



**SYMBIOSIS INSTITUTE OF BUSINESS
MANAGEMENT, BENGALURU**

**CORPORATE BROCHURE
2025**

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Who We Are

Established in 2008 under the aegis of Symbiosis International University (Deemed), Symbiosis Institute of Business Management (SIBM), Bengaluru, strives to deliver **excellence in education** and equip students with **exposure to global business practices**. The institute brings together accomplished faculty from across the nation to mentor its enthusiastic students, providing a platform to merge their aspirations with real-world insights, shaping them into visionary leaders.

Over the years, the Institute has grown into one of India's **leading management institutions**. Situated in Bengaluru, a city renowned as a global business hub, the institute benefits from its unique position at the crossroads of eastern and western business cultures.

With a strong focus on **holistic development**, SIBM Bengaluru emphasizes nurturing leadership potential while honing analytical and decision-making skills. Through interactive methods such as case studies and simulations, the institute creates an environment that prepares students for dynamic corporate roles.

SIU: Vision & Mission

VISION

- Promoting International understanding through quality education.

MISSION

- To inculcate the spirit of '**Vasudhaiva Kutumbakam**' (the world is one family).
- To contribute towards knowledge generation and dissemination.
- To promote health and wellness amongst students, staff and community.
- To develop global competencies amongst students.
- To inculcate cross-cultural sensitization.
- To instill sensitivity amongst the youth towards the community and environment.
- To enhance employability and contribute to human resource development.
- To nurture creativity and encourage entrepreneurship.
- To promote ethical and value-based learning.
- To foster the spirit of national development.
- To produce thought provoking leaders for the society.

VISION

- Empowering tomorrow's global leaders and promoting international understanding through excellence in action.

MISSION

- To equip students for dynamic business environments.
- To cultivate problem-solving and leadership skills.
- To promote collaboration in diverse teams.
- To inspire entrepreneurship and leadership through practical experience.
- To integrate theory and practice for versatile managerial decision-making.
- To drive global collaboration for academic and research excellence.

Programme Educational Objectives

PEO 1

To equip management students with the ability to understand the requirements of ever-changing business environment along with skillful implementation of strategies to take businesses to greater heights.

PEO 2

To equip students with a systematic and hands-on problem-solving mind-set, enabling them to adeptly operate as proficient managers capable of navigating dynamic social and global landscapes.

PEO 3

To equip students for harmonious collaboration within diverse and interdisciplinary teams, nurturing effective solutions to challenges, and fostering a deep understanding of global unity, group dynamics, teamwork, and managerial progress.

PEO 4

To demonstrate entrepreneurial prowess and leadership qualities by founding business units and embarking on consulting ventures.

PEO 5

Employing a blend of theoretical synthesis and practical application to conduct strategic analysis, while utilizing a mix of quantitative and qualitative decision-making techniques to tackle management challenges.



Chancellor Prof. Dr. S B Mujumdar

Over the past five decades since the inception of Symbiosis University, it is both humbling and inspiring to witness the remarkable achievements of SIBM Bengaluru. With its rigorous academics, student-driven initiatives, and abundant industry opportunities, the institute offers a truly exceptional learning experience. My heartfelt wishes and unwavering confidence remain with SIBM Bengaluru, knowing that its students will emerge as outstanding leaders of tomorrow.

Vice Chancellor Dr. Ramakrishnan Raman



Founded in 2008 as part of Symbiosis International (Deemed University), SIBM Bengaluru remains committed to excellence in business education. This year, students have excelled in academics, research, and extracurriculars, supported by faculty engagement and strong industry ties. Our corporate brochure highlights our legacy of excellence and teamwork. Moving forward, we embrace challenges with integrity, inclusivity, and a dedication to excellence, grateful for our stakeholders' continued support.

Message from Director

Director Dr. Madhvi Sethi



At SIBM-B, we uphold Innovation, Integrity, and Inclusion as core values shaping our commitment to excellence. We challenge boundaries with a creative, entrepreneurial mindset and excel through research, consulting, and immersive learning. Our mission is to equip students with the knowledge, skills, and values to succeed professionally, grow personally, and contribute meaningfully to society in an ever-evolving business landscape.

Deputy Director Dr. Saina Baby



SIBM-B fosters corporate engagement through industry expert involvement in admissions, curriculum, and guest sessions. Industrial visits, projects, and internships enhance industry exposure. Our curriculum ensures employability and skill development. Problem-solving skills are built through case studies and simulations. We develop "techno-managers" who embrace technology. LinkedIn Learning access helps students gain industry-demanded skills to make sound business decisions.

