



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

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	800000	20000
		International Students (USD equivalent to INR)	1200000	20000	1220000
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 of 10 CGPA for the programme.					
13.	AWARD OF DEGREE/ DIPLOMA/ CERTIFICATE	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	29	0	0	0	0	1*	29
2	26	0	0	0	0	0	26
3	6	6	18	0	0	1*	30
4	4	2	9	0	0	0	15
Total	65	8	27	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

THIS IS SYSTEM GENERATED DOCUMENT AND REQUIRES NO SIGNATURE.



Celebrating 50 Years of Excellence

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

Annexure A

Catalog Course Code	Course Code	Course Title	Specialization	Credit	Internal Marks	External Marks	Total Marks
Semester : 1							
Generic Core Courses							
T2217	0208410101	Business Statistics		3	90	60	150
T2116	0208410102	Marketing Management		3	90	60	150
T2186	0208410103	Operations Management		3	90	60	150
T2279	0208410104	Organizational Behaviour		3	90	60	150
T5525	0208410105	Research Methodology		3	90	60	150
T6076	0208410106	Microeconomics		3	90	60	150
T2778	0208410107	Basics of Financial Management		2	60	40	100
T2239	0208410108	Business Communication		2	100	0	100
T2003	0208410109	Financial Accounting		2	60	40	100
T2387	0208410110	Global Business Environment		2	100	0	100
T3151	0208410111	Technology in Business		2	100	0	100
T2237	0208410112	Corporate Social Responsibility		1	50	0	50
T4005	0208410113	Integrated Disaster Management *		0	0	0	Non Letter Grade
Total				29	1010	440	1450
Semester : 2							
Generic Core Courses							
T2280	0208410201	Human Resource Management		3	90	60	150
T2615	0208410202	Marketing Strategy		3	90	60	150
T2569	0208410203	Strategic Management		3	90	60	150
T6073	0208410204	Macroeconomics		3	90	60	150
T2227	0208410205	Business Analytics		2	100	0	100
T2236	0208410206	Corporate Governance and Ethics		2	60	40	100
T2006	0208410207	Cost Accounting		2	60	40	100
T2353	0208410208	Entrepreneurship		2	100	0	100
T2034	0208410209	Financial Management		2	60	40	100
T1140	0208410210	Legal Aspects of Business		2	60	40	100
T2220	0208410211	Operations Research		2	60	40	100
Total				26	860	440	1300
Semester : 3							
Generic Core Courses							
T2806	0208410301	Project		6	300	0	300
T0100	0208410302	Research Publication *		0	0	0	Non Letter Grade
Total				6	300	0	300
Specialization Core Courses : Marketing							
T2119	0208410303	Consumer Behaviour and Insights	Marketing	3	90	60	150
T2146	0208410304	Retail Management	Marketing	3	90	60	150
T2131	0208410305	Brand Management and Communications	Marketing	3	90	60	150
T2135	0208410306	Sales and Distribution Management	Marketing	3	90	60	150
T2746	0208410307	Business Analytics for Marketing	Marketing	3	90	60	150
T2744	0208410308	Services Marketing	Marketing	3	90	60	150
Total				18	540	360	900
Specialization Core Courses : Human Resource Management							
T2750	0208410309	Compensation and Reward Management	Human Resource Management	3	90	60	150
T2751	0208410310	Competency Based Management & Performance Management Systems	Human Resource Management	3	90	60	150
T2287	0208410311	Employment Related Laws	Human Resource Management	3	90	60	150
T2752	0208410312	HR Scorecard and Analytics	Human Resource Management	3	90	60	150
T2269	0208410313	Organizational Development and Change	Human Resource Management	3	90	60	150



