



Symbiosis Institute of Business Management, NOIDA
Master of Business Administration
Programme Structure 2023-25

1.	OBJECTIVE	Prepare students for an excellent corporate career, combining theory with practical business, classroom teaching with Management Development			
2.	DURATION (IN MONTHS)	24 (Full Time)			
3.	INTAKE	60			
4.	RESERVATION	I. Within the sanctioned intake	a) SC (In Percentage)	b) ST (In Percentage)	c) Differently abled (In Percentage)
			15	7.5	3
		II. Over and above the sanctioned intake	a) Kashmiri Migrants (In Seats)	b) International Students (In Percentage)	
			2	20	
5.	ELIGIBILITY	Graduate from any recognised 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.			
6.	SELECTION PROCEDURE	Symbiosis National Aptitude Test, Group Exercise, Personal Interaction and Writing Ability Test (GE-PIWAT)			
7.	MEDIUM OF INSTRUCTION	English			
8.	PROGRAMME PATTERN	Semester			
9.	COURSE & SPECIALIZATION	As per Annexure A			
10.	FEE		Academic Fee p.a	Institute Deposit	Total
	Indian Students (Amount in INR)		851000	20000	871000
	International Students	NRI/ PIO/ OCI Category (Amount in US\$)	16600	275	16875
		Foreign National Category (Amount in US\$)	2600	275	2875
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 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.						
13.	AWARD OF DEGREE	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.						
14.	CLASSIFICATION OF CREDITS							
Semester	Generic Core	Generic Elective	Specialization Core	Specialization Elective	Open Elective	Non-Letter Grade Mandatory Course/s	Non-Letter Grade Audit Course/s	Total
Common								
1	27	2	4	0	0	0	As per the student's choice	33
2	20	0	6	0	0	1		26
3	17	0	4	0	8	0		29
4	10	0	2	0	0	0		12
Total	74	2	16	0	8	0		100

This Programme Structure is aligned with the norms laid down by the University and is approved by the Academic Council.
Hereafter changes (if any) which conform to the policy on "Curriculum Development and Review" would be permissible, subject to revision of the Programme Structure, following the specified processes.

Director - Academics

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Annexure A

Catalog Course Code	Course Code	Course Title	Specialization	Credit	Internal Marks	External Marks	Total Marks
Semester : 1							
Generic Core Courses							
T2036	0221410101	Financial Management		3	90	60	150
T2280	0221410102	Human Resource Management		3	90	60	150
T2116	0221410103	Marketing Management		3	90	60	150
T2186	0221410104	Operations Management		3	90	60	150
T6076	0221410105	Microeconomics		3	90	60	150
T2216	0221410106	Business Statistics		2	60	40	100
T3154	0221410107	Data Driven Decision Making		2	100	0	100
T2003	0221410108	Financial Accounting		2	100	0	100
T2225	0221410109	Research Methodology		2	60	40	100
T2827	0221410110	Supply Chain Management		2	100	0	100
T3531	0221410111	R Programming		2	100	0	100
Total				27	970	380	1350
Generic Elective Course Group (Choose any one course)							
T2625	0221410112	Doing Business in India		2	100	0	100
T2729	0221410113	Indian Ethos and Values for Management		2	100	0	100
T2626	0221410114	Indian Film Industry: A Business Perspective		2	100	0	100
Total Required Credits				2	100	0	100
Specialization Core Courses : Marketing							
T2136	0221410115	Sales Force and Channel Management	Marketing	2	60	40	100
T2888	0221410116	Consumer Behaviour and Insights	Marketing	2	60	40	100
Total				4	120	80	200
Specialization Core Courses : Human Resource							
T2638	0221410117	Labour Laws	Human Resource	2	60	40	100
T2284	0221410118	Learning and Development	Human Resource	2	60	40	100
Total				4	120	80	200
Specialization Core Courses : Finance							
T2611	0221410119	Financial Econometrics	Finance	2	60	40	100
T2015	0221410120	Introduction to Financial Markets and Institutions	Finance	2	60	40	100
Total				4	120	80	200



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Specialization Core Courses : Operations and Supply Chain Management							
T2174	0221410121	Materials Management	Operations and Supply Chain Management	2	60	40	100
T2163	0221410122	Quality Management	Operations and Supply Chain Management	2	60	40	100
Total				4	120	80	200
Semester : 2							
Generic Core Courses							
T2279	0221410201	Organizational Behaviour		3	90	60	150
T6073	0221410202	Macroeconomics		3	90	60	150
T2612	0221410203	Business Analytics for Marketing		2	100	0	100
T1140	0221410204	Legal Aspects of Business		2	60	40	100
T2777	0221410205	Management Accounting		2	60	40	100
T3088	0221410206	Management Information Systems		2	100	0	100
T2220	0221410207	Operations Research		2	60	40	100
T2193	0221410208	Project Management		2	100	0	100
T3564	0221410209	Cloud and Big Data		2	100	0	100
T4005	0221410210	Integrated Disaster Management		0	0	0	Non - Letter Grade Mandatory
Total				20	760	240	1000
Specialization Core Courses : Marketing							
T2127	0221410211	Integrated Marketing Communication	Marketing	2	60	40	100
T2141	0221410212	Rural Marketing	Marketing	2	60	40	100
T2513	0221410213	Marketing Research	Marketing	2	60	40	100
Total				6	180	120	300
Specialization Core Courses : Human Resource							
T2286	0221410214	Industrial Relations	Human Resource	2	60	40	100
T2296	0221410215	Compensation and Reward Management	Human Resource	2	60	40	100
T2283	0221410216	Talent Management	Human Resource	2	60	40	100
Total				6	180	120	300
Specialization Core Courses : Finance							



