



Symbiosis Institute of Business Management, Bengaluru
Master of Business Administration (Business Analytics)
Programme Structure 2020-22

1.	OBJECTIVE	To create a breed of Techno managers with an analytical approach towards business problems and decision making			
2.	DURATION (IN MONTHS)	24 (Full Time)			
3.	INTAKE	30			
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	Candidate should be a graduate from any recognized University/ Institution of National Importance and must have obtained a minimum of 50% marks or equivalent grade (45% marks or equivalent grade for Scheduled Castes/ Scheduled Tribes) at graduation.			
6.	SELECTION PROCEDURE	Performance in SNAP test, Group Exercise, Personal interaction, Written Ability Test (GEPIWAT)			
7.	MEDIUM OF INSTRUCTION	English			
8.	PROGRAMME PATTERN	Semester			
9.	COURSE & SPECIALIZATION	As per Annexure A			
10.	FEE		Academic Fee p.a	Institute Deposit	Total
		Indian Students	730000	20000	750000
		International Students (USD equivalent to INR)	1095000	20000	1115000
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% external component [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 of 10 CGPA for the programme.			

13.	AWARD OF DEGREE/ DIPLOMA/ CERTIFICATE	Master of Business Administration (Business Analytics) 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	30	0	0	0	0	1*	30
2	25	0	0	0	0	0	25
3	25	6	0	0	0	1*	31
4	14	0	0	0	0	0	14
Total	94	6	0	0	0	0	100
* Satisfactory completion of the non letter- grade courses 'Integrated Disaster Management' and 'Research Publication' is mandatory for award of degree.							

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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Celebrating 50 Years of Excellence

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Annexure A

Catalog Course Code	Course Code	Course Title	Specialization	Credit	Continuous Assessment	Term End Assessment	Total Marks
Semester : 1							
Generic Core Courses							
T2217	0208450101	Business Statistics		3	90	60	150
T2388	0208450102	Global Business Environment		3	150	0	150
T2116	0208450103	Marketing Management		3	90	60	150
T2186	0208450104	Operations Management		3	90	60	150
T5525	0208450105	Research Methodology		3	90	60	150
T2582	0208450106	OB & HRM		3	90	60	150
T3513	0208450107	Mathematical Methods for Data science		3	90	60	150
T2239	0208450108	Business Communication		2	100	0	100
T3395	0208450109	Digital Transformation		2	60	40	100
T2003	0208450110	Financial Accounting		2	60	40	100
T6075	0208450111	Managerial Economics		2	60	40	100
T2237	0208450112	Corporate Social Responsibility		1	50	0	50
T4005	0208450113	Integrated Disaster Management *		0	0	0	Non Letter Grade
Total				30	1020	480	1500
Semester : 2							
Generic Core Courses							
T2228	0208450201	Business Analytics		3	90	60	150
T2615	0208450202	Marketing Strategy		3	90	60	150
T2569	0208450203	Strategic Management		3	90	60	150
T3498	0208450204	Data Warehousing and Business Intelligence		3	90	60	150
TM2010	0208450205	Creativity and Design Thinking		3	90	60	150
T2236	0208450206	Corporate Governance and Ethics		2	60	40	100
T3310	0208450207	e-Commerce		2	60	40	100
T2034	0208450208	Financial Management		2	60	40	100
T3087	0208450209	Legal Aspects of IT Business		2	60	40	100
T2220	0208450210	Operations Research		2	60	40	100
Total				25	750	500	1250
Semester : 3							
Generic Core Courses							
T2806	0208450301	Project		6	300	0	300
T2741	0208450302	Customer Relationship Management		3	90	60	150
T2683	0208450303	Cloud and Big Data		3	90	60	150
T2746	0208450304	Business Analytics for Marketing		3	90	60	150
F0003	0208450305	Flexi-Credit Course		3	150	0	150
F0003	0208450306	Flexi-Credit Course		3	150	0	150
T2685	0208450307	HR Analytics		2	60	40	100
F0002	0208450308	Flexi-Credit Course		2	100	0	100
T0100	0208450309	Research Publication *		0	0	0	Non Letter Grade
Total				25	1030	220	1250
Generic Elective Courses Group							
T2055	0208450310	Behavioral Finance		2	100	0	100
T2449	0208450311	Concepts and Applications in Sustainability		2	100	0	100
T2294	0208450312	Conflict and Negotiation		2	100	0	100
T2245	0208450313	Creativity and Innovation		2	100	0	100
T2254	0208450314	Game Theory for Strategic Thinking		2	100	0	100
T2290	0208450315	Leadership and Capacity Building		2	100	0	100
T2047	0208450316	Mergers and Acquisitions		2	100	0	100
T3524	0208450317	Future Design		2	100	0	100
Total Required Credits				6	300	0	300



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Catalog Course Code	Course Code	Course Title	Specialization	Credit	Continuous Assessment	Term End Assessment	Total Marks
Semester : 4							
Generic Core Courses							
T2209	0208450401	Business Forecasting		2	60	40	100
T2742	0208450402	Digital Marketing		3	90	60	150
T3569	0208450403	Data Science for IOT		3	90	60	150
T2687	0208450404	Operations Analytics		2	60	40	100
T2804	0208450405	Project		4	200	0	200
Total				14	500	200	700



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Semester	Continuous Assessment	Term End Assessment	Total Credits	Total Marks
Semester1	6	24	30	1500
Semester2	0	25	25	1250
Semester3	20	11	31	1550
Semester4	4	10	14	700
Total	30	70	100	5000