

**SYMBIOSIS CENTRE FOR MANAGEMENT AND HUMAN RESOURCE
DEVELOPMENT MASTER OF BUSINESS ADMINISTRATION –
BUSINESS ANALYTICS
PROGRAMME STRUCTURE 2017-19**

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| 1. OBJECTIVE | To provide the students:
Conceptual and practical knowledge of Business Analytics along with a sound understanding of management theory and practice. Corporate exposure to the practice of business analytics method. |
| 2. DURATION | Two Years Full Time |
| 3. INTAKE | 30 Students |
| 4. RESERVATION | I. Within the sanctioned intake:
a) Scheduled Castes - 15 %
b) Scheduled Tribes – 7.5%
c) Differently Abled - 3%

II. Over and above the sanctioned intake
a) Kashmiri Migrants - 2 Seats
b) International Students – 15% |
| 5. ELIGIBILITY | Candidate should be a graduate in any discipline from any statutory/recognized university with a minimum of 50% marks (45% marks for SC/ST Candidates). 2Years work experience after completion of graduation.
A candidate who has completed qualifying qualification from any Foreign University must obtain an equivalence certificate from Association of Indian Universities (AIU). |
| 6. SELECTION PROCEDURE | Symbiosis National Aptitude Test Score, Group Exercise, Technical Ability Test, Personal Interaction and Writing Ability Test |
| 7. MEDIUM OF INSTRUCTION | English |
| 8. PROGRAMME PATTERN | Semester Pattern – 4 Semesters |
| 9. COURSES & SPECIALIZATION | As per Annexure A
Students should not exceed 30 internal credits out of 100 credits during entire programme. |
| 10. FEE | Indian Students
Academic Fee p.a. Rs. 4,85,000 ®
Institute Deposit Rs. 20,000 |

Total	Rs. 5,05,000
International Students	
Academic Fee p.a.	Rs. 7,27,500
Institute Deposit	Rs. 20,000
Total	Rs. 7,47,500

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 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 (Business Analytics) will be awarded at the end of semester IV examination by taking into consideration the performance of all semester examinations after obtaining minimum 4.00 CGPA out of 10 CGPA.

Programme Structure is approved by the Academic Council and the Board of Management subject to its norms & conditions. Any provision in the Programme Structure which violates the basic rules & regulations is deemed to be termed "Null & Void".


Head - Academics

**Annexure A
Semester I**

Catalog Course Code	Course Code	Course Title	Credits	Internal Marks	External Marks	Total Marks
T2239	020343101	Business Communication	2	100	-	100
T2528	020343102	Management of Operations	2	60	40	100
T2114	020343103	Essentials of Marketing Management	2	60	40	100
T6075	020343104	Managerial Economics	2	60	40	100
T2572	020343105	Human Resource Management	2	60	40	100
T2003	020343106	Financial Accounting	2	60	40	100
T2033	020343107	Basics of Financial Management	2	60	40	100
T1140	020343108	Legal aspects of Business	2	60	40	100
T2682	020343109	Analytics Foundations	4	200	-	200
T3396	020343110	Database Technologies	4	120	80	200
T2688	020343111	Quantitative Methods	3	90	60	150
		Total	27	930	420	1350
T4005	020343112	*Integrated Disaster Management	-	-	-	Letter Grade

Semester II

Catalog Course Code	Course Code	Course Title	Credits	Internal Marks	External Marks	Total Marks
T2124	020343201	Marketing Research	3	90	60	150
T2526	020343202	Supply Chain Management	2	60	40	100
T2193	020343203	Project Management	2	60	40	100
T6074	020343204	Macroeconomics for Managers	2	60	40	100
T2148	020343205	Retail Marketing	2	60	40	100
T2015	020343206	Introduction to Financial Markets and Institutions	2	60	40	100
T2296	020343207	Compensation and Reward Management	2	100	-	100
T2118	020343208	Consumer Behaviour	2	60	40	100
T2686	020343209	Marketing Analytics	2	60	40	100
T2691	020343210	Sales Analytics	2	60	40	100
T2685	020343211	HR Analytics	2	60	40	100
T2692	020343212	Social Media Analytics	2	60	40	100
T2693	020343213	Visual Analytics	2	60	40	100
T3397	020343214	Data Mining	2	100	-	100
T2139	020343215	Digital Marketing	2	100	-	100

T2237	020343216	Corporate Social Responsibility	1	50	-	50
Total			32	1100	500	1600

Semester III

Catalog Course Code	Course Code	Course Title	Credits	Internal Marks	External Marks	Total Marks
T2011	020343301	Commercial Banking	2	60	40	100
T2687	020343302	Operations Analytics	2	60	40	100
T3393	020343303	Security and Master Data Management	2	60	40	100
T2690	020343304	Risk Analytics	2	60	40	100
T2683	020343305	Cloud and Big Data	3	90	60	150
T3398	020343306	Mobile Analytics	2	60	40	100
T3394	020343307	Internet of Things	2	100	-	100
T2684	020343308	Financial Analytics	2	60	40	100
T2056	020343309	Financial Risk Management	2	60	40	100
T2804	020343310	Summer Project	4	200	-	200
Total			23	810	340	1150

Semester IV

Catalog Course Code	Course Code	Course Title	Credits	Internal Marks	External Marks	Total Marks
T2255	020343401	Advanced Strategic Management	2	100	-	100
T2387	020343402	Global Business Environment	2	60	40	100
T2125	020343403	Marketing Strategy	2	60	40	100
T3395	020343404	Digital Transformation	2	60	40	100
T2354	020343405	Social Entrepreneurship	2	60	40	100
T2244	020343406	Innovation Management	2	100	-	100
T2806	020343407	Project	6	300	-	300
Total			18	740	160	900

Summary

Semester	Internal Credits	External Credits	Total Credits	Total Marks
Semester I	6	21	27	1350
Semester II	7	25	32	1600
Semester III	6	17	23	1150
Semester IV	10	8	18	900
Total	29	71	100	5000

*Integrated Disaster Management is mandatory for the award of degree.