



Celebrating 50 Years of Excellence

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

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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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