

**Symbiosis Institute of Business Management, NOIDA**  
**Master of Business Management**  
**Programme Structure 2024-26**

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

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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>							
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
T2239	0221410106	Business Communication		2	100	0	100
T2216	0221410107	Business Statistics		2	60	40	100
T3154	0221410108	Data Driven Decision Making		2	100	0	100
T2003	0221410109	Financial Accounting		2	100	0	100
T2225	0221410110	Research Methodology		2	60	40	100
T3531	0221410111	R Programming		2	100	0	100
<b>Total</b>				<b>27</b>	<b>970</b>	<b>380</b>	<b>1350</b>
<b>Generic Elective Course Group (Choose any one course)</b>							
T2729	0221410122	Indian Ethos and Values for Management		2	100	0	100
T2626	0221410123	Indian Film Industry: A Business Perspective		2	100	0	100
T2625	0221410124	Doing Business in India		2	100	0	100
<b>Total Required Credits</b>				<b>2</b>	<b>100</b>	<b>0</b>	<b>100</b>
<b>Specialization Core Courses : Finance</b>							
T2611	0221410114	Financial Econometrics	Finance	2	60	40	100
T2015	0221410115	Introduction to Financial Markets and Institutions	Finance	2	60	40	100
<b>Total</b>				<b>4</b>	<b>120</b>	<b>80</b>	<b>200</b>
<b>Specialization Core Courses : Data Analytics</b>							
T3443	0221410112	Data preparation and Data management	Data Analytics	2	60	40	100
T3444	0221410113	Programming for Data Sciences	Data Analytics	2	60	40	100
<b>Total</b>				<b>4</b>	<b>120</b>	<b>80</b>	<b>200</b>
<b>Specialization Core Courses : Human Resource</b>							
T2638	0221410116	Labour Laws	Human Resource	2	60	40	100
T2284	0221410117	Learning and Development	Human Resource	2	60	40	100

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<b>Total</b>				<b>4</b>	<b>120</b>	<b>80</b>	<b>200</b>
<b>Specialization Core Courses : Marketing</b>							
T2136	0221410118	Sales Force and Channel Management	Marketing	2	60	40	100
T2888	0221410119	Consumer Behaviour and Insights	Marketing	2	60	40	100
<b>Total</b>				<b>4</b>	<b>120</b>	<b>80</b>	<b>200</b>
<b>Specialization Core Courses : Operations and Supply Chain Management</b>							
T2174	0221410120	Materials Management	Operations and Supply Chain Management	2	60	40	100
T2220	0221410121	Operations Research	Operations and Supply Chain Management	2	60	40	100
<b>Total</b>				<b>4</b>	<b>120</b>	<b>80</b>	<b>200</b>
<b>Semester : 2</b>							
<b>Generic Core Courses</b>							
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
T2193	0221410207	Project Management		2	100	0	100
T3564	0221410208	Cloud and Big Data		2	100	0	100
T2827	0221410209	Supply Chain Management		2	100	0	100
T4005	0221410210	Integrated Disaster Management		0	0	0	Non - Letter Grade Mandatory
<b>Total</b>				<b>20</b>	<b>800</b>	<b>200</b>	<b>1000</b>
<b>Specialization Core Courses : Finance</b>							
T2045	0221410214	Corporate Valuation	Finance	2	60	40	100
T2051	0221410215	Financial Modeling	Finance	2	60	40	100

