



**Symbiosis Centre for Management and Human Resource Development,  
Pune**

**Master of Business Administration (Business Analytics)  
Programme Structure 2019-21**

|     |                                    |   |  |  |   |
|-----|------------------------------------|---|--|--|---|
| 1.  | <b>OBJECTIVE</b>                   | To provide the students:<br>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.  | <b>DURATION (IN MONTHS)</b>        | 24 (Full Time)  |  |  |   |
| 3.  | <b>INTAKE</b>                      | 30  |  |  |   |
| 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                                      | 15   |   |
| 5.  | <b>ELIGIBILITY</b>                 | Graduate in any discipline from any statutory/recognized university with a minimum of 50% marks or equivalent grade (45% marks or equivalent grade for Scheduled Caste /Scheduled Tribes). Minimum Two Years full time work experience after completion of graduation.  |  |  |   |
| 6.  | <b>SELECTION PROCEDURE</b>         | Symbiosis National Aptitude Test Score, Group Exercise, Technical Ability Test, Personal Interaction and Writing Ability Test   |  |  |   |
| 7.  | <b>MEDIUM OF INSTRUCTION</b>       | English   |  |  |   |
| 8.  | <b>PROGRAMME PATTERN</b>           | Semester  |  |  |   |
| 9.  | <b>COURSE &amp; SPECIALIZATION</b> | As per Annexure A<br>Students should not exceed 30 internal credits out of 100 credits during entire programme.   |  |  |   |
| 10. | <b>FEE</b>                         |   | <b>Academic Fee p.a</b>                | <b>Institute Deposit</b>                         | <b>Total</b>                                |
|     |                                    | <b>Indian Students</b>  | 587000                                 | 20000  | 607000                                      |
|     |                                    | <b>International Students (USD equivalent to INR)</b>   | 880000                                 | 20000  | 900000                                      |
| 11. | <b>ASSESSMENT</b>                  | 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. | <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/<br/>DIPLOMA/<br/>CERTIFICATE</b> | 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. |

| <b>14. NATURE WISE DISTRIBUTION OF CREDITS</b> |              |                  |                     |                         |               |          |            |
|--|--------------|------------------|---------------------|-------------------------|---------------|----------|------------|
| Semester                                       | Generic Core | Generic Elective | Specialization Core | Specialization Elective | Open Elective | Audit    | Total      |
| 1  | 27           | 0                | 0                   | 0                       | 0             | 1*       | 27         |
| 2  | 32           | 0                | 0                   | 0                       | 0             | 0        | 32         |
| 3  | 21           | 4                | 0                   | 0                       | 0             | 0        | 25         |
| 4  | 10           | 6                | 0                   | 0                       | 0             | 1*       | 16         |
| <b>Total</b>                                   | <b>90</b>    | <b>10</b>        | <b>0</b>            | <b>0</b>                | <b>0</b>      | <b>0</b> | <b>100</b> |

\* Satisfactory completion of the non letter- grade courses 'Integrated Disaster Management' and 'Research Publication' is mandatory for award of degree.

The revised programme structure supersedes the previously approved programme structure dated 21/12/2020 for the programme.

Programme Structure is approved by the Academic Council 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

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**Symbiosis Centre for Management and Human Resource Development,  
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**Annexure A**

