



Celebrating 50 Years of Excellence

Symbiosis Institute of Business Management, Bengaluru
Master of Business Administration (Business Analytics)
Programme Structure 2021-23

Annexure A

Catalog Course Code	Course Code	Course Title	Specialization	Credit	Internal Marks	External Marks	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							
T2812	0208450301	Project		12	600	0	600
T2795	0208450302	Supply Chain Analytics		3	90	60	150
T2683	0208450303	Cloud and Big Data		3	90	60	150
T2746	0208450304	Business Analytics for Marketing		3	90	60	150



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T3447	0208450305	Machine learning		3	90	60	150
T3502	0208450306	Text Mining		3	90	60	150
T0100	0208450307	Research Publication *		0	0	0	Non Letter Grade
Total				27	1050	300	1350
Generic Elective Courses Group							
T2245	0208450308	Creativity and Innovation		2	100	0	100
T2290	0208450309	Leadership and Capacity Building		2	100	0	100
T2294	0208450310	Conflict and Negotiation		2	100	0	100
TE7467	0208450311	Artificial Intelligence, Augmented Reality and Virtual Reality		2	100	0	100
T2748	0208450312	Theory of Constraints		2	100	0	100
Total Required Credits				4	200	0	200
Semester : 4							
Generic Core Courses							
T2595	0208450401	Concepts and Applications in Sustainability		1	50	0	50
T2742	0208450402	Digital Marketing		3	90	60	150
T2057	0208450403	Financial Econometrics		3	90	60	150
T3453	0208450404	Deep learning		3	90	60	150
T2752	0208450405	HR Scorecard and Analytics		3	90	60	150
T3550	0208450406	Project Management		1	50	0	50
Total				14	460	240	700



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Semester	Internal Credits	External Credits	Total Credits	Total Marks
Semester 1	6	24	30	1500
Semester 2	0	25	25	1250
Semester 3	16	15	31	1550
Semester 4	2	12	14	700
Total	24	76	100	5000