

**Symbiosis Institute of Management Studies, Pune**  
**Master of Business Administration**  
**Programme Structure 2024-26**

1.	<b>OBJECTIVE</b>	To provide high quality management education to students through advancement of knowledge in all business related disciplines and development of ethos of corporate professionalism in student managers.						
2.	<b>DURATION (IN MONTHS)</b>	24 (Full Time)						
3.	<b>INTAKE</b>	300						
4.	<b>RESERVATION</b>	<b>I. Within the sanctioned intake</b>	a) SC (In Percentage)	b) ST (In Percentage)	c) Differently abled (In Percentage)	d) Defence (In Percentage)	e) Industry Sponsored (In Percentage)	f) Defence Special (In Percentage)
			0	0	0	80	10	10
		<b>II. Over and above the sanctioned intake</b>	a) Kashmiri Migrants (In Seats)		b) International Students (In Percentage)			
			0		0			
5.	<b>ELIGIBILITY</b>	Graduate from any recognised University/ Institution of National Importance with a minimum of 50% marks or equivalent grade. Defence category candidates should be son/ daughter/ spouse of Defence personnel.						
6.	<b>SELECTION PROCEDURE</b>	Symbiosis National Aptitude Test score, Group Exercise and Personal Interaction.						
7.	<b>MEDIUM OF INSTRUCTION</b>	English						
8.	<b>PROGRAMME PATTERN</b>	Semester						
9.	<b>COURSE &amp; SPECIALIZATION</b>	As per Annexure A  List of Specializations Offered (Choose any one) 1. Marketing 2. Human Resource Management 3. Finance 4. Operations and Supply Chain Management 5. Data Analytics for Business						
10.	<b>FEE</b>		<b>Academic Fee p.a</b>	<b>Institute Deposit</b>	<b>Total</b>			
<b>Study Leave Officer</b>								

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	<b>Indian Students (Amount in INR)</b>		302500	20000	322500			
	<b>International Students</b>	<b>NRI/ PIO/ OCI Category (Amount in US\$)</b>	16600	275	16875			
		<b>Foreign National Category (Amount in US\$)</b>	2600	275	2875			
<b>Open Defence</b>								
	<b>Indian Students (Amount in INR)</b>		621500	20000	641500			
	<b>International Students</b>	<b>NRI/ PIO/ OCI Category (Amount in US\$)</b>	16600	275	16875			
		<b>Foreign National Category (Amount in US\$)</b>	2600	275	2875			
<b>Open (Formerly - Industry Sponsored)</b>								
	<b>Indian Students (Amount in INR)</b>		892000	20000	912000			
	<b>International Students</b>	<b>NRI/ PIO/ OCI Category (Amount in US\$)</b>	16600	275	16875			
		<b>Foreign National Category (Amount in US\$)</b>	2600	275	2875			
<b>11. ASSESSMENT</b>	The courses will have 60% Continuous Assessment and 40% Term End [University] examination however, some courses (not more than 30% of the total programme credits) may have 100% Continuous Assessment.							
<b>12. 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.							
<b>13. AWARD OF DEGREE</b>	Master of Business Administration will be awarded at the end of semester 4 examination by taking into consideration the performance of all semester examinations after obtaining minimum 4.00 CGPA out of 10 CGPA							
<b>14. CLASSIFICATION OF CREDITS</b>								
<b>Semester</b>	<b>Generic</b>	<b>Generic</b>	<b>Specializa-</b>	<b>Specializa-</b>	<b>Open</b>	<b>Non-Letter</b>	<b>Non-Letter</b>	<b>Total</b>

	Core	Elective	tion Core	tion Elective	Elective	Grade Mandatory Course/s	Grade Audit Course/s	
<b>Common</b>								
1	31	0	0	0	0	0	As per the student's choice	31
2	12	6	12	0	0	1		30
3	7	0	12	0	6	1		25
4	6	6	2	0	0	0		14
<b>Total</b>	<b>56</b>	<b>12</b>	<b>26</b>	<b>0</b>	<b>6</b>	<b>0</b>		<b>100</b>

The revised programme structure supersedes the previously approved programme structure dated 20/08/2024 for the programme.