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Catalog Course Code	Course Code	Course Title	Specialization	Credit	Continuous Assessment	Term End Examination	Total Marks
T2043	0221410216	Security Analysis and Portfolio Management	Finance	2	60	40	100
<b>Total</b>				<b>6</b>	<b>180</b>	<b>120</b>	<b>300</b>
<b>Specialization Core Courses : Data Analytics</b>							
T3445	0221410211	Data Mining	Data Analytics	2	60	40	100
T3449	0221410212	Predictive Analytics	Data Analytics	2	60	40	100
T3532	0221410213	Machine learning	Data Analytics	2	60	40	100
<b>Total</b>				<b>6</b>	<b>180</b>	<b>120</b>	<b>300</b>
<b>Specialization Core Courses : Human Resource</b>							
T2286	0221410217	Industrial Relations	Human Resource	2	60	40	100
T2296	0221410218	Compensation and Reward Management	Human Resource	2	60	40	100
T2283	0221410219	Talent Management	Human Resource	2	60	40	100
<b>Total</b>				<b>6</b>	<b>180</b>	<b>120</b>	<b>300</b>
<b>Specialization Core Courses : Marketing</b>							
T2127	0221410220	Integrated Marketing Communication	Marketing	2	60	40	100
T2141	0221410221	Rural Marketing	Marketing	2	60	40	100
T2513	0221410222	Marketing Research	Marketing	2	60	40	100
<b>Total</b>				<b>6</b>	<b>180</b>	<b>120</b>	<b>300</b>
<b>Specialization Core Courses : Operations and Supply Chain Management</b>							
T2527	0221410223	Logistics Management	Operations and Supply Chain Management	2	60	40	100
T2187	0221410224	Service Operations Management	Operations and Supply Chain Management	2	60	40	100
T2179	0221410225	Supply Chain Modeling and Design	Operations and Supply Chain Management	2	60	40	100
<b>Total</b>				<b>6</b>	<b>180</b>	<b>120</b>	<b>300</b>
<b>Semester : 3</b>							
<b>Generic Core Courses</b>							
T2910	0221410301	Summer Internship		10	300	200	500
T2569	0221410302	Strategic Management		3	90	60	150

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T3451	0221410303	Data Visualization and Modeling		2	100	0	100
T2658	0221410304	Design Thinking		2	100	0	100
<b>Total</b>				<b>17</b>	<b>590</b>	<b>260</b>	<b>850</b>
<b>Specialization Core Courses : Finance</b>							
T2013	0221410307	Derivative Markets	Finance	2	60	40	100
T2019	0221410308	Fixed Income Markets	Finance	2	60	40	100
<b>Total</b>				<b>4</b>	<b>120</b>	<b>80</b>	<b>200</b>
<b>Specialization Core Courses : Data Analytics</b>							
T3455	0221410305	Data Protection and Privacy	Data Analytics	2	60	40	100
T2692	0221410306	Social Media Analytics	Data Analytics	2	60	40	100
<b>Total</b>				<b>4</b>	<b>120</b>	<b>80</b>	<b>200</b>
<b>Specialization : Data Analytics</b>							
T3504	0221410315	Digital Transformation	Data Analytics	2	60	40	100
T3492	0221410316	Internet of Things	Data Analytics	2	60	40	100
T3398	0221410317	Mobile Analytics	Data Analytics	2	60	40	100
T2244	0221410318	Innovation Management	Data Analytics	2	60	40	100
<b>Total Required Credits</b>				<b>8</b>	<b>240</b>	<b>160</b>	<b>400</b>
<b>Specialization Core Courses : Human Resource</b>							
T2578	0221410309	Organizational Development and Change	Human Resource	2	60	40	100
T2289	0221410310	Management of Diverse Work Force	Human Resource	2	60	40	100
<b>Total</b>				<b>4</b>	<b>120</b>	<b>80</b>	<b>200</b>
<b>Specialization Core Courses : Marketing</b>							
T2130	0221410311	Brand Management	Marketing	2	60	40	100
T2152	0221410312	Business to Business Marketing	Marketing	2	60	40	100
<b>Total</b>				<b>4</b>	<b>120</b>	<b>80</b>	<b>200</b>
<b>Specialization Core Courses : Operations and Supply Chain Management</b>							
T2165	0221410313	Lean Six Sigma	Operations and Supply Chain Management	2	60	40	100

