



Celebrating 50 Years of Excellence

Symbiosis Institute of Business Management, Bengaluru
Master of Business Administration
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	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							
T2812	0208410301	Project		12	600	0	600
T0100	0208410302	Research Publication *		0	0	0	Non Letter Grade
Total				12	600	0	600



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Generic Elective Courses Group							
T2935	0208410303	Value Investing		2	100	0	100
T2748	0208410304	Theory of Constraints		2	100	0	100
T3010	0208410305	Essentials of Internet and Web Technologies		2	100	0	100
T2055	0208410306	Behavioral Finance		2	100	0	100
T2132	0208410307	Pricing		2	100	0	100
T2294	0208410308	Conflict and Negotiation		2	100	0	100
T2127	0208410309	Integrated Marketing Communication		2	100	0	100
T6003	0208410310	Indian Kaleidoscope-Culture and Communication		2	100	0	100
T2150	0208410311	Marketing of Financial Services		2	100	0	100
T2153	0208410312	International Marketing		2	100	0	100
T2389	0208410313	Business, Government and the Global Political Economy		2	100	0	100
T2051	0208410314	Financial Modeling		2	100	0	100
T3532	0208410315	Machine learning		2	100	0	100
Total Required Credits				4	200	0	200
Specialization Core Courses : Marketing							
T2119	0208410316	Consumer Behaviour and Insights	Marketing	3	90	60	150
T2146	0208410317	Retail Management	Marketing	3	90	60	150
T2131	0208410318	Brand Management and Communications	Marketing	3	90	60	150
T2135	0208410319	Sales and Distribution Management	Marketing	3	90	60	150
T2746	0208410320	Business Analytics for Marketing	Marketing	3	90	60	150
T2143	0208410321	Services Marketing	Marketing	2	60	40	100
Total				17	510	340	850
Specialization Core Courses : Human Resource Management							
T2750	0208410322	Compensation and Reward Management	Human Resource Management	3	90	60	150
T2576	0208410323	Performance Management System	Human Resource Management	2	60	40	100
T2287	0208410324	Employment Related Laws	Human Resource Management	3	90	60	150
T2752	0208410325	HR Scorecard and Analytics	Human Resource Management	3	90	60	150



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T2269	0208410326	Organizational Development and Change	Human Resource Management	3	90	60	150
T2758	0208410327	Talent Acquisition and Retention	Human Resource Management	3	90	60	150
Total				17	510	340	850
Specialization Core Courses : Finance							
T2012	0208410328	Commercial Banking	Finance	3	90	60	150
T2046	0208410329	Corporate Valuation	Finance	3	90	60	150
T2014	0208410330	Derivative Markets	Finance	3	90	60	150
T2005	0208410331	Financial Statement Analysis	Finance	3	90	60	150
T2044	0208410332	Security Analysis and Portfolio Management	Finance	3	90	60	150
T2047	0208410333	Mergers and Acquisitions	Finance	2	60	40	100
Total				17	510	340	850
Specialization Core Courses : Operations Management							
T2188	0208410334	Advanced Service Operations Management	Operations Management	3	90	60	150
T2193	0208410335	Project Management	Operations Management	2	60	40	100
T2792	0208410336	Purchasing and Material Management	Operations Management	3	90	60	150
T2167	0208410337	Supply Chain Management	Operations Management	3	90	60	150
T2796	0208410338	Total Quality Management	Operations Management	3	90	60	150
T2191	0208410339	World Class Manufacturing	Operations Management	3	90	60	150
Total				17	510	340	850
Semester : 4							
Generic Core Courses							
T2595	0208410401	Concepts and Applications in Sustainability		1	50	0	50
Total				1	50	0	50
Generic Elective Courses Group							
F0002	0208410402	Flexi-Credit Course		2	100	0	100
T2245	0208410403	Creativity and Innovation		2	100	0	100
T6670	0208410404	OOP's: Objects Out of Place, the Unexplained and the Unexplainable		2	100	0	100



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F0002	0208410405	Flexi-Credit Course		2	100	0	100
Total Required Credits				2	100	0	100
Specialization Core Courses : Marketing							
T2741	0208410406	Customer Relationship Management	Marketing	3	90	60	150
T2745	0208410407	Business to Business Marketing	Marketing	3	90	60	150
T2742	0208410408	Digital Marketing	Marketing	3	90	60	150
Total				9	270	180	450
Specialization Core Courses : Human Resource Management							
T2753	0208410409	International Human Resource Management	Human Resource Management	3	90	60	150
T2755	0208410410	Leadership and Capacity Building	Human Resource Management	3	90	60	150
T2756	0208410411	Learning and Development	Human Resource Management	3	90	60	150
Total				9	270	180	450
Specialization Core Courses : Finance							
T2074	0208410412	Advanced International Finance	Finance	3	90	60	150
T2058	0208410413	Advanced Topics in Corporate Finance	Finance	3	90	60	150
T2020	0208410414	Fixed Income Markets	Finance	3	90	60	150
Total				9	270	180	450
Specialization Core Courses : Operations Management							
T2223	0208410415	Advanced Operations Research	Operations Management	3	90	60	150
T2795	0208410416	Supply Chain Analytics	Operations Management	3	90	60	150
T2793	0208410417	Technology & Innovation Management	Operations Management	3	90	60	150
Total				9	270	180	450



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Semester	Internal Credits	External Credits	Total Credits	Total Marks
Marketing				
Semester 1	7	22	29	1450
Semester 2	4	22	26	1300
Semester 3	16	17	33	1650
Semester 4	3	9	12	600
Total	30	70	100	5000
Human Resource Management				
Semester 1	7	22	29	1450
Semester 2	4	22	26	1300
Semester 3	16	17	33	1650
Semester 4	3	9	12	600
Total	30	70	100	5000
Finance				
Semester 1	7	22	29	1450
Semester 2	4	22	26	1300
Semester 3	16	17	33	1650
Semester 4	3	9	12	600
Total	30	70	100	5000
Operations Management				
Semester 1	7	22	29	1450
Semester 2	4	22	26	1300
Semester 3	16	17	33	1650
Semester 4	3	9	12	600
Total	30	70	100	5000