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**Annexure A**

Catalog Course Code	Course Code	Course Title	Specialization	Credit	Continuous Assessment	Term End Examination	Total Marks
<b>Semester : 1</b>							
<b>Generic Core Courses</b>							
T2217	0204410101	Business Statistics		3	90	60	150
T2036	0204410102	Financial Management		3	90	60	150
T2116	0204410103	Marketing Management		3	90	60	150
T2572	0204410104	Human Resource Management		2	60	40	100
T2184	0204410105	Introduction to Operations Management		2	60	40	100
T2003	0204410106	Financial Accounting		2	60	40	100
T2573	0204410107	Organizational Behaviour		2	60	40	100
T2225	0204410108	Research Methodology		2	100	0	100
T6069	0204410109	Economics for Managers		3	90	60	150
T2802	0204410110	Project I		2	100	0	100
T3646	0204410111	Advance Excel		2	100	0	100
T1140	0204410112	Legal Aspects of Business		2	60	40	100
T2801	0204410113	Project -II		1	50	0	50
T5959	0204410114	Business Communication - II		1	50	0	50
T2801	0204410115	Project - III		1	50	0	50
<b>Total</b>				<b>31</b>	<b>1110</b>	<b>440</b>	<b>1550</b>
<b>Semester : 2</b>							
<b>Generic Core Courses</b>							
TMC5029	0204410201	Python Basics		2	60	40	100
T2556	0204410202	Knowledge Management		1	50	0	50
T2220	0204410203	Operations Research		2	60	40	100
T2768	0204410204	Management Accounting		2	60	40	100
T2801	0204410205	Project IV		1	50	0	50
F2005	0204410206	Sector Analysis for Business		2	100	0	100
T3531	0204410207	R Programming		2	60	40	100
TH4788	0204410253	Health and Wellness Module I		0	0	0	Non - Letter Grade Mandatory
<b>Total</b>				<b>12</b>	<b>440</b>	<b>160</b>	<b>600</b>
<b>Generic Elective Course Group</b>							
T3079	0204410208	Business Analytics		2	60	40	100
T3159	0204410209	Emerging Technologies and Applications		2	60	40	100
T3076	0204410210	Enterprise Resource Planning		2	60	40	100
T2301	0204410211	HR Challenges in Mergers and Acquisitions		2	60	40	100

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Catalog Course Code	Course Code	Course Title	Specialization	Credit	Continuous Assessment	Term End Examination	Total Marks
T2073	0204410212	International Finance		2	60	40	100
T2297	0204410213	HRD Audit and Scorecard		2	60	40	100
T2613	0204410214	Social Media Marketing		2	60	40	100
T2153	0204410215	International Marketing		2	60	40	100
TM2101	0204410216	Banking and Insurance		2	60	40	100
T2387	0204410217	Global Business Environment		2	60	40	100
T2055	0204410218	Behavioral Finance		2	60	40	100
T2149	0204410219	Marketing in Emerging Economies		2	60	40	100
T2299	0204410220	Emotional Intelligence at Workplace		1	50	0	50
TM2002	0204410221	Talent Acquisition		1	50	0	50
T3167	0204410222	Introduction to Business Intelligence		2	60	40	100
<b>Total Required Credits</b>				<b>6</b>	<b>180</b>	<b>120</b>	<b>300</b>
<b>Specialization Core Courses : Marketing</b>							
T2139	0204410223	Digital Marketing	Marketing	2	60	40	100
T2143	0204410224	Services Marketing	Marketing	2	60	40	100
T2136	0204410225	Sales Force and Channel Management	Marketing	2	60	40	100
T2118	0204410226	Consumer Behaviour	Marketing	2	60	40	100
T2128	0204410227	Product Management	Marketing	2	60	40	100
T2125	0204410228	Marketing Strategy	Marketing	2	60	40	100
<b>Total</b>				<b>12</b>	<b>360</b>	<b>240</b>	<b>600</b>
<b>Specialization Core Courses : Human Resource Management</b>							
T2577	0204410229	HRD Instruments	Human Resource Management	2	60	40	100
T2283	0204410230	Talent Management	Human Resource Management	2	60	40	100
T2286	0204410231	Industrial Relations	Human Resource Management	2	60	40	100
T2296	0204410232	Compensation and Reward Management	Human Resource Management	2	60	40	100
T2576	0204410233	Performance Management System	Human Resource Management	2	60	40	100
T2284	0204410234	Learning and Development	Human Resource Management	2	60	40	100
<b>Total</b>				<b>12</b>	<b>360</b>	<b>240</b>	<b>600</b>