Celebrating 50 Years of Excellence

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

Annexure A

Catalog Course Code	Course Code	Course Title	Specialization	Credit	Internal Marks	External Marks	Total Marks
T2758	0208410314	Talent Acquisition and Retention	Human Resource Management	3	90	60	150
Total				18	540	360	900
Specialization Core Courses : Finance							
T2012	0208410315	Commercial Banking	Finance	3	90	60	150
T2046	0208410316	Corporate Valuation	Finance	3	90	60	150
T2014	0208410317	Derivative Markets	Finance	3	90	60	150
T2005	0208410318	Financial Statement Analysis	Finance	3	90	60	150
T2044	0208410319	Security Analysis and Portfolio Management	Finance	3	90	60	150
T2048	0208410320	Mergers and Acquisitions	Finance	3	90	60	150
Total				18	540	360	900
Specialization Core Courses : Operations Management							
T2188	0208410321	Advanced Service Operations Management	Operations Management	3	90	60	150
T2618	0208410322	Project Management	Operations Management	3	90	60	150
T2792	0208410323	Purchasing and Material Management	Operations Management	3	90	60	150
T2167	0208410324	Supply Chain Management	Operations Management	3	90	60	150
T2796	0208410325	Total Quality Management	Operations Management	3	90	60	150
T2191	0208410326	World Class Manufacturing	Operations Management	3	90	60	150
Total				18	540	360	900
Generic Elective Courses Group							
F0002	0208410327	Flexi-Credit Course		2	100	0	100
F0002	0208410328	Flexi-Credit Course		2	100	0	100
T3010	0208410329	Essentials of Internet and Web Technologies		2	100	0	100
T2055	0208410330	Behavioral Finance		2	100	0	100
T2132	0208410331	Pricing		2	100	0	100
T2294	0208410332	Conflict and Negotiation		2	100	0	100
T2127	0208410333	Integrated Marketing Communication		2	100	0	100
T2286	0208410334	Industrial Relations		2	100	0	100
F0002	0208410335	Flexi-Credit Course		2	100	0	100
T2150	0208410336	Marketing of Financial Services		2	100	0	100
T2153	0208410337	International Marketing		2	100	0	100
T2389	0208410338	Business, Government and the Global Political Economy		2	100	0	100
T2051	0208410339	Financial Modeling		2	100	0	100
Total Required Credits				6	300	0	300
Semester : 4							
Generic Core Courses							
T2704	0208410401	Dissertation		4	200	0	200
Total				4	200	0	200
Specialization Core Courses : Marketing							
T2741	0208410402	Customer Relationship Management	Marketing	3	90	60	150
T2745	0208410403	Business to Business Marketing	Marketing	3	90	60	150
T2742	0208410404	Digital Marketing	Marketing	3	90	60	150
Total				9	270	180	450
Specialization Core Courses : Human Resource Management							
T2753	0208410405	International Human Resource Management	Human Resource Management	3	90	60	150
T2755	0208410406	Leadership and Capacity Building	Human Resource Management	3	90	60	150
T2756	0208410407	Learning and Development	Human Resource Management	3	90	60	150



Celebrating 50 Years of Excellence

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

Annexure A

Catalog Course Code	Course Code	Course Title	Specialization	Credit	Internal Marks	External Marks	Total Marks
Total				9	270	180	450
Specialization Core Courses : Finance							
T2074	0208410408	Advanced International Finance	Finance	3	90	60	150
T2058	0208410409	Advanced Topics in Corporate Finance	Finance	3	90	60	150
T2020	0208410410	Fixed Income Markets	Finance	3	90	60	150
Total				9	270	180	450
Specialization Core Courses : Operations Management							
T2223	0208410411	Advanced Operations Research	Operations Management	3	90	60	150
T2795	0208410412	Supply Chain Analytics	Operations Management	3	90	60	150
T2793	0208410413	Technology & Innovation Management	Operations Management	3	90	60	150
Total				9	270	180	450
Generic Elective Courses Group							
F0002	0208410414	Flexi-Credit Course		2	100	0	100
T6011	0208410415	Case Study Writing and Analysis Method		2	100	0	100
T2449	0208410416	Concepts and Applications in Sustainability		2	100	0	100
T6670	0208410417	OOP's: Objects Out of Place, the Unexplained and the Unexplainable		2	100	0	100
T2256	0208410418	Leadership Styles		2	100	0	100
T2658	0208410419	Design Thinking		2	100	0	100
T2254	0208410420	Game Theory for Strategic Thinking		2	100	0	100
F0002	0208410421	Flexi-Credit Course		2	100	0	100
T2611	0208410422	Financial Econometrics		2	100	0	100
Total Required Credits				2	100	0	100



Celebrating 50 Years of Excellence

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

Semester	Internal Credits	External Credits	Total Credits	Total Marks
Marketing				
Semester1	7	22	29	1450
Semester2	4	22	26	1300
Semester3	12	18	30	1500
Semester4	6	9	15	750
Total	29	71	100	5000
Human Resource Management				
Semester1	7	22	29	1450
Semester2	4	22	26	1300
Semester3	12	18	30	1500
Semester4	6	9	15	750
Total	29	71	100	5000
Finance				
Semester1	7	22	29	1450
Semester2	4	22	26	1300
Semester3	12	18	30	1500
Semester4	6	9	15	750
Total	29	71	100	5000
Operations Management				
Semester1	7	22	29	1450
Semester2	4	22	26	1300
Semester3	12	18	30	1500
Semester4	6	9	15	750
Total	29	71	100	5000