
SYMBIOSIS INSTITUTE OF BUSINESS MANAGEMENT-BENGALURU
MASTER OF BUSINESS ADMINISTRATION
PROGRAM STRUCTURE 2013-2015

- 1. OBJECTIVE/S** : To mould and groom future business leaders by providing them with:
- World-class academic environment,
 - Top-class faculty drawn from premier institutes,
 - Dynamic and contemporary course content that is constantly benchmarked against the course contents of top-rated institutes
 - Appropriate levels of industry interface and social sensitization
- 2. DURATION** : 2 Years Full Time
- 3. INTAKE** : 150 Students
- 4. RESERVATION** : 1. Within the Sanctioned intake:
- a) SC: 15%,
 - b) ST: 7.5%
 - c) Differently Abled: 3%
2. Over and above the Sanctioned intake:
- a) Kashmiri Migrants: 2 seats per course
 - b) International Students: 15%
- 5. ELIGIBILITY** : Graduate from any statutory University with a minimum of 50% marks (45% for SC/ST).
- 6. SELECTION PROCEDURE** : a) SNAP Test
b) Group Exercise & Personal Interaction
- 7. MEDIUM OF INSTRUCTIONS** : English
- 8. PROGRAM PATTERN** : Semester Pattern - 4 Semesters
- 9. COURSES & SPECIALIZATION** : Specializations:
Marketing/Finance/Operations/Human Resources
Management. As per Annexure A

- 10. FEE** : Rs. 4, 00, 000 p.a. (For Indian Students)
- 11. ASSESSMENT** : All internal courses will have 100% component as internal evaluation at the institute level. All external courses will have 60% internal component and 40% component as external [University] examination.
- 12. STANDARD OF PASSING** : The assessment of students for each examination is done, based on relative performance. Maximum Grade Point (GP) is 4.000 corresponding to A+. For all courses, a student is required to pass both internal and external examination separately with a minimum Grade Point of 2.000 corresponding to Grade D. 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 2.000 out of maximum of 4.000 for the program.
- 13. AWARD OF DEGREE** : **Master of Business Administration (MBA)** will be awarded at the end of semester IV examination by taking into consideration the performance of all semester examinations after obtaining minimum 2.00 CGPA out of 4.000.

**Annexure A
Semester I**

Course Code	Title of the Course	Credits	Internal Marks	External Marks	Total Marks
	External Courses	18	60%	40%	900
020841101	Quantitative Techniques	3	90	60	150
020841102	Managerial Economics	3	90	60	150
020841103	Financial Management -I	2	60	40	100
020841104	Financial Accounting	2	60	40	100
020841105	Marketing Management -I	2	60	40	100
020841106	Organizational Behaviour	3	90	60	150
020841107	Operations Management	3	90	60	150
	Internal Courses	10			500
020841108	Business Ethics & Responsible Businesses	2	100	-	100
020841109	Business Law	3	150	-	150
020841110	Managerial Communication & Business Etiquette	2	100	-	100
020841111	Excel Modelling	1	50	-	50
020841112	Entrepreneurship	2	100	-	100
	Total	28			1400

- The total credits for this semester are 28.
- There are 7 core external courses of 18 credits and 5 core internal courses of 10 credits.

Semester II

Course Code	Title of the Course	Credits	Internal Marks	External Marks	Total Marks
	External Courses	16	60%	40%	800
020841201	Strategic Management	2	60	40	100
020841202	Financial Management -II	2	60	40	100
020841203	Human Resources Management	3	90	60	150
020841204	Marketing Management- II	2	60	40	100
020841205	Macroeconomics	3	90	60	150
020841206	Cost and Management Accounting	2	60	40	100
020841207	International Business	2	60	40	100
	Internal Courses	12			600
020841208	Business Research Methods	2	100	-	100
020841209	Operations Research	3	150	-	150
020841210	Effective Business Decisions	3	150	-	150
020841211	Corporate Governance	2	100	-	100
020841212	Business Analytics	2	100	-	100
	Total	28			1400
020841213	*Integrated Disaster Management	1	-	-	-

- The total credits for semester II are 28.
- There are 7 core external courses of 16 credits and 5 core internal courses of 12 credits.

Semester III

Course Code	Title of the Course	Credits	Internal Marks	External Marks	Total Marks
	External Courses	21	60%	40%	1350
	Specialization Courses	21			1050
	Marketing (7 courses to be chosen)				
020841301M	Consumer Behaviour & Marketing Research	3	90	60	150
020841302M	Integrated Marketing Communication	3	90	60	150
020841303M	Product and Brand Management	3	90	60	150
020841304M	Services & Solutions Marketing	3	90	60	150
020841305M	Sales & Distribution Management	3	90	60	150
020841306M	Marketing of Financial Services	3	90	60	150
020841307M	Retail Management	3	90	60	150
020841308M	Strategic Marketing	3	90	60	150
020841309M	Marketing Analytics	3	90	60	150
	Finance (7 courses to be chosen)				
020841310F	Advanced Corporate Finance	3	90	60	150
020841311F	Corporate Tax Management & Planning	3	90	60	150
020841312F	Commercial Banking	3	90	60	150
020841313F	Corporate Control, Mergers & Acquisitions	3	90	60	150
020841314F	Financial Derivatives	3	90	60	150
020841315F	Investment Analysis & Portfolio Management	3	90	60	150
020841316F	Investment Banking	3	90	60	150
020841317F	Financial Risk Management	3	90	60	150
020841318F	International Finance	3	90	60	150
	HRM (7 courses to be chosen)				
020841319HR	Technology in HR	3	90	60	150
020841320HR	Competency Based Management	3	90	60	150
020841321HR	Training & Development	3	90	60	150
020841322HR	Compensation Management	3	90	60	150
020841323HR	Organizational Change &	3	90	60	150