| Catalog Course Code         | Course Code | Course Title                       | Specialization | Credit    | Internal Marks | External Marks | Total Marks      |
|-----------------------------|-------------|------------------------------------|----------------|-----------|----------------|----------------|------------------|
| <b>Semester : 1</b>         |             |                                    |                |           |                |                |                  |
| <b>Generic Core Courses</b> |             |                                    |                |           |                |                |                  |
| T3396                       | 020343101   | Database Technologies              |                | 4         | 120            | 80             | 200              |
| T2682                       | 020343102   | Analytics Foundations              |                | 4         | 200            | 0              | 200              |
| T2688                       | 020343103   | Quantitative Methods               |                | 3         | 90             | 60             | 150              |
| T2778                       | 020343104   | Basics of Financial Management     |                | 2         | 60             | 40             | 100              |
| T2239                       | 020343105   | Business Communication             |                | 2         | 60             | 40             | 100              |
| T2114                       | 020343106   | Essentials of Marketing Management |                | 2         | 60             | 40             | 100              |
| T2003                       | 020343107   | Financial Accounting               |                | 2         | 60             | 40             | 100              |
| T2572                       | 020343108   | Human Resource Management          |                | 2         | 60             | 40             | 100              |
| T1140                       | 020343109   | Legal Aspects of Business          |                | 2         | 60             | 40             | 100              |
| T2528                       | 020343110   | Management of Operations           |                | 2         | 60             | 40             | 100              |
| T6075                       | 020343111   | Managerial Economics               |                | 2         | 60             | 40             | 100              |
| T4005                       | 020343112   | Integrated Disaster Management *   |                | 0         | 0              | 0              | Non Letter Grade |
| <b>Total</b>                |             |                                    |                | <b>27</b> | <b>890</b>     | <b>460</b>     | <b>1350</b>      |
| <b>Semester : 2</b>         |             |                                    |                |           |                |                |                  |
| <b>Generic Core Courses</b> |             |                                    |                |           |                |                |                  |
| T2891                       | 020343201   | Business Research Methods          |                | 3         | 90             | 60             | 150              |
| T2118                       | 020343202   | Consumer Behaviour                 |                | 2         | 60             | 40             | 100              |
| T2139                       | 020343203   | Digital Marketing                  |                | 2         | 100            | 0              | 100              |
| T2498                       | 020343204   | Financial Statement Analysis       |                | 2         | 60             | 40             | 100              |
| T2193                       | 020343205   | Project Management                 |                | 2         | 60             | 40             | 100              |
| T2148                       | 020343206   | Retail Marketing                   |                | 2         | 60             | 40             | 100              |
| T2827                       | 020343207   | Supply Chain Management            |                | 2         | 60             | 40             | 100              |
| T6074                       | 020343208   | Macroeconomics for Managers        |                | 2         | 60             | 40             | 100              |
| T2296                       | 020343209   | Compensation and Reward Management |                | 2         | 100            | 0              | 100              |
| T2685                       | 020343210   | HR Analytics                       |                | 2         | 60             | 40             | 100              |
| T2686                       | 020343211   | Marketing Analytics                |                | 2         | 60             | 40             | 100              |
| T2691                       | 020343212   | Sales Analytics                    |                | 2         | 60             | 40             | 100              |
| T2692                       | 020343213   | Social Media Analytics             |                | 2         | 60             | 40             | 100              |
| T2693                       | 020343214   | Visual Analytics                   |                | 2         | 60             | 40             | 100              |
| T3532                       | 020343215   | Machine learning                   |                | 2         | 100            | 0              | 100              |
| T2237                       | 020343216   | Corporate Social Responsibility    |                | 1         | 50             | 0              | 50               |
| <b>Total</b>                |             |                                    |                | <b>32</b> | <b>1100</b>    | <b>500</b>     | <b>1600</b>      |
| <b>Semester : 3</b>         |             |                                    |                |           |                |                |                  |



