

Symbiosis Institute of Business Management, Bengaluru
Master of Business Administration
Programme Structure 2018-20

1.	OBJECTIVE	To mould and groom future business leaders by providing them with: <ul style="list-style-type: none"> • World-class academic environment • Top-class faculty • Dynamic and contemporary course content that is constantly benchmarked against the course contents of top-rated institutes • Appropriate levels of industry interface and social sensitization 			
2.	DURATION (IN MONTHS)	24 (Full Time)			
3.	INTAKE	180			
4.	RESERVATION	I. Within the sanctioned intake	a) SC (In Percentage)	b) ST (In Percentage)	c) Differently abled (In Percentage)
			15	7.5	3
		II. Over and above the sanctioned intake	a) Kashmiri Migrants (In Seats)	b) International Students (In Percentage)	
			2	15	
5.	ELIGIBILITY	Graduate from any recognised University/ Institution of National Importance with a minimum of 50% marks or equivalent grade (45% marks or equivalent grade for Scheduled Caste / Scheduled Tribes).			
6.	SELECTION PROCEDURE	Symbiosis National Aptitude Test Score, Group Exercise, Personal Interaction and Writing Ability Test			
7.	MEDIUM OF INSTRUCTION	English			
8.	PROGRAMME PATTERN	Semester			
9.	COURSE & SPECIALIZATION	As per Annexure A Specializations: Marketing/Finance/Operations/Human Resources Management			
10.	FEE		Academic Fee p.a	Institute Deposit	Total
		Indian Students	699000	20000	719000
		International Students (USD equivalent to INR)	1050000	20000	1070000
11.	ASSESSMENT	All internal courses will have 100% component as internal evaluation at the institute level. All external courses will have 60% internal component and 40% component as external (University) Examination.			
12.	STANDARD OF PASSING	The assessment of the student for each examination is done, based on relative performance. Maximum Grade Point (GP) is 10 corresponding to O (Outstanding).			

		For all courses, a student is required to pass both internal and external examination separately with a minimum Grade Point of 4 corresponding to Grade P. Students securing less than 40% absolute marks in each head of passing will be declared FAIL. The University awards a degree to the student who has achieved a minimum CGPA of 4 out of maximum					
13. AWARD OF DEGREE		Master of Business Administration will be awarded at the end of semester IV examination by taking into consideration the performance of all semester examinations after obtaining minimum CGPA of 4 out of maximum of 10 CGPA.					
14. NATURE WISE DISTRIBUTION OF CREDITS							
Semester	Generic Core	Generic Elective	Specialization Core	Specialization Elective	Open Elective	Audit	Total
1	28	0	0	0	0	1*	28
2	28	0	0	0	0	0	28
3	6	6	18	0	0	0	30
4	0	2	12	0	0	0	14
Total	62	8	30	0	0	0	100
* Satisfactory completion of the letter grade course 'Integrated Disaster Management' is mandatory for award of degree.							
*The revised programme structure supersedes the previously approved programme structure dated 23/04/2018 for the programme.							

Programme Structure is approved by the Academic Council subject to its norms & conditions. Any provision in the Programme Structure which violates the basic rules & regulations is deemed to be termed "Null & Void".

Head-Academics

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Annexure A

Catalog Course Code	Course Code	Course Title	Specialization	Credit	Internal Marks	External Marks	Total Marks
Semester : 1							
Generic Core Courses							
T2217	020841101	Business Statistics		3	90	60	150
T6076	020841102	Microeconomics		3	90	60	150
T2778	020841103	Basics of Financial Management		2	60	40	100
T2003	020841104	Financial Accounting		2	60	40	100
T2116	020841105	Marketing Management		3	90	60	150
T2279	020841106	Organizational Behaviour		3	90	60	150
T2186	020841107	Operations Management		3	90	60	150
T1140	020841108	Legal Aspects of Business		2	60	40	100
T2237	020841109	Corporate Social Responsibility		1	50	0	50
T2239	020841110	Business Communication		2	100	0	100
T3151	020841111	Technology in Business		2	100	0	100
T2387	020841112	Global Business Environment		2	100	0	100
T4005	020841113	Integrated Disaster Management *		0	0	0	Letter Grade
Total				28	980	420	1400
Semester : 2							
Generic Core Courses							
T2569	020841201	Strategic Management		3	90	60	150
T2280	020841202	Human Resource Management		3	90	60	150
T2615	020841203	Marketing Strategy		3	90	60	150
T6073	020841204	Macroeconomics		3	90	60	150
T2006	020841205	Cost Accounting		2	60	40	100
T2220	020841206	Operations Research		2	60	40	100
T5525	020841207	Research Methodology		3	90	60	150
T2236	020841208	Corporate Governance and Ethics		2	100	0	100
T2353	020841209	Entrepreneurship		2	100	0	100
T2228	020841210	Business Analytics		3	150	0	150
T2034	020841211	Financial Management		2	60	40	100
Total				28	980	420	1400
Semester : 3							
Specialization Core Courses : Marketing							
T2119	020841301	Consumer Behaviour and Insights	Marketing	3	90	60	150
T2131	020841302	Brand Management and Communications	Marketing	3	90	60	150
T2746	020841303	Business Analytics for Marketing	Marketing	3	90	60	150
T2146	020841304	Retail Management	Marketing	3	90	60	150
T2135	020841305	Sales and Distribution Management	Marketing	3	90	60	150
T2744	020841306	Services Marketing	Marketing	3	90	60	150
Total				18	540	360	900
Specialization Core Courses : Finance							
T2046	020841307	Corporate Valuation	Finance	3	90	60	150
T2005	020841308	Financial Statement Analysis	Finance	3	90	60	150
T2012	020841309	Commercial Banking	Finance	3	90	60	150
T2048	020841310	Mergers and Acquisitions	Finance	3	90	60	150
T2014	020841311	Derivative Markets	Finance	3	90	60	150