ACADEMIC HIGHLIGHTS



Our Differentiators

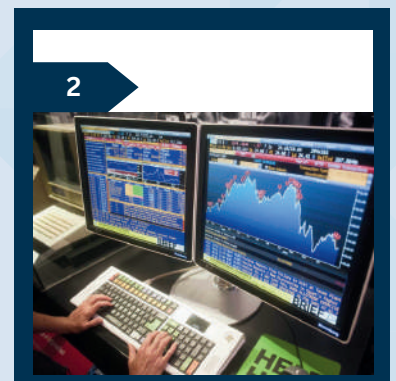
HARVARD BUSINESS REVIEW



SIBM Bengaluru collaborates with Harvard Business School Publishing to offer specialized courses for MBA students. These courses cover a wide range of business topics, providing a thorough understanding and equipping students with a solid foundation for business education and practical application.

BLOOMBERG TERMINAL

The Bloomberg Terminal provides real-time data, analytics, and research, offering students a thorough understanding of the finance industry. It bridges theory and practice, supports market simulations, and creates networking opportunities with industry professionals and recruiters.



RESEARCH COMMITTEE



SIBM Bengaluru's SPaRC center promotes quality research by engaging students and faculty. The Research Committee publishes Orion, a handbook to enhance student resumes and strengthen their management foundation.

Our Differentiators

KPMG LEAN SIX SIGMA



The goal of SIBM Bengaluru's collaboration with KPMG for their Lean Six Sigma programme was to give students a thorough knowledge and the way they relate to **digital transformation**. The curriculum uses a project-based simulation exercise to provide participants with a hands-on understanding of using LSS approaches. It equips professionals with industry-leading methodologies.

LINKEDIN LEARNING

SIBM Bengaluru provides its students with access to a variety of courses from several streams on the LinkedIn Learning platform. It aims at enhancing their knowledge and abilities for both **career advancement and personal growth**. The expert-led courses are designed to enhance skills, boost productivity, and drive business success.



SEMESTER 1

- Microeconomics
- Business Statistics
- Financial Accounting
- Marketing Management
- Operations Management
- Organizational Behaviour
- Basics of Financial Management
- Technology in Business
- Mathematics Foundation
- Business Communication
- Global Business Environment
- Concepts and Applications in Sustainability

SEMESTER 2

- Macroeconomics
- Marketing Strategy
- Business Analytics
- Strategic Management
- Research Methodology
- Human Resource Management
- Cost Accounting
- Operations Research
- Financial Management
- Legal Aspects of Business
- Corporate Governance and Ethics



HUMAN RESOURCES

- Employment Related Laws
- HR Scorecard and Analytics
- Talent Acquisition and Retention
- Compensation and Reward Management
- Organizational Development and Change
- Competency Based Management and Performance Management Systems



OPERATIONS

- Project Management
- Supply Chain Analytics
- Purchasing and Material Management
- Supply Chain Management
- World Class Manufacturing
- Advanced Service Operations Management



MARKETING

- Digital Marketing
- Retail Management
- Brand Management and Communications
- Consumer Behaviour and Insights
- Business Analytics for Marketing
- Sales and Distribution Management



FINANCE

- Derivatives Market
- Corporate Valuation
- Commercial Banking
- Stochastic Processes for Finance
- Financial Statement Analysis
- Security Analysis and Portfolio Management

Curriculum : MBA Business Analytics

SEMESTER 1

- Business Statistics
- Financial Accounting
- Research Methodology
- Marketing Management
- Economics for Managers
- Operations Management
- Organizational Behaviour
- Data Warehousing & Business Intelligence
- Programming for Data Sciences

SEMESTER 2

- Marketing Strategy
- Business Analytics
- Operations Research
- Strategic Management
- Financial Management
- Mathematical Methods for Data science
- Creativity and Design Thinking
- Human Resource Management
- Corporate Governance and Ethics

SEMESTER 3

- Digital Marketing
- Machine learning
- Supply Chain Analytics
- Cloud and Big Data
- Text Mining
- Product Management
- Financial Statement Analysis

SEMESTER 4

- Deep Learning
- Project Management
- Econometric
- HR Analytics
- Marketing Analytics