	Development				
020841324HR	Employment Relations Law	3	90	60	150
020841325HR	Talent Acquisition and Retention	3	90	60	150
020841326HR	Performance Management Systems	3	90	60	150
020841327HR	HR Roles in Contemporary Organization	3	90	60	150
	Operations Management (7 courses to be chosen)				
020841328O	Innovation Management & New Product Development	3	90	60	150
020841329O	Global Market Structure & Dynamics	3	90	60	150
020841330O	Services Operations Management	3	90	60	150
020841331O	Project Planning Analysis & Management	3	90	60	150
020841332O	Supply Chain Management	3	90	60	150
020841333O	World Class Manufacturing	3	90	60	150
020841334O	Total Quality Management	3	90	60	150
020841335O	Global Outsourcing	3	90	60	150
020841336O	Demand and Business Forecasting	3	90	60	150
	Internal Courses	8	100%		400
	Electives (3 courses to be chosen)	6			300
020841337F(el)	Corporate Valuation, Mergers & Acquisition	2	100	-	100
020841338F(el)	Corporate Tax Management	2	100	-	100
020841339F(el)	Commercial Banking	2	100	-	100
020841340M(el)	Product and Brand Management	2	100	-	100
020841341M(el)	Customer Relationship Management	2	100	-	100
020841342M(el)	Retail Management	2	100	-	100
020841343O(el)	Supply Chain Management	2	100	-	100
020841344O(el)	Total Quality Management	2	100	-	100
020841345O(el)	Innovation Management & New Product Development	2	100	-	100
020841346HR(el)	Competency Based Management	2	100	-	100
020841347HR(el)	Talent Acquisition and Retention	2	100	-	100
020841348HR(el)	Organizational Change & Development	2	100	-	100

020841349	Summer Training	2	100	-	100
	Total	29			1450

- The students have to choose 7 core courses in any one specialization in semester III along with any 3 elective courses from other specializations.
- The total credits for semester III are 29.
- There are 7 core external courses of 21 credits and 3 core internal courses of 6 credits.
- Summer Internship Program is of 2 credits which is a core internal course.
- Electives will be offered subject to minimum of 20 students.

Semester IV

Course Code	Title of the Course	Credits	Internal Marks	External Marks	Total Marks
	External Courses	15	60%	40%	750
	Specialization Courses				
	Marketing (5 courses to be chosen)				
020841401M	B2B Marketing	3	90	60	150
020841402M	Digital Marketing	3	90	60	150
020841403M	International Marketing	3	90	60	150
020841404M	Customer Relationship Management	3	90	60	150
020841405M	Rural Marketing	3	90	60	150
020841406M	Marketing in Sports and Entertainment Business	3	90	60	150
	Finance (5 courses to be chosen)				
020841407F	Behavioural Finance & Valuation	3	90	60	150
020841408F	Insurance Management	3	90	60	150
020841409F	Financial Reporting: Analysis and Valuation	3	90	60	150
020841410F	Fixed Income Markets	3	90	60	150
020841411F	Financial Econometrics	3	90	60	150
020841412F	Microstructure of Financial Markets	3	90	60	150
	HRM (5 courses to be chosen)				
020841413HR	International HRM and Diversity Management	3	90	60	150
020841414HR	HR Analytics	3	90	60	150
020841415HR	Strategic HRM	3	90	60	150
020841416HR	Leadership Development	3	90	60	150
020841417HR	Work Psychology & Psychometric Testing	3	90	60	150
020841418HR	HR Measurement and Audit	3	90	60	150
	Operations (5 courses to be chosen)				
020841419O	Advanced Logistics Management	3	90	60	150
020841420O	E- Business	3	90	60	150
020841421O	Purchasing & Materials Management	3	90	60	150
020841422O	Lean Management	3	90	60	150

0208414230	Management of International Operations	3	90	60	150
0208414240	Retail Operations Management	3	90	60	150
	Total	15			750

- The total credits for semester IV are 18.
- The students have to choose 5 core courses of 3 credits each in their chosen specialization in semester IV.

Summary

Semester	Internal Credits	External Credits	Total Credit	Total Marks
Semester I	10	18	28	1400
Semester II	12	16	28	1400
Semester III	08	21	29	1450
Semester IV	-	15	15	750
Total	30	70	100	5000

*IDM is mandatory for the award of degree.