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T2995	0221410314	Digital Manufacturing and Analytics	Operations and Supply Chain Management	2	60	40	100
<b>Total</b>				<b>4</b>	<b>120</b>	<b>80</b>	<b>200</b>
<b>Specialization Elective Group (Choose any one group)</b>							
<b>Specialization : Marketing</b>							
T2143	0221410327	Services Marketing	Marketing	2	60	40	100
T2121	0221410328	Customer Relationship Management	Marketing	2	60	40	100
T2139	0221410329	Digital Marketing	Marketing	2	60	40	100
T2148	0221410330	Retail Marketing	Marketing	2	60	40	100
<b>Total Required Credits</b>				<b>8</b>	<b>240</b>	<b>160</b>	<b>400</b>
<b>Specialization : Human Resource</b>							
T2290	0221410323	Leadership and Capacity Building	Human Resource	2	60	40	100
T2583	0221410324	Assessment Centres and HRD Instruments	Human Resource	2	60	40	100
T2300	0221410325	HR Analytics	Human Resource	2	60	40	100
T2302	0221410326	Technology in HR /SAP HR/ People Soft	Human Resource	2	60	40	100
<b>Total Required Credits</b>				<b>8</b>	<b>240</b>	<b>160</b>	<b>400</b>
<b>Specialization : Finance</b>							
T2073	0221410319	International Finance	Finance	2	60	40	100
T2056	0221410320	Financial Risk Management	Finance	2	60	40	100
T2052	0221410321	Financial Engineering and Analytics	Finance	2	60	40	100
T2047	0221410322	Mergers and Acquisitions	Finance	2	60	40	100
<b>Total Required Credits</b>				<b>8</b>	<b>240</b>	<b>160</b>	<b>400</b>
<b>Specialization : Operations and Supply Chain Management</b>							
T3130	0221410331	ERP Modules and their Integration	Operations and Supply Chain Management	2	60	40	100
T3091	0221410332	Outsourcing and IT Delivery Models	Operations and Supply Chain Management	2	60	40	100
T3656	0221410333	AI and ML for Business Management	Operations and Supply Chain Management	2	60	40	100
T2748	0221410334	Theory of Constraints	Operations and Supply Chain Management	2	60	40	100
<b>Total Required Credits</b>				<b>8</b>	<b>240</b>	<b>160</b>	<b>400</b>

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Catalog Course Code	Course Code	Course Title	Specialization	Credit	Continuous Assessment	Term End Examination	Total Marks
<b>Semester : 4</b>							
<b>Generic Core Courses</b>							
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
<b>Total</b>				<b>10</b>	<b>420</b>	<b>80</b>	<b>500</b>
<b>Specialization Core Courses : Finance</b>							
T2674	0221410407	Investment Banking	Finance	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</b>							
T2690	0221410406	Risk Analytics	Data Analytics	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</b>							
T2291	0221410408	International Human Resource Management	Human Resource	2	60	40	100
<b>Total</b>				<b>2</b>	<b>60</b>	<b>40</b>	<b>100</b>
<b>Specialization Core Courses : Marketing</b>							
T2153	0221410409	International 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 : Operations and Supply Chain Management</b>							
T2800	0221410410	Enterprise Risk Management	Operations and Supply Chain Management	2	60	40	100
<b>Total</b>				<b>2</b>	<b>60</b>	<b>40</b>	<b>100</b>



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Semester	Continuous Assessment	Term End Examination	Total Credits	Total Marks
<b>Finance</b>				
Semester 1	10	23	33	1650
Semester 2	10	16	26	1300
Semester 3	4	25	29	1450
Semester 4	6	6	12	600
<b>Total</b>	<b>30</b>	<b>70</b>	<b>100</b>	<b>5000</b>
<b>Data Analytics</b>				
Semester 1	10	23	33	1650
Semester 2	10	16	26	1300
Semester 3	4	25	29	1450
Semester 4	6	6	12	600
<b>Total</b>	<b>30</b>	<b>70</b>	<b>100</b>	<b>5000</b>
<b>Human Resource</b>				
Semester 1	10	23	33	1650
Semester 2	10	16	26	1300
Semester 3	4	25	29	1450
Semester 4	6	6	12	600
<b>Total</b>	<b>30</b>	<b>70</b>	<b>100</b>	<b>5000</b>
<b>Marketing</b>				
Semester 1	10	23	33	1650
Semester 2	10	16	26	1300
Semester 3	4	25	29	1450
Semester 4	6	6	12	600
<b>Total</b>	<b>30</b>	<b>70</b>	<b>100</b>	<b>5000</b>
<b>Operations and Supply Chain Management</b>				
Semester 1	10	23	33	1650
Semester 2	10	16	26	1300
Semester 3	4	25	29	1450
Semester 4	6	6	12	600
<b>Total</b>	<b>30</b>	<b>70</b>	<b>100</b>	<b>5000</b>