Batch Overview: Class of 23-25

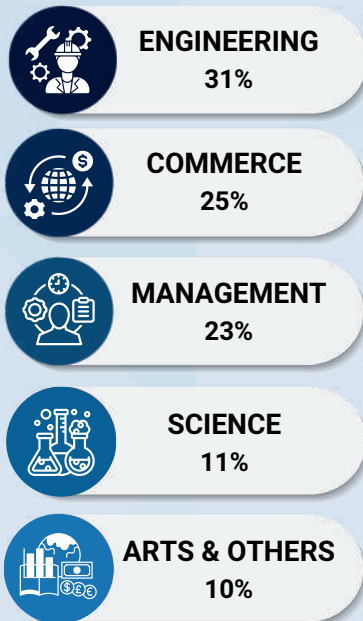
GENDER DIVERSITY



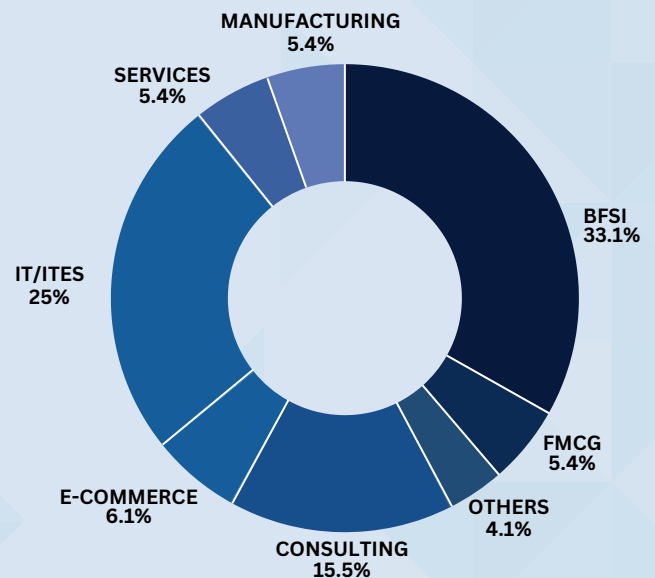
BATCH PROFILE



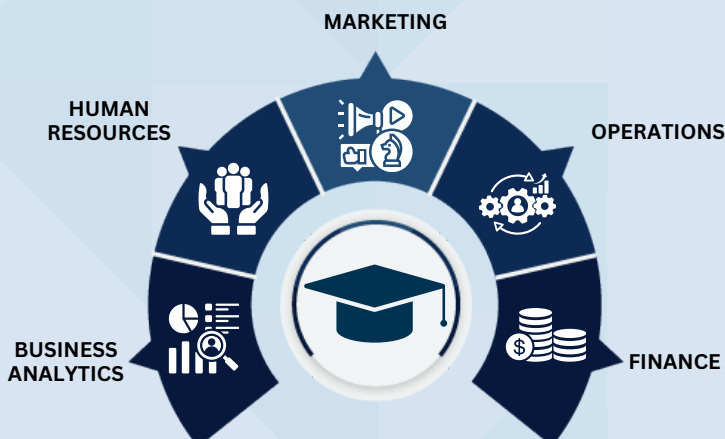
EDUCATIONAL BACKGROUND



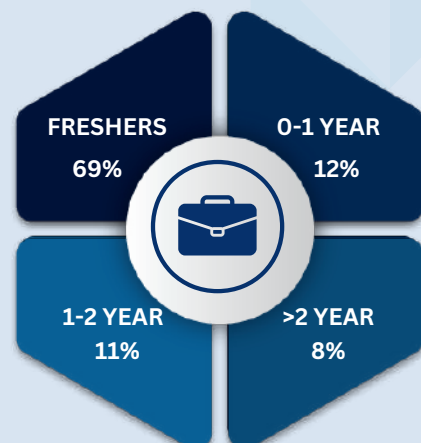
SECTOR WISE FINAL PLACEMENTS



SPECIALISATIONS OFFERED



WORK EXPERIENCE



Batch Overview: Class of 24-26

GENDER DIVERSITY



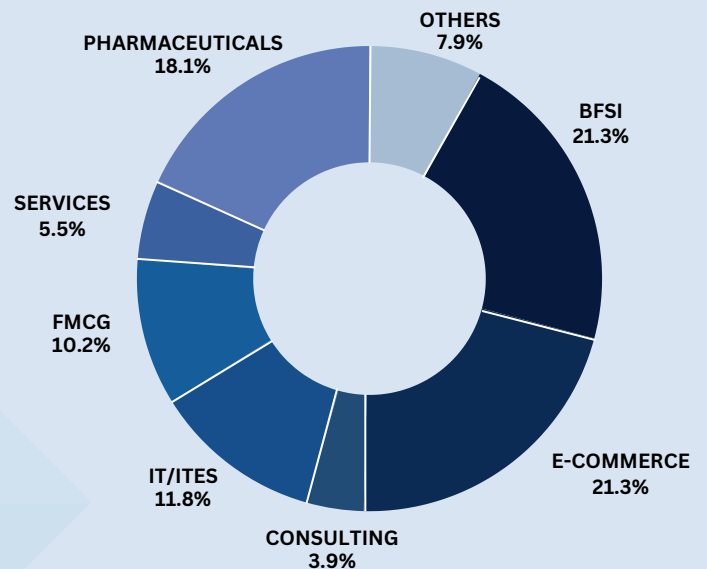
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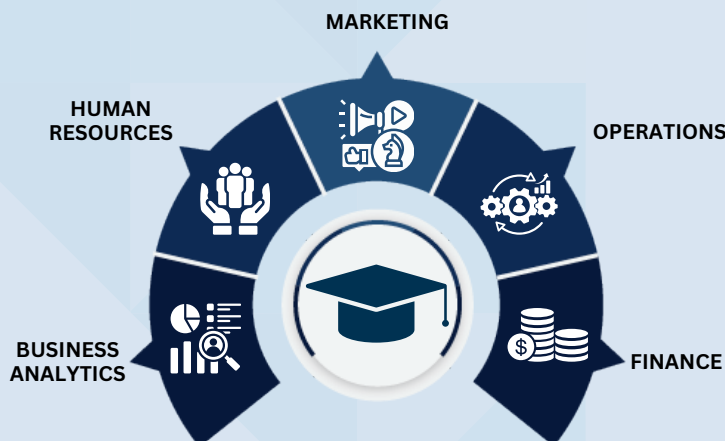
EDUCATIONAL BACKGROUND



