Symbiosis Centre for Management and Human Resource Development, Pune
Master of Business Administration (Business Analytics)
Programme Structure 2023-25

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 (IN MONTHS)**	24 (Full Time)			
3.	**INTAKE**	90			
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	15	
5.	**ELIGIBILITY**	Graduate in any discipline 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) and minimum two years full time work experience after completion of graduation.			
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			
9.	**COURSE & SPECIALIZATION**	As per Annexure A			
10.	**FEE**		**Academic Fee p.a**	**Institute Deposit**	**Total**
	Indian Students (Amount in INR)		841000	20000	861000
	International Students	**NRI/ PIO/ OCI Category (Amount in US$)**	16400	275	16675
		Foreign National Category (Amount in US$)	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**	The assessment of the student for each examination is done, based on relative			

	PASSING	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.
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	28	0	0	0	0	1	As per the student's choice	28
2	26	0	0	0	0	0		26
3	23	10	0	0	0	0		33
4	9	4	0	0	0	0		13
Total	**86**	**14**	**0**	**0**	**0**	**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					
T4005	0203430114	Integrated Disaster Management		0	0	0	Non - Letter Grade Mandatory
T3396	0203430101	Database Technologies		4	200	0	200
T2688	0203430102	Quantitative Methods		3	90	60	150
T6068	0203430103	Basic Econometrics		2	100	0	100
T2778	0203430104	Basics of Financial Management		2	60	40	100
T2216	0203430105	Business Statistics		2	60	40	100
T3577	0203430106	Data Analysis Using Python		2	100	0	100
T2114	0203430107	Essentials of Marketing Management		2	60	40	100
T2003	0203430108	Financial Accounting		2	60	40	100
T2572	0203430109	Human Resource Management		2	60	40	100
T2528	0203430110	Management of Operations		2	60	40	100
T6075	0203430111	Managerial Economics		2	60	40	100
T3639	0203430112	Spreadsheet Modelling		2	60	40	100
T2224	0203430113	Research Methodology		1	50	0	50
			Total	28	1020	380	1400
		Semester : 2					
		Generic Core Courses					
T2891	0203430201	Business Research Methods		3	90	60	150
T2683	0203430202	Cloud and Big Data		3	150	0	150
T3397	0203430203	Data Mining		2	60	40	100
T2139	0203430204	Digital Marketing		2	60	40	100
T2498	0203430205	Financial Statement Analysis		2	60	40	100
T3532	0203430206	Machine learning		2	60	40	100
T6074	0203430207	Macroeconomics for Managers		2	60	40	100
T3638	0203430208	Marketing and Sales Analytics		2	60	40	100
T2193	0203430209	Project Management		2	60	40	100
T2692	0203430210	Social Media Analytics		2	60	40	100
T2827	0203430211	Supply Chain Management		2	60	40	100
T2693	0203430212	Visual Analytics		2	60	40	100
			Total	26	840	460	1300
		Semester : 3					
		Generic Core Courses					
T2908	0203430301	Internship		8	240	160	400

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Catalog Course Code	Course Code	Course Title	Specialization	Credit	Internal Marks	External Marks	Total Marks
T3640	0203430302	Business Forecasting		2	60	40	100
T2118	0203430303	Consumer Behaviour		2	60	40	100
T2684	0203430304	Financial Analytics		2	60	40	100
F0002	0203430305	Flexi-Credit Course		2	100	0	100
T2685	0203430306	HR Analytics		2	60	40	100
T3394	0203430307	Internet of Things		2	100	0	100
T2690	0203430308	Risk Analytics		2	60	40	100
T2801	0203430309	Project		1	50	0	50
			Total	**23**	**790**	**360**	**1150**
Generic Elective Course Group							
T3309	0203430310	Big Data Analytics		3	90	60	150
T3538	0203430311	Image Processing		3	90	60	150
T2766	0203430312	Telecom Analytics		2	60	40	100
T3653	0203430313	Advanced Machine Learning		2	60	40	100
T3654	0203430314	Cloud and Web Services		2	60	40	100
T2056	0203430315	Financial Risk Management		2	60	40	100
T3571	0203430316	Healthcare Analytics		2	60	40	100
T2127	0203430317	Integrated Marketing Communication		2	60	40	100
T2578	0203430318	Organizational Development and Change		2	60	40	100
T3568	0203430319	Natural Language Processing		3	90	60	150
			Total Required Credits	**10**	**300**	**200**	**500**
Semester : 4							
Generic Core Courses							
T2236	0203430401	Corporate Governance and Ethics		2	100	0	100
T3395	0203430402	Digital Transformation		2	100	0	100
F0002	0203430403	Flexi-Credit Course		2	100	0	100
T2253	0203430404	Strategic Management		2	60	40	100
T2801	0203430405	Project		1	50	0	50
			Total	**9**	**410**	**40**	**450**
Generic Elective Courses Group (Choose any Two course)							
T2387	0203430406	Global Business Environment		2	100	0	100
T2125	0203430407	Marketing Strategy		2	100	0	100
T2148	0203430408	Retail Marketing		2	100	0	100
T2828	0203430409	Six Sigma		2	100	0	100
			Total Required Credits	**4**	**200**	**0**	**200**

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Semester	Internal Credits	External Credits	Total Credits	Total Marks
Semester 1	9	19	28	1400
Semester 2	3	23	26	1300
Semester 3	5	28	33	1650
Semester 4	11	2	13	650
Total	**28**	**72**	**100**	**5000**