

Masters of Business Administration (Executive) 2022-24 Program Structure
(Five Specializations Offered: Marketing, Finance, SCM & Operations, Human Resource, and IT & Analytics)

MBA (Executive) 2022-24 Batch
Program Structure

(Lectures are offered in both Offline/Physical and Online Modes as per convenience of students)

MBA (Executive) is a 30 months program conducted SEPARATELY on Weekdays in the evening – Monday to Friday and Weekends – Saturdays & Sundays from morning to evening, so you avail the benefits of the same top-ranked curriculum of our full-time MBA in addition to latest case study discussion and best pool of industry experienced faculty to build a solid foundation in all functional areas of business while gaining global, technology and entrepreneurial perspectives. Specializations in “Marketing”, “Finance”, “SCM & Operations”, “Human Resource”, and “IT & Analytics” are offered during this program so the executive students will get MBA (Executive) with specialization mentioned in degree certificate.

1. **Objective** : To provide high quality management education to working professionals through advancement of knowledge in all business-related disciplines and development of ethos of corporate professionalism in these executive students.
2. **Duration** : Two and Half Years, i.e. 30 Months (Five Semesters) Part Time Programme
3. **Intake** : 150 Seats (Including Weekdays & Weekends Batches)
4. **Reservation of Seats** : Open to all
5. **Eligibility** : An executive/professional seeking admission for the programme must possess Bachelor’s Degree of any Statutory University or any other recognized Foreign University with 50% marks and **Two Years of Work Experience after graduation.**

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6. **Selection Procedure** : Personal Interaction
7. **Program Pattern** : Specializations in “Marketing, Finance, SCM & Operations, HR, and IT & Analytics”. Total five semesters.
8. **Fees** : Rs 3,96,000/- for all 5 semesters + Rs 10,000/- refundable deposit.
1st Semester –Rs 99,000/- +Rs 10,000/- (refundable deposit) =Rs 1,09,000/-
2nd Semester – Rs 99,000/-
3rd Semester – Rs 99,000/-
4th Semester – Rs 99,000/-
5th Semester – Nil
- Total Fee: Rs 4,06,000/-** (The fee may increase by 10% for the batch 2022-24)
9. **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) exam.
10. **Standard of Passing** : 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 for the program.
11. **Award of Degree** : “**Masters of Business Administration (Executive)**” will be awarded at the end of 5th semester examination by taking into consideration the performance of all 5 semesters’ examinations after obtaining minimum 4 CGPA out of 10 CGPA.

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Semester I

Course Code	Course Name / Subject Name	Credits	Internal Marks	External Marks	Total Marks
0204480101	Cost Accounting	2	100	0	100
0204480102	Essentials of Marketing Management	2	60	40	100
0204480103	Financial Accounting	2	100	0	100
0204480104	Goods and Service Tax (GST) Law	2	60	40	100
0204480105	Human Resource Management	2	60	40	100
0204480106	Legal Aspects of Business	2	100	0	100
0204480107	Management of Operations	2	60	40	100
0204480108	Managerial Economics	2	100	0	100
0204480109	Organizational Behavior	2	60	40	100
0204480110	Research Methodology	2	100	0	100
Total		20	800	200	1000

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Semester II

Course Code	Course Name / Subject Name	Credits	Internal Marks	External Marks	Total Marks
0204480201	Business Statistics	2	100	0	100
0204480202	Business, Government, and the Global Political Economy	2	100	0	100
0204480203	Consumer Behaviour	2	60	40	100
0204480204	Introduction to Business Intelligence	2	100	0	100
0204480205	Leadership and Capacity Development	2	60	40	100
0204480206	Management Accounting	2	60	40	100
0204480207	Marketing Research	2	60	40	100
0204480208	Product Management	2	100	0	100
0204480209	Strategic Management	2	60	40	100
0204480210	Supply Chain Management	2	60	40	100
Total		20	760	240	1000

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Semester III

Course Code	Course Name / Subject Name	Credits	Internal Marks	External Marks	Total Marks
0204480301	Advanced Business Communication	3	150	0	100
0204480302	Brand Management	2	100	0	100
0204480303	Corporate Governance and Ethics	2	60	40	100
0204480304	Customer Relationship Management	2	60	40	100
0204480305	Financial Management	2	60	40	100
0204480306	International Business and Global Strategy	2	60	40	100
0204480307	Introduction to Financial Markets and Institutions	2	60	40	100
0204480308	Lean Six Sigma	2	100	0	100
0204480309	Learning and Development	3	600	40	150
0204480310	Advanced Excel	1	50	0	50
Total		20	760	240	1000

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Semester IV – Specializations

Note: Students have to select any one of the FOUR specializations as mentioned below.

