



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

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 and 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
Total				31	1050	500	1550
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
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
Total				25	890	360	1250
Semester : 3							
Generic Core Courses							
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
T2742	0208450304	Digital Marketing		3	90	60	150
T3447	0208450305	Machine learning		3	90	60	150
T3502	0208450306	Text Mining		3	90	60	150
Total				25	950	300	1250
Generic Elective Course Group (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
Total Required Credits				4	200	0	200
GIP							
G2004	0208450312	Global Immersion Programme		4	0	200	200
<p>Note: For students under Global Immersion Programme (0208450312), courses "Legal Aspects of IT Business" (0208450307), "Leadership and Capacity Building" (0208450308), "Conflict and Negotiation" (0208450309), "Artificial Intelligence, Augmented Reality and Virtual Reality" (0208450310), "Theory of Constraints" (0208450311) will be waived off.</p>							
Semester : 4							
Generic Core Courses							
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
Total				15	510	240	750



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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
Total	30	70	100	5000