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T2045	0221410217	Corporate Valuation	Finance	2	60	40	100
T2043	0221410219	Security Analysis and Portfolio Management	Finance	2	60	40	100
T2051	0221410218	Financial Modeling	Finance	2	60	40	100
Total				6	180	120	300
Specialization Core Courses : Operations and Supply Chain Management							
T2527	0221410220	Logistics Management	Operations and Supply Chain Management	2	60	40	100
T2187	0221410221	Service Operations Management	Operations and Supply Chain Management	2	60	40	100
T2179	0221410222	Supply Chain Modeling and Design	Operations and Supply Chain Management	2	60	40	100
Total				6	180	120	300
Semester : 3							
Generic Core Courses							
T2910	0221410301	Summer Internship		10	300	200	500
T2569	0221410302	Strategic Management		3	90	60	150
T3451	0221410303	Data Visualization and Modeling		2	100	0	100
T2658	0221410304	Design Thinking		2	100	0	100
Total				17	590	260	850
Specialization Core Courses : Marketing							
T2130	0221410305	Brand Management	Marketing	2	60	40	100
T2152	0221410306	Business to Business Marketing	Marketing	2	60	40	100
Total				4	120	80	200
Specialization Core Courses : Human Resource							
T2578	0221410307	Organizational Development and Change	Human Resource	2	60	40	100
T2289	0221410308	Management of Diverse Work Force	Human Resource	2	60	40	100
Total				4	120	80	200
Specialization Core Courses : Finance							
T2013	0221410309	Derivative Markets	Finance	2	60	40	100
T2019	0221410310	Fixed Income Markets	Finance	2	60	40	100



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Total				4	120	80	200
Specialization Core Courses : Operations and Supply Chain Management							
T2995	0221410311	Digital Manufacturing and Analytics	Operations and Supply Chain Management	2	60	40	100
T2165	0221410312	Lean Six Sigma	Operations and Supply Chain Management	2	60	40	100
Total				4	120	80	200
Specialization Elective Group (Choose any one group)							
Specialization : Marketing							
T2121	0221410313	Customer Relationship Management	Marketing	2	60	40	100
T2139	0221410314	Digital Marketing	Marketing	2	60	40	100
T2148	0221410315	Retail Marketing	Marketing	2	60	40	100
T2143	0221410316	Services Marketing	Marketing	2	60	40	100
Total Required Credits				8	240	160	400
Specialization : Human Resource							
T2583	0221410317	Assessment Centres and HRD Instruments	Human Resource	2	60	40	100
T2300	0221410318	HR Analytics	Human Resource	2	60	40	100
T2290	0221410319	Leadership and Capacity Building	Human Resource	2	60	40	100
T2302	0221410320	Technology in HR /SAP HR/ People Soft	Human Resource	2	60	40	100
Total Required Credits				8	240	160	400
Specialization : Finance							
T2052	0221410321	Financial Engineering and Analytics	Finance	2	60	40	100
T2056	0221410322	Financial Risk Management	Finance	2	60	40	100
T2073	0221410323	International Finance	Finance	2	60	40	100
T2047	0221410324	Mergers and Acquisitions	Finance	2	60	40	100
Total Required Credits				8	240	160	400
Specialization : Operations and Supply Chain Management							
T3656	0221410325	AI and ML for Business Management	Operations and Supply Chain Management	2	60	40	100
T3130	0221410326	ERP Modules and their Integration	Operations and Supply Chain Management	2	60	40	100



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T3091	0221410327	Outsourcing and IT Delivery Models	Operations and Supply Chain Management	2	60	40	100
T2748	0221410328	Theory of Constraints	Operations and Supply Chain Management	2	60	40	100
Total Required Credits				8	240	160	400
Semester : 4							
Generic Core Courses							
T2622	0221410401	Business Simulation		2	100	0	100
T2623	0221410402	Business Transformation and Organizational Turnaround		2	100	0	100
T2294	0221410403	Conflict and Negotiation		2	60	40	100
T2236	0221410404	Corporate Governance and Ethics		2	60	40	100
T2702	0221410405	Dissertation		2	100	0	100
Total				10	420	80	500
Specialization Core Courses : Marketing							
T2153	0221410406	International Marketing	Marketing	2	60	40	100
Total				2	60	40	100
Specialization Core Courses : Human Resource							
T2291	0221410407	International Human Resource Management	Human Resource	2	60	40	100
Total				2	60	40	100
Specialization Core Courses : Finance							
T2674	0221410408	Investment Banking	Finance	2	60	40	100
Total				2	60	40	100
Specialization Core Courses : Operations and Supply Chain Management							
T2800	0221410409	Enterprise Risk Management	Operations and Supply Chain Management	2	60	40	100
Total				2	60	40	100



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Semester	Internal Credits	External Credits	Total Credits	Total Marks
Semester 1	10	23	33	1650
Semester 2	8	18	26	1300
Semester 3	4	25	29	1450
Semester 4	6	6	12	600
Total	28	72	100	5000