

MBA (Executive) 2025-27 Program Structure

Five Major Specializations Offered: Marketing | Finance | SCM & Operations | Human Resource | IT & Analytics

Two Minor Specializations Offered: Entrepreneurship & Sustainability | Data Analytics

MBA (Executive) 2025-27 Batch Program Structure

(Classes will be conducted both Offline and Online as warranted by exigencies)

The MBA (Executive) is a 24-month program conducted separately on weekdays in the evening (Monday to Friday) and on weekends (Saturdays and Sundays) from morning to evening. This program allows you to benefit from the same top-ranked curriculum as our full-time MBA, enhanced by the latest case study discussions and a faculty comprised of industry-experienced professionals. The program builds a solid foundation in all functional areas of business while also providing global, technological, and entrepreneurial perspectives. **Major Specializations offered include ‘Marketing,’ ‘Finance,’ ‘SCM & Operations,’ ‘Human Resources,’ and ‘IT & Analytics.’** **Minor Specializations in ‘Entrepreneurship & Sustainability’ and ‘Data Analytics’** are also available during this program.

1	Objectives	:	<ol style="list-style-type: none"> 1. To equip executives with advanced strategic thinking and leadership skills tailored to their chosen Major specialization, enabling them to effectively manage and lead their organizations in complex business environments. 2. To provide a comprehensive understanding of key management areas beyond their Major specialization, allowing professionals to integrate cross-functional knowledge into decision-making processes. 3. To encourage innovative thinking and entrepreneurial skills through Minor specializations in Entrepreneurship & Sustainability, empowering professionals to drive sustainable growth and adaptability in their organizations. 4. To strengthen analytical capabilities through the Minor specialization in Data Analytics, enabling executives to leverage data-driven insights for informed decision-making and enhanced business performance. 5. To combine rigorous academic learning with practical, real-world applications, ensuring that executives can immediately apply the knowledge and skills gained to their current roles, driving immediate and measurable improvements in their organizations.
2	Duration	:	Two Years, i.e. 24 Months (Four Semesters)

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3	Intake	:	180 Seats (Including Weekdays & Weekends Batches)
4	Reservation of Seats	:	Open to all
5	Eligibility	:	Graduate from any recognized University/ Institution of National Importance with a minimum of 50% marks or equivalent grade (45% marks or equivalent grade for Scheduled Caste/ Scheduled Tribes) at graduation level AND a minimum of one year full time work experience after graduation in a Registered Firm/ Company/ Industry/ Educational/ Government/ Autonomous Organizations.
6	Selection Procedure	:	Personal Interaction
7	Program Pattern	:	Major Specializations in “Marketing, Finance, SCM & Operations, HR, and IT & Analytics”. Minor Specializations in “Entrepreneurship & Sustainability and Data Analytics”
8	Fees	:	Rs 5,80,000/- for all 4 semesters + Rs 10,000/- refundable deposit. Total Fee: Rs 5,90,000/- 1 st Semester - Rs 1,55,000/- + Rs 10,000/- (refundable deposit) = Rs 1,65,000/- 2 nd Semester – Rs 1,35,000/- 3 rd Semester – Rs 1,45,000/- 4 th Semester – Rs 1,45,000/- Total Fee: Rs 5,90,000/- Note: The fee is revised annually and the candidates will be notified accordingly
9	Assessment	:	All Internal Courses will have 100% component as internal evaluation at the Institute level. 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 4th semester examination by taking into consideration the performance of all 4 semesters’ examinations after obtaining minimum 4 CGPA out of 10 CGPA.

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Semester I

Code	Subject Name	Credits	Internal Marks	External Marks	Total Marks
0204480101	Essentials of Marketing Management	2	60	40	100
0204480102	Financial Accounting	2	100	0	100
0204480103	Human Resource Management	2	60	40	100
0204480104	Legal Aspects of Business	2	100	0	100
0204480105	Management of Operations	2	60	40	100
0204480106	Managerial Economics	2	100	0	100
0204480107	Organizational Behavior	2	60	40	100
0204480108	Research Methodology	2	100	0	100
0204480109	Advanced Business Communication	3	90	60	150
0204480110	Advanced Excel	1	50	0	50
Total		20	780	220	1000

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Semester II

Code	Subject Name	Credits	Internal Marks	External Marks	Total Marks
0204480201	Business Statistics	2	100	00	100
0204480202	Consumer Behaviour	2	60	40	100
0204480203	Leadership and Capacity Development	2	60	40	100
0204480204	Management Accounting	2	60	40	100
0204480205	Marketing Research	2	100	00	100
0204480206	Product Management	2	100	00	100
0204480207	Strategic Management	2	60	40	100
0204480208	Supply Chain Management	2	60	40	100
0204480209	Business Analytics	2	100	00	100
0204480210	Mergers and Acquisitions	2	60	40	100
Total		20	760	240	1000