E.g. Marketing OR Finance OR SCM & Operations OR Human Resource OR IT & Analytics

Marketing

Course Code	Subject Name	Credits	Internal Marks	External Marks	Total Marks
Compulsory Subjects					
0204480401	Business Analytics	2	100	0	100
0204480402	Entrepreneurship	2	60	40	100
0204480403	Management Information Systems	2	60	40	100
0204480404	Mergers and Acquisitions	2	60	40	100
0204480405	Security Analysis and Portfolio Management	2	100	0	100
Specialization Subjects					
0204480406	Business to Business Marketing	2	60	40	100
0204480407	Digital Marketing	2	100	40	100
0204480408	Integrated Marketing Communication	2	60	40	100
0204480409	International Marketing	2	100	40	100
0204480410	Marketing Strategy	2	60	40	100
Total		20	680	320	1000

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Finance

Course Code	Subject Name	Credits	Internal Marks	External Marks	Total Marks
Compulsory Subjects					
0204480401	Business Analytics	2	100	0	100
0204480402	Entrepreneurship	2	60	40	100
0204480403	Management Information Systems	2	60	40	100
0204480404	Mergers and Acquisitions	2	60	40	100
0204480405	Security Analysis and Portfolio Management	2	100	0	100
Specialization Subjects					
0204480416	Advanced Corporate Finance	2	60	40	100
0204480417	Derivative Markets	2	60	40	100
0204480418	Financial Modelling	2	60	40	100
0204480419	International Finance	2	60	40	100
0204480420	Project & Infrastructure Finance	2	60	40	100
Total		20	680	320	1000

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SCM & Operations

Course Code	Subject Name	Credits	Internal Marks	External Marks	Total Marks
Compulsory Subjects					
0204480401	Business Analytics	2	100	0	100
0204480402	Entrepreneurship	2	60	40	100
0204480403	Management Information Systems	2	60	40	100
0204480404	Mergers and Acquisitions	2	60	40	100
0204480405	Security Analysis and Portfolio Management	2	100	0	100
Specialization Subjects					
0204480421	Logistics Management	2	60	40	100
0204480422	Operations Strategy and Control	2	60	40	100
0204480423	Procurement Management	2	60	40	100
0204480424	Project Management	2	60	40	100
0204480425	Technologies in Supply Chain	2	60	40	100
Total		20	800	200	1000

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Human Resource

Course Code	Subject Name	Credits	Internal Marks	External Marks	Total Marks
Compulsory Subjects					
0204480401	Business Analytics	2	100	0	100
0204480402	Entrepreneurship	2	60	40	100
0204480403	Management Information Systems	2	60	40	100
0204480404	Mergers and Acquisitions	2	60	40	100
0204480405	Security Analysis and Portfolio Management	2	100	0	100
Specialization Subjects					
0204480411	Compensation & Reward Management	2	60	40	100
0204480412	Employment Related Laws	2	60	40	100
0204480413	Organizational Development & Change	2	60	40	100
0204480414	Performance Management System	2	60	40	100
0204480415	Talent Management	2	60	40	100
Total		20	680	320	1000

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IT and Analytics

Course Code	Subject Name	Credits	Internal Marks	External Marks	Total Marks
Compulsory Subjects					
0204480401	Business Analytics	2	100	0	100
0204480402	Entrepreneurship	2	60	40	100
0204480403	Management Information Systems	2	60	40	100
0204480404	Mergers and Acquisitions	2	60	40	100
0204480405	Security Analysis and Portfolio Management	2	100	0	100
Specialization Subjects					
0204480426	Data Mining	2	60	40	100
0204480427	Information Risk Management	2	60	40	100
0204480428	Internet of Things	2	60	40	100
0204480429	Machine Learning	2	60	40	100
0204480430	Mobile Analytics	2	60	40	100
Total		20	680	320	1000

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Semester V

Course Code	Subject Name	Credits	Internal Marks	External Marks	Total Marks
0204480501	Dissertation	20	0	1000	1000
Total		20	0	1000	1000

Important:

- 1. The Meanings of Internal Marks:** The subjects are taught and evaluated by the same respective faculty members. No University exam for those subjects.
- 2. Internal Evaluation Components:** Assignment, Presentation, Quizzes, Case Study etc.
- 3. The Meaning of External Marks:** Symbiosis International University will conduct subjective exam for that subject (40%) besides 60% internal marks as stated above.
- 4. Mini Project / Dissertation:** Exam would be in the form of Viva / Presentation for 100% marks besides hard copy submission.
- 4. Credit:** 1 credit means 15 hours class room teaching and 50 marks. 2 credits mean 30 hours class room teaching and 100 marks.

Other Instructions:

- Symbiosis International (Deemed University) keeps receiving the updated guidelines from AICTE / UGC, Govt of India regularly in order to incorporate the changes in the form of new nomenclature, duration of program etc. In such cases, the candidates who have applied for this program have to accept the change.
- Candidates will be communicated immediately if there is any change in fee structure as decided by Fee Structure Committee of SIU.

For more details, please contact

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