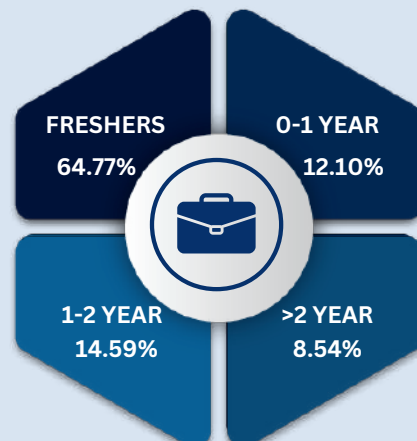
SECTOR WISE FINAL PLACEMENTS



SPECIALISATIONS OFFERED



WORK EXPERIENCE



Student Committees at SIBM-B

ACADEMIC PROGRAM COMMITTEE

Connecting students to academic excellence via faculty assistance and upskilling events



ADMISSIONS COMMITTEE

Ensuring a fair and smooth path towards fulfilling careers for aspiring candidates

ALUMNI COMMITTEE

Ensuring perennial contact between the students present and past



CONFERENCE & EVENTS COMMITTEE

Paving the way for an eventful life by hosting and facilitating numerous events

CORPORATE RELATIONS & PLACEMENTS COMMITTEE

Responsible for molding corporate leaders by harnessing career opportunities



Student Committees at SIBM-B

CULTURAL & INTERNATIONAL RELATIONS COMMITTEE

Fostering ever lasting ties and bring cultural
diversity through events



PRMIC

PUBLIC RELATIONS, MEDIA & IT COMMITTEE

Fostering relations with the word through
digital spaces

RESEARCH COMMITTEE

Ensuring a fair and smooth path towards fulfilling
careers for aspiring candidates



SOCIAL RESPONSIBILITY COMMITTEE

Inculcating social responsibility through initiatives
of community service



STUDENT WELFARE & SPORTS COMMITTEE

Pillars of student well-being and sports culture



Clubs at SIBM-B



JZaa
The Drama Club



PRISyM
The Marketing Club



SCALE
The Entrepreneurship
Club



OPSESSION
The Operations Club



FINERGY
The Finance Club



HIPPOCAMPUS
The Creative Club



GEOCON
The Geopolitical &
Economics Club



TOASTMASTERS
The SIBM-B
Toastmasters Club



ENSEMBLE
The HR Club



SAAZ
The Music Club



JHANKAAR
The Dance Club



DATALYTICS
The Analytics Club



SymBeat
The Literary Club

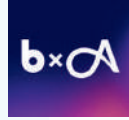


ROTARACT
The Rotary Club

PLACEMENT OVERVIEW



New Engagements



Prominent Recruiters



**SIGNATURE
EVENTS AT
SIBM**



Signature Events at SIBM-B

**ALCHEMY: MANAGEMENT
CONCLAVE**



EXORDIUM: SPORTS EVENT



**REVELATION: INTER- COLLEGE
CULTURALS**



**SAMAAGAM:
ALUMNI CONNECT**



**UTOPIA: INTERNATIONAL
FESTIVAL**



**UTTHAAN: FOR THE
CHILDREN OF THE WORLD**



SNAPSHOTS FROM GUEST SESSIONS



Snapshots from Guest Sessions

MR. SAURABH KASAT
DAIRY DAY



MR. VISHNU SUBRAHMANYAN
FIDELITY INTERNATIONAL



MR. NISHANK BUCKSHEY
GARTNER



MS. RASHMI MURTHY
KYNDRYL



MS. MONALISHA
MYNTRA



MR. VANDEEP SINGH
PEPSICO



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