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Semester III

Code	Subject Name	Credits	Internal Marks	External Marks	Total Marks
Entrepreneurship & Sustainability – Minor Specialization					
0204480301	Innovation & Entrepreneurship in India	2	100	00	100
0204480302	Social Entrepreneurship	2	100	0	100
0204480303	Sustainability Standards – Application, Analysis and Reporting	2	100	0	100
0204480304	Governance and Corporate Sustainability	2	60	40	100
0204480305	Brand Management	2	60	40	100
0204480306	Customer Relationship Management	2	60	40	100
0204480307	Financial Management	2	60	40	100
0204480308	Introduction to Financial Markets and Institutions	2	60	40	100
0204480309	Lean Six Sigma	2	100	0	100
0204480310	Learning and Development	2	60	40	100
Total		20	760	240	1000

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Semester IV – Specializations

Note: Students have to select any one of the FOUR from Major Specializations as mentioned below.

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

Marketing Major

Code	Subject Name	Credits	Internal Marks	External Marks	Total Marks
Compulsory Subjects - Data Analytics – Minor Specialization					
0204480401	Introduction to Data Science	2	60	40	100
0204480402	Data Visualization & Modelling	2	100	00	100
0204480403	Python Programming	2	100	00	100
0204480404	ERP Modules & Their Integration	2	60	40	100
0204480405	Security Analysis and Portfolio Management	2	60	40	100
	Project	20	0	1000	1000
Marketing Major Specialization					
0204480406	Business to Business Marketing	2	60	40	100
0204480407	Digital Marketing	2	60	40	100
0204480408	Integrated Marketing Communication	2	60	40	100
0204480409	International Marketing	2	60	40	100
0204480410	Marketing Strategy	2	60	40	100
Total		40	680	1320	2000

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Finance Major

Code	Subject Name	Credits	Internal Marks	External Marks	Total Marks
Compulsory Subjects - Data Analytics – Minor Specialization					
0204480401	Introduction to Data Science	2	60	40	100
0204480402	Data Visualization & Modelling	2	100	00	100
0204480403	Python Programming	2	100	00	100
0204480404	ERP Modules & Their Integration	2	60	40	100
0204480405	Security Analysis and Portfolio Management	2	60	40	100
	Project	20	0	1000	1000
Finance Major Specialization					
0204480411	Advanced Corporate Finance	2	60	40	100
0204480412	Derivative Markets	2	60	40	100
0204480413	Financial Modelling	2	60	40	100
0204480414	International Finance	2	60	40	100
0204480415	Project & Infrastructure Finance	2	60	40	100
Total		40	680	1320	2000

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SCM & Operations Major

Code	Subject Name	Credits	Internal Marks	External Marks	Total Marks
Compulsory Subjects - Data Analytics – Minor Specialization					
0204480401	Introduction to Data Science	2	60	40	100
0204480402	Data Visualization & Modelling	2	100	00	100
0204480403	Python Programming	2	100	00	100
0204480404	ERP Modules & Their Integration	2	60	40	100
0204480405	Security Analysis and Portfolio Management	2	60	40	100
	Project	20	0	1000	1000
SCM & Operations Major Specialization					
0204480416	Logistics Management	2	60	40	100
0204480417	Operations Strategy and Control	2	60	40	100
0204480418	Procurement Management	2	60	40	100
0204480419	Project Management	2	60	40	100
0204480420	Technologies in Supply Chain	2	60	40	100
Total		40	680	1320	2000

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Human Resource Major

Code	Subject Name	Credits	Internal Marks	External Marks	Total Marks
Compulsory Subjects - Data Analytics – Minor Specialization					
0204480401	Introduction to Data Science	2	60	40	100
0204480402	Data Visualization & Modelling	2	100	00	100
0204480403	Python Programming	2	100	00	100
0204480404	ERP Modules & Their Integration	2	60	40	100
0204480405	Security Analysis and Portfolio Management	2	60	40	100
	Project	20	00	1000	1000
Human Resource Major Specialization					
0204480421	Compensation & Reward Management	2	60	40	100
0204480422	Employment Related Laws	2	60	40	100
0204480423	Organizational Development & Change	2	60	40	100
0204480424	Performance Management System	2	60	40	100
0204480425	Talent Management	2	60	40	100
Total		40	680	1320	2000

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IT and Analytics Major

Code	Subject Name	Credits	Internal Marks	External Marks	Total Marks
Compulsory Subjects - Data Analytics – Minor Specialization					
0204480401	Introduction to Data Science	2	60	40	100
0204480402	Data Visualization & Modelling	2	100	00	100
0204480403	Python Programming	2	100	00	100
0204480404	ERP Modules & Their Integration	2	60	40	100
0204480405	Security Analysis and Portfolio Management	2	60	40	100
	Project	20	00	1000	1000
IT & Analytics Major Specialization					
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		40	680	1320	2000

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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. Project:** Exam would be in the form of Viva / Presentation for 100% marks besides the copy submission.
- 5. 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:

- 1. 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.**
- 2. 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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