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Catalog Course Code	Course Code	Course Title	Specialization	Credit	Internal Marks	External Marks	Total Marks
T2044	020841312	Security Analysis and Portfolio Management	Finance	3	90	60	150
Total				18	540	360	900
Specialization Core Courses : Human Resource Management							
T2758	020841313	Talent Acquisition and Retention	Human Resource Management	3	90	60	150
T2269	020841314	Organizational Development and Change	Human Resource Management	3	90	60	150
T2750	020841315	Compensation and Reward Management	Human Resource Management	3	90	60	150
T2287	020841316	Employment Related Laws	Human Resource Management	3	90	60	150
T2752	020841317	HR Scorecard and Analytics	Human Resource Management	3	90	60	150
T2751	020841318	Competency Based Management & Performance Management Systems	Human Resource Management	3	90	60	150
Total				18	540	360	900
Specialization Core Courses : Operations Management							
T2191	020841319	World Class Manufacturing	Operations Management	3	90	60	150
T2796	020841320	Total Quality Management	Operations Management	3	90	60	150
T2167	020841321	Supply Chain Management	Operations Management	3	90	60	150
T2792	020841322	Purchasing and Material Management	Operations Management	3	90	60	150
T2188	020841323	Advanced Service Operations Management	Operations Management	3	90	60	150
T2618	020841324	Project Management	Operations Management	3	90	60	150
Total				18	540	360	900
Generic Core Courses							
T2806	020841325	Project		6	300	0	300
Total				6	300	0	300
Generic Elective Courses Group							
T2055	020841326	Behavioral Finance		2	100	0	100
T2150	020841327	Marketing of Financial Services		2	100	0	100
T2153	020841328	International Marketing		2	100	0	100
T2389	020841329	Business, Government and the Global Political Economy		2	100	0	100
T2132	020841330	Pricing		2	100	0	100
T2294	020841331	Conflict and Negotiation		2	100	0	100
T2127	020841332	Integrated Marketing Communication		2	100	0	100
T3010	020841333	Essentials of Internet and Web Technologies		2	100	0	100
T2051	020841334	Financial Modeling		2	100	0	100
T2286	020841335	Industrial Relations		2	100	0	100
Total Required Credits				6	300	0	300
Semester : 4							
Specialization Core Courses : Marketing							

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Catalog Course Code	Course Code	Course Title	Specialization	Credit	Internal Marks	External Marks	Total Marks
T2741	020841401	Customer Relationship Management	Marketing	3	90	60	150
T2742	020841402	Digital Marketing	Marketing	3	90	60	150
T2745	020841403	Business to Business Marketing	Marketing	3	90	60	150
T2743	020841404	Rural Marketing	Marketing	3	90	60	150
Total				12	360	240	600
Specialization Core Courses : Finance							
T2074	020841405	Advanced International Finance	Finance	3	90	60	150
T2020	020841406	Fixed Income Markets	Finance	3	90	60	150
T2057	020841407	Financial Econometrics	Finance	3	90	60	150
T2058	020841408	Advanced Topics in Corporate Finance	Finance	3	90	60	150
Total				12	360	240	600
Specialization Core Courses : Human Resource Management							
T2757	020841409	Strategic Human Resource Management	Human Resource Management	3	90	60	150
T2753	020841410	International Human Resource Management	Human Resource Management	3	90	60	150
T2755	020841411	Leadership and Capacity Building	Human Resource Management	3	90	60	150
T2756	020841412	Learning and Development	Human Resource Management	3	90	60	150
Total				12	360	240	600
Specialization Core Courses : Operations Management							
T2223	020841413	Advanced Operations Research	Operations Management	3	90	60	150
T2795	020841414	Supply Chain Analytics	Operations Management	3	90	60	150
T2793	020841415	Technology & Innovation Management	Operations Management	3	90	60	150
T2616	020841416	Operations Strategy	Operations Management	3	90	60	150
Total				12	360	240	600
Generic Elective Courses Group							
T2245	020841417	Creativity and Innovation		2	100	0	100
T2449	020841418	Concepts and Applications in Sustainability		2	100	0	100
T6011	020841419	Case Study Writing and Analysis Method		2	100	0	100
T6670	020841420	OOP's: Objects Out of Place, the Unexplained and the Unexplainable		2	100	0	100
T2256	020841421	Leadership Styles		2	100	0	100
T2658	020841422	Design Thinking		2	100	0	100
T2254	020841423	Game Theory for Strategic Thinking		2	100	0	100
Total Required Credits				2	100	0	100

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Semester	Internal Credits	External Credits	Total Credits	Total Marks
Finance				
Semester1	7	21	28	1400
Semester2	7	21	28	1400
Semester3	12	18	30	1500
Semester4	2	12	14	700
Total	28	72	100	5000
Human Resource Management				
Semester1	7	21	28	1400
Semester2	7	21	28	1400
Semester3	12	18	30	1500
Semester4	2	12	14	700
Total	28	72	100	5000
Marketing				
Semester1	7	21	28	1400
Semester2	7	21	28	1400
Semester3	12	18	30	1500
Semester4	2	12	14	700
Total	28	72	100	5000
Operations Management				
Semester1	7	21	28	1400
Semester2	7	21	28	1400
Semester3	12	18	30	1500
Semester4	2	12	14	700
Total	28	72	100	5000