



**Symbiosis Institute of Business Management, Bengaluru**  
**Master of Business Administration (Business Analytics)**  
**Programme Structure 2023-25**

1.	<b>OBJECTIVE</b>	To create a breed of Techno managers with an analytical approach towards business problems and decision making			
2.	<b>DURATION (IN MONTHS)</b>	24 (Full Time)			
3.	<b>INTAKE</b>	30			
4.	<b>RESERVATION</b>	<b>I. Within the sanctioned intake</b>	<b>a) SC (In Percentage)</b>	<b>b) ST (In Percentage)</b>	<b>c) Differently abled (In Percentage)</b>
			15	7.5	3
		<b>II. Over and above the sanctioned intake</b>	<b>a) Kashmiri Migrants (In Seats)</b>	<b>b) International Students (In Percentage)</b>	
			2	15	
5.	<b>ELIGIBILITY</b>	Graduate from any recognised University/ Institution of National Importance and must have obtained a minimum of 50% marks or equivalent grade (45% marks or equivalent grade for Scheduled Caste/ Scheduled Tribes) at graduation.			
6.	<b>SELECTION PROCEDURE</b>	Performance in SNAP test, Group Exercise, Personal interaction, Written Ability Test (GEPIWAT)			
7.	<b>MEDIUM OF INSTRUCTION</b>	English			
8.	<b>PROGRAMME PATTERN</b>	Semester			
9.	<b>COURSE &amp; SPECIALIZATION</b>	As per Annexure A			
10.	<b>FEE</b>		<b>Academic Fee p.a</b>	<b>Institute Deposit</b>	<b>Total</b>
	<b>Indian Students (Amount in INR)</b>		945000	20000	965000
	<b>International Students</b>	<b>NRI/ PIO/ OCI Category (Amount in US\$)</b>	18475	275	18750
		<b>Foreign National Category (Amount in US\$)</b>	2600	275	2875
11.	<b>ASSESSMENT</b>	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.	<b>STANDARD OF PASSING</b>	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	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. CLASSIFICATION OF CREDITS								
Semester	Generic Core	Generic Elective	Specializa- tion Core	Specializa- tion Elective	Open Elective	Non-Letter Grade Mandatory Course/s	Non-Letter Grade Audit Course/s	Total
Common								
1	31	0	0	0	0	1	As per the student's choice	31
2	25	0	0	0	0	0		25
3	25	4	0	0	0	0		29
4	15	0	0	0	0	0		15
Total	96	4	0	0	0	0		100

This Programme Structure is aligned with the norms laid down by the University and is approved by the Academic Council.  
Hereafter changes (if any) which conform to the policy on "Curriculum Development and Review" would be permissible, subject to revision of the Programme Structure, following the specified processes.

Director - 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	Internal Marks	External Marks	Total Marks
<b>Semester : 1</b>							
<b>Generic Core Courses</b>							
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
T3498	0208450107	Data Warehousing and Business Intelligence		3	90	60	150
T2239	0208450108	Business Communication		2	100	0	100
T3444	0208450109	Programming for Data Sciences		2	60	40	100
T2003	0208450110	Financial Accounting		2	60	40	100
T6069	0208450111	Economics for Managers		3	90	60	150
T2237	0208450112	Corporate Social Responsibility		1	50	0	50
T4005	0208450113	Integrated Disaster Management		0	0	0	Non - Letter Grade Mandatory
<b>Total</b>				<b>31</b>	<b>1050</b>	<b>500</b>	<b>1550</b>
<b>Semester : 2</b>							
<b>Generic Core Courses</b>							
T2228	0208450201	Business Analytics		3	90	60	150
T2615	0208450202	Marketing Strategy		3	90	60	150
T2569	0208450203	Strategic Management		3	90	60	150
T3513	0208450204	Mathematical Methods for Data science		3	90	60	150
TM2010	0208450205	Creativity and Design Thinking		3	150	0	150
T2236	0208450206	Corporate Governance and Ethics		2	60	40	100
T3310	0208450207	e-Commerce		2	100	0	100
T2034	0208450208	Financial Management		2	60	40	100
T3548	0208450209	Block Chain Technology		2	100	0	100
T2220	0208450210	Operations Research		2	60	40	100
<b>Total</b>				<b>25</b>	<b>890</b>	<b>360</b>	<b>1250</b>
<b>Semester : 3</b>							
<b>Generic Core Courses</b>							
T2810	0208450301	Project		10	500	0	500
T2795	0208450302	Supply Chain Analytics		3	90	60	150
T2683	0208450303	Cloud and Big Data		3	90	60	150



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T2742	0208450304	Digital Marketing		3	90	60	150
T3447	0208450305	Machine learning		3	90	60	150
T3502	0208450306	Text Mining		3	90	60	150
<b>Total</b>				<b>25</b>	<b>950</b>	<b>300</b>	<b>1250</b>
<b>Generic Elective Course Group</b> (Choose any two courses)							
T3087	0208450307	Legal Aspects of IT Business		2	100	0	100
T2290	0208450308	Leadership and Capacity Building		2	100	0	100
T2294	0208450309	Conflict and Negotiation		2	100	0	100
TE7467	0208450310	Artificial Intelligence, Augmented Reality and Virtual Reality		2	100	0	100
T2748	0208450311	Theory of Constraints		2	100	0	100
<b>Total Required Credits</b>				<b>4</b>	<b>200</b>	<b>0</b>	<b>200</b>
<b>Semester : 4</b>							
<b>Generic Core Courses</b>							
T2449	0208450401	Concepts and Applications in Sustainability		2	100	0	100
T2746	0208450402	Business Analytics for 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
<b>Total</b>				<b>15</b>	<b>510</b>	<b>240</b>	<b>750</b>



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Semester	Internal Credits	External Credits	Total Credits	Total Marks
Semester 1	6	25	31	1550
Semester 2	7	18	25	1250
Semester 3	14	15	29	1450
Semester 4	3	12	15	750
<b>Total</b>	<b>30</b>	<b>70</b>	<b>100</b>	<b>5000</b>