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Catalog Course Code	Course Code	Course Title	Specialization	Credit	Continuous Assessment	Term End Examination	Total Marks
<b>Specialization Core Courses : Finance</b>							
T2051	0204410235	Financial Modeling	Finance	2	60	40	100
T2019	0204410236	Fixed Income Markets	Finance	2	60	40	100
T2498	0204410237	Financial Statement Analysis	Finance	2	60	40	100
T2500	0204410238	Corporate Accounting	Finance	2	60	40	100
T2015	0204410239	Introduction to Financial Markets and Institutions	Finance	2	60	40	100
TM2065	0204410240	Application of Machine Learning and Artificial Intelligence in Finance	Finance	2	60	40	100
<b>Total</b>				<b>12</b>	<b>360</b>	<b>240</b>	<b>600</b>
<b>Specialization Core Courses : Operations and Supply Chain Management</b>							
T2190	0204410241	Operations Planning and Scheduling	Operations and Supply Chain Management	2	60	40	100
T2174	0204410242	Materials Management	Operations and Supply Chain Management	2	60	40	100
T2193	0204410243	Project Management	Operations and Supply Chain Management	2	60	40	100
T2163	0204410244	Quality Management	Operations and Supply Chain Management	2	60	40	100
T2827	0204410245	Supply Chain Management	Operations and Supply Chain Management	2	60	40	100
T2959	0204410246	Enterprise Resource Planning	Operations and Supply Chain Management	2	60	40	100
<b>Total</b>				<b>12</b>	<b>360</b>	<b>240</b>	<b>600</b>
<b>Specialization Core Courses : Data Analytics for Business</b>							
T3442	0204410247	Introduction to data Sciences	Data Analytics for Business	2	60	40	100
T3443	0204410248	Data preparation and Data management	Data Analytics for Business	2	60	40	100
T3564	0204410249	Cloud and Big Data	Data Analytics for Business	2	60	40	100
T3445	0204410250	Data Mining	Data Analytics for Business	2	60	40	100

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Catalog Course Code	Course Code	Course Title	Specialization	Credit	Continuous Assessment	Term End Examination	Total Marks
T3451	0204410251	Data Visualization and Modeling	Data Analytics for Business	2	60	40	100
T3455	0204410252	Data Protection and Privacy	Data Analytics for Business	2	60	40	100
<b>Total</b>				<b>12</b>	<b>360</b>	<b>240</b>	<b>600</b>
<b>Semester : 3</b>							
<b>Generic Core Courses</b>							
T2569	0204410301	Strategic Management		3	90	60	150
T2802	0204410302	Capstone Project and Defence		2	100	0	100
T2692	0204410303	Social Media Analytics		2	60	40	100
TH4789	0204410304	Health and Wellness Module II		0	0	0	Non - Letter Grade Mandatory
<b>Total</b>				<b>7</b>	<b>250</b>	<b>100</b>	<b>350</b>
<b>Specialization Core Courses : Marketing</b>							
T2121	0204410305	Customer Relationship Management	Marketing	2	60	40	100
T2588	0204410306	Retail Management	Marketing	2	60	40	100
T2612	0204410307	Business Analytics for Marketing	Marketing	2	60	40	100
T2127	0204410308	Integrated Marketing Communication	Marketing	2	60	40	100
T2130	0204410309	Brand Management	Marketing	2	60	40	100
T2152	0204410310	Business to Business Marketing	Marketing	2	60	40	100
<b>Total</b>				<b>12</b>	<b>360</b>	<b>240</b>	<b>600</b>
<b>Specialization Core Courses : Human Resource Management</b>							
T2574	0204410311	Employment Related Laws	Human Resource Management	2	60	40	100
T2291	0204410312	International Human Resource Management	Human Resource Management	2	60	40	100
T2290	0204410313	Leadership and Capacity Building	Human Resource Management	2	60	40	100
T2760	0204410314	Strategic Human Resource Management	Human Resource Management	2	60	40	100
T2300	0204410315	HR Analytics	Human Resource Management	2	60	40	100
T2575	0204410316	Organizational Development and Change	Human Resource Management	2	60	40	100