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|---------------------------------------|-------------|---------------------------------------|----------------|-----------|----------------|----------------|------------------|
| <b>Generic Core Courses</b>           |             |                                       |                |           |                |                |                  |
| T2906                                 | 020343301   | Summer Internship                     |                | 6         | 180            | 120            | 300              |
| T2683                                 | 020343302   | Cloud and Big Data                    |                | 3         | 150            | 0              | 150              |
| T3397                                 | 020343303   | Data Mining                           |                | 2         | 60             | 40             | 100              |
| T3394                                 | 020343304   | Internet of Things                    |                | 2         | 100            | 0              | 100              |
| T3398                                 | 020343305   | Mobile Analytics                      |                | 2         | 100            | 0              | 100              |
| T2684                                 | 020343306   | Financial Analytics                   |                | 2         | 60             | 40             | 100              |
| T2687                                 | 020343307   | Operations Analytics                  |                | 2         | 60             | 40             | 100              |
| T2690                                 | 020343308   | Risk Analytics                        |                | 2         | 60             | 40             | 100              |
| <b>Total</b>                          |             |                                       |                | <b>21</b> | <b>770</b>     | <b>280</b>     | <b>1050</b>      |
| <b>Generic Elective Courses Group</b> |             |                                       |                |           |                |                |                  |
| T2011                                 | 020343310   | Commercial Banking                    |                | 2         | 100            | 0              | 100              |
| T2056                                 | 020343311   | Financial Risk Management             |                | 2         | 100            | 0              | 100              |
| T2578                                 | 020343312   | Organizational Development and Change |                | 2         | 100            | 0              | 100              |
| T2127                                 | 020343313   | Integrated Marketing Communication    |                | 2         | 100            | 0              | 100              |
| <b>Total Required Credits</b>         |             |                                       |                | <b>4</b>  | <b>200</b>     | <b>0</b>       | <b>200</b>       |
| <b>Semester : 4</b>                   |             |                                       |                |           |                |                |                  |
| <b>Generic Core Courses</b>           |             |                                       |                |           |                |                |                  |
| T3395                                 | 020343401   | Digital Transformation                |                | 2         | 100            | 0              | 100              |
| T2244                                 | 020343402   | Innovation Management                 |                | 2         | 100            | 0              | 100              |
| T2253                                 | 020343403   | Strategic Management                  |                | 2         | 60             | 40             | 100              |
| T2802                                 | 020343404   | Project                               |                | 2         | 100            | 0              | 100              |
| T3653                                 | 020343405   | Advanced Machine Learning             |                | 2         | 100            | 0              | 100              |
| T0100                                 | 020343411   | Research Publication *                |                | 0         | 0              | 0              | Non Letter Grade |
| <b>Total</b>                          |             |                                       |                | <b>10</b> | <b>460</b>     | <b>40</b>      | <b>500</b>       |
| <b>Generic Elective Courses Group</b> |             |                                       |                |           |                |                |                  |
| T2125                                 | 020343406   | Marketing Strategy                    |                | 2         | 100            | 0              | 100              |
| T2354                                 | 020343407   | Social Entrepreneurship               |                | 2         | 100            | 0              | 100              |
| T2828                                 | 020343408   | Six Sigma                             |                | 2         | 100            | 0              | 100              |
| T2236                                 | 020343409   | Corporate Governance and Ethics       |                | 2         | 100            | 0              | 100              |
| T2387                                 | 020343410   | Global Business Environment           |                | 2         | 100            | 0              | 100              |
| <b>Total Required Credits</b>         |             |                                       |                | <b>6</b>  | <b>300</b>     | <b>0</b>       | <b>300</b>       |
| <b>Audit Courses</b>                  |             |                                       |                |           |                |                |                  |



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|---------------------|-------------|------------------------------------|----------------|--------|----------------|----------------|------------------|
| T2011               | 020343412   | Commercial Banking                 |                | 0      | 0              | 0              | Non Letter Grade |
| T2056               | 020343413   | Financial Risk Management          |                | 0      | 0              | 0              | Non Letter Grade |
| T2127               | 020343414   | Integrated Marketing Communication |                | 0      | 0              | 0              | Non Letter Grade |
| T2125               | 020343415   | Marketing Strategy                 |                | 0      | 0              | 0              | Non Letter Grade |
| T2354               | 020343416   | Social Entrepreneurship            |                | 0      | 0              | 0              | Non Letter Grade |
| T2828               | 020343417   | Six Sigma                          |                | 0      | 0              | 0              | Non Letter Grade |
| T2387               | 020343418   | Global Business Environment        |                | 0      | 0              | 0              | Non Letter Grade |



Celebrating 50 Years of Excellence

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| Semester     | Internal Credits | External Credits | Total Credits | Total Marks |
|--------------|------------------|------------------|---------------|-------------|
| Semester1    | 4                | 23               | 27            | 1350        |
| Semester2    | 7                | 25               | 32            | 1600        |
| Semester3    | 11               | 14               | 25            | 1250        |
| Semester4    | 14               | 2                | 16            | 800         |
| <b>Total</b> | <b>36</b>        | <b>64</b>        | <b>100</b>    | <b>5000</b> |