business and Information Technology
442	Decision Support Systems	441	Decision Support Systems
443	AI Applications in Business	445	Machine Learning
444	Systems Control and Auditing	442	Systems Control and Auditing
445	E – Business	443	E-Business and Information Technology
446	Software Project Management	444	Cloud Computing