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<b>Total</b>				<b>12</b>	<b>360</b>	<b>240</b>	<b>600</b>
<b>Specialization Core Courses : Finance</b>							
T2013	0204410317	Derivative Markets	Finance	2	60	40	100
T2043	0204410318	Security Analysis and Portfolio Management	Finance	2	60	40	100
T2056	0204410319	Financial Risk Management	Finance	2	60	40	100
T2047	0204410320	Mergers and Acquisitions	Finance	2	60	40	100
T2674	0204410321	Investment Banking	Finance	2	60	40	100
TM2129	0204410322	Financial Analytics	Finance	1	50	0	50
TM2127	0204410323	Corporate Tax Planning	Finance	1	50	0	50
<b>Total</b>				<b>12</b>	<b>400</b>	<b>200</b>	<b>600</b>
<b>Specialization Core Courses : Operations and Supply Chain Management</b>							
T2593	0204410324	International Logistics	Operations and Supply Chain Management	2	60	40	100
T2187	0204410325	Service Operations Management	Operations and Supply Chain Management	2	60	40	100
T2179	0204410326	Supply Chain Modeling and Design	Operations and Supply Chain Management	2	60	40	100
T2192	0204410327	Technology and Innovation Management	Operations and Supply Chain Management	2	60	40	100
T2181	0204410328	Supply Chain Strategy	Operations and Supply Chain Management	2	60	40	100
T2222	0204410329	Advanced Operations Research	Operations and Supply Chain Management	2	60	40	100
<b>Total</b>				<b>12</b>	<b>360</b>	<b>240</b>	<b>600</b>
<b>Specialization Core Courses : Data Analytics for Business</b>							
T3449	0204410330	Predictive Analytics	Data Analytics for Business	2	60	40	100
T3395	0204410331	Digital Transformation	Data Analytics for Business	2	60	40	100
T3394	0204410332	Internet of Things	Data Analytics for Business	2	60	40	100



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Catalog Course Code	Course Code	Course Title	Specialization	Credit	Continuous Assessment	Term End Examination	Total Marks
T3783	0204410333	Web 3.0	Data Analytics for Business	2	60	40	100
T3782	0204410334	Web Analytics	Data Analytics for Business	2	60	40	100
T3784	0204410335	Python Programming	Data Analytics for Business	2	60	40	100
<b>Total</b>				<b>12</b>	<b>360</b>	<b>240</b>	<b>600</b>
<b>Open Elective Course Group</b>							
T3398	0204410336	Mobile Analytics	Data Analytics for Business	2	60	40	100
T2684	0204410337	Financial Analytics	Data Analytics for Business	2	60	40	100
T3168	0204410338	Cloud Management	Information System	2	60	40	100
T3138	0204410339	CRM Systems	Information System	2	60	40	100
T2150	0204410340	Marketing of Financial Services	Marketing	2	60	40	100
T2513	0204410341	Marketing Research	Marketing	2	60	40	100
T2141	0204410342	Rural Marketing	Marketing	2	60	40	100
THM6073	0204410343	International Market Intelligence	Marketing	2	60	40	100
T2302	0204410344	Technology in HR /SAP HR/ People Soft	Human Resource Management	2	60	40	100
T2298	0204410345	Coaching, Counseling and Mentoring	Human Resource Management	2	60	40	100
T2812	0204410346	Personal Effectiveness and Growth	Human Resource Management	1	50	0	50
T2759	0204410347	Psychological Issues at Work	Human Resource Management	1	50	0	50
TM2064	0204410348	Fintech Framework and Governance	Finance	2	60	40	100
T2502	0204410349	Wealth Management	Finance	2	60	40	100
TM2128	0204410350	Entrepreneurial Finance	Finance	2	60	40	100
T2328	0204410351	Retail Store Operations Management	Operations and Supply Chain Management	2	60	40	100
<b>Total Required Credits</b>				<b>6</b>	<b>180</b>	<b>120</b>	<b>300</b>
<b>Semester : 4</b>							
<b>Generic Core Courses</b>							
T2236	0204410401	Corporate Governance and Ethics		2	60	40	100
T2802	0204410402	Project - V		2	100	0	100
T2802	0204410403	Project VI		2	60	40	100
<b>Total</b>				<b>6</b>	<b>220</b>	<b>80</b>	<b>300</b>

