

**Symbiosis Institute of Business Management, NOIDA**  
**Master of Business Administration**  
**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 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. Finance 2. Human Resource 3. Marketing 4. Operations and Supply Chain Management 5. Data Analytics			
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	Mandatory Non-Credit 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	2		26
3	17	0	4	8	0	0		29
4	10	0	2	0	0	0		12
<b>Total</b>	<b>74</b>	<b>2</b>	<b>16</b>	<b>8</b>	<b>0</b>	<b>0</b>		<b>100</b>

The revised programme structure supersedes the previously approved programme structure dated 01/07/2024 for the programme.

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	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	0221410112	Indian Ethos and Values for Management		2	100	0	100
T2626	0221410113	Indian Film Industry: A Business Perspective		2	100	0	100
T2625	0221410114	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	0221410115	Financial Econometrics	Finance	2	60	40	100
T2015	0221410116	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 : Human Resource</b>							
T2638	0221410117	Labour Laws	Human Resource	2	60	40	100
T2284	0221410118	Learning and Development	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>							
T2136	0221410119	Sales Force and Channel Management	Marketing	2	60	40	100
T2888	0221410120	Consumer Behaviour and Insights	Marketing	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 : Operations and Supply Chain Management</b>							
T2174	0221410121	Materials Management	Operations and Supply Chain Management	2	60	40	100
T2220	0221410122	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>Specialization Core Courses : Data Analytics</b>							
T3443	0221410123	Data preparation and Data management	Data Analytics	2	60	40	100
T3444	0221410124	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>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
TH4788	0221410210	Health and Wellness Module I		0	0	0	Mandatory Non-Credit Course
TH4789	0221410226	Health and Wellness Module II		0	0	0	Mandatory Non-Credit Course
<b>Total</b>				<b>20</b>	<b>800</b>	<b>200</b>	<b>1000</b>
<b>Specialization Core Courses : Finance</b>							
T2045	0221410211	Corporate Valuation	Finance	2	60	40	100

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T2051	0221410212	Financial Modeling	Finance	2	60	40	100
T2043	0221410213	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 : Human Resource</b>							
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
<b>Total</b>				<b>6</b>	<b>180</b>	<b>120</b>	<b>300</b>
<b>Specialization Core Courses : Marketing</b>							
T2127	0221410217	Integrated Marketing Communication	Marketing	2	60	40	100
T2141	0221410218	Rural Marketing	Marketing	2	60	40	100
T2513	0221410219	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	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
<b>Total</b>				<b>6</b>	<b>180</b>	<b>120</b>	<b>300</b>
<b>Specialization Core Courses : Data Analytics</b>							
T3445	0221410223	Data Mining	Data Analytics	2	60	40	100
T3449	0221410224	Predictive Analytics	Data Analytics	2	60	40	100
T3532	0221410225	Machine learning	Data Analytics	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

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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
<b>Total</b>				<b>17</b>	<b>590</b>	<b>260</b>	<b>850</b>
<b>Specialization Core Courses : Finance</b>							
T2013	0221410305	Derivative Markets	Finance	2	60	40	100
T2019	0221410306	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 : Human Resource</b>							
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
<b>Total</b>				<b>4</b>	<b>120</b>	<b>80</b>	<b>200</b>
<b>Specialization Core Courses : Marketing</b>							
T2130	0221410309	Brand Management	Marketing	2	60	40	100
T2152	0221410310	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	0221410311	Lean Six Sigma	Operations and Supply Chain Management	2	60	40	100
T2995	0221410312	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 Core Courses : Data Analytics</b>							
T3455	0221410313	Data Protection and Privacy	Data Analytics	2	60	40	100
T2692	0221410314	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 Elective Group (Choose any one group)</b>							
<b>Specialization : Finance</b>							
T2056	0221410315	Financial Risk Management	Finance	2	60	40	100

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T2052	0221410316	Financial Engineering and Analytics	Finance	2	60	40	100
T2047	0221410317	Mergers and Acquisitions	Finance	2	60	40	100
T2073	0221410318	International Finance	Finance	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>							
T2583	0221410319	Assessment Centres and HRD Instruments	Human Resource	2	60	40	100
T2300	0221410320	HR Analytics	Human Resource	2	60	40	100
T2302	0221410321	Technology in HR /SAP HR/ People Soft	Human Resource	2	60	40	100
T2290	0221410322	Leadership and Capacity Building	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 : Marketing</b>							
T2121	0221410323	Customer Relationship Management	Marketing	2	60	40	100
T2139	0221410324	Digital Marketing	Marketing	2	60	40	100
T2148	0221410325	Retail Marketing	Marketing	2	60	40	100
T2143	0221410326	Services 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 : Operations and Supply Chain Management</b>							
T3656	0221410327	AI and ML for Business Management	Operations and Supply Chain Management	2	60	40	100
T2748	0221410328	Theory of Constraints	Operations and Supply Chain Management	2	60	40	100
T3130	0221410329	ERP Modules and their Integration	Operations and Supply Chain Management	2	60	40	100
T3091	0221410330	Outsourcing and IT Delivery Models	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>
<b>Specialization : Data Analytics</b>							
T3492	0221410331	Internet of Things	Data Analytics	2	60	40	100
T3504	0221410332	Digital Transformation	Data Analytics	2	60	40	100
T2244	0221410333	Innovation Management	Data Analytics	2	60	40	100
T3398	0221410334	Mobile Analytics	Data Analytics	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	0221410406	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 : Human Resource</b>							
T2291	0221410407	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	0221410408	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	0221410409	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>
<b>Specialization Core Courses : Data Analytics</b>							
T2690	0221410410	Risk Analytics	Data Analytics	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
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>