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Catalog Course Code	Course Code	Course Title	Specialization	Credit	Continuous Assessment	Term End Examination	Total Marks
<b>Generic Elective Courses Group - I</b>							
T2904	0204410404	Summer Internship		4	200	0	200
T2704	0204410405	Dissertation		4	200	0	200
<b>Total Required Credits</b>				<b>4</b>	<b>200</b>	<b>0</b>	<b>200</b>
<b>Generic Elective Courses Group - II</b>							
T2647	0204410406	Introduction to Entrepreneurship		1	50	0	50
T3348	0204410407	Design Thinking		1	50	0	50
T2840	0204410408	Qualitative Research Methods		2	60	40	100
TM2108	0204410409	Business Leadership		1	50	0	50
T6011	0204410410	Case Study Writing and Analysis Method		2	60	40	100
T2449	0204410411	Concepts and Applications in Sustainability		2	60	40	100
<b>Total Required Credits</b>				<b>2</b>	<b>100</b>	<b>0</b>	<b>100</b>
<b>Specialization Core Courses : Marketing</b>							
T2145	0204410412	Sustainable Marketing	Marketing	2	60	40	100
<b>Total</b>				<b>2</b>	<b>60</b>	<b>40</b>	<b>100</b>
<b>Specialization Core Courses : Human Resource Management</b>							
T2294	0204410413	Conflict and Negotiation	Human Resource Management	2	60	40	100
<b>Total</b>				<b>2</b>	<b>60</b>	<b>40</b>	<b>100</b>
<b>Specialization Core Courses : Finance</b>							
T2063	0204410414	Project Feasibility and Financing	Finance	2	60	40	100
<b>Total</b>				<b>2</b>	<b>60</b>	<b>40</b>	<b>100</b>
<b>Specialization Core Courses : Operations and Supply Chain Management</b>							
T2333	0204410415	e-Retailing	Operations and Supply Chain Management	2	60	40	100
<b>Total</b>				<b>2</b>	<b>60</b>	<b>40</b>	<b>100</b>
<b>Specialization Core Courses : Data Analytics for Business</b>							
T3655	0204410416	Introduction to Natural Language Processing	Data Analytics for Business	2	60	40	100
<b>Total</b>				<b>2</b>	<b>60</b>	<b>40</b>	<b>100</b>

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Semester	Internal Credits	External Credits	Total Credits	Total Marks
<b>Marketing</b>				
Semester 1	9	22	31	1550
Semester 2	6	24	30	1500
Semester 3	4	21	25	1250
Semester 4	8	6	14	700
<b>Total</b>	<b>27</b>	<b>73</b>	<b>100</b>	<b>5000</b>
<b>Human Resource Management</b>				
Semester 1	9	22	31	1550
Semester 2	6	24	30	1500
Semester 3	4	21	25	1250
Semester 4	8	6	14	700
<b>Total</b>	<b>27</b>	<b>73</b>	<b>100</b>	<b>5000</b>
<b>Finance</b>				
Semester 1	9	22	31	1550
Semester 2	6	24	30	1500
Semester 3	6	19	25	1250
Semester 4	8	6	14	700
<b>Total</b>	<b>29</b>	<b>71</b>	<b>100</b>	<b>5000</b>
<b>Operations and Supply Chain Management</b>				
Semester 1	9	22	31	1550
Semester 2	6	24	30	1500
Semester 3	4	21	25	1250
Semester 4	8	6	14	700
<b>Total</b>	<b>27</b>	<b>73</b>	<b>100</b>	<b>5000</b>
<b>Data Analytics for Business</b>				
Semester 1	9	22	31	1550
Semester 2	6	24	30	1500
Semester 3	4	21	25	1250
Semester 4	8	6	14	700
<b>Total</b>	<b>27</b>	<b>73</b>	<b>100</b>	<b>5000</b>