



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

**Master of Business Administration (Business Analytics)
Programme Structure 2020-22**

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	60			
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 Students should not exceed 30 internal credits out of 100 credits during entire programme.			
10.	FEE		Academic Fee p.a	Institute Deposit	Total
		Indian Students	675000	20000	695000
		International Students (USD equivalent to INR)	1015000	20000	1035000
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 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.	AWARD OF DEGREE/ DIPLOMA/ CERTIFICATE	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.	NATURE WISE DISTRIBUTION OF CREDITS						
Semester	Generic Core	Generic Elective	Specialization Core	Specialization Elective	Open Elective	Audit	Total
1	28	0	0	0	0	1*	28
2	26	0	0	0	0	0	26
3	28	4	0	0	0	1*	32
4	10	4	0	0	0	0	14
Total	92	8	0	0	0	0	100
* 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 24/11/2020 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.

Head - 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							
T3396	0203430101	Database Technologies		4	200	0	200
T2682	0203430102	Analytics Foundations		4	200	0	200
T2688	0203430103	Quantitative Methods		3	90	60	150
T2778	0203430104	Basics of Financial Management		2	60	40	100
T2239	0203430105	Business Communication		2	60	40	100
T2528	0203430106	Management of Operations		2	60	40	100
T6075	0203430107	Managerial Economics		2	60	40	100
T2572	0203430108	Human Resource Management		2	100	0	100
T2114	0203430109	Essentials of Marketing Management		2	60	40	100
T2003	0203430110	Financial Accounting		2	60	40	100
T3639	0203430111	Spreadsheet Modelling		2	100	0	100
T2224	0203430112	Research Methodology		1	50	0	50
T4005	0203430113	Integrated Disaster Management *		0	0	0	Non Letter Grade
Total				28	1100	300	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
T2193	0203430204	Project Management		2	60	40	100
T6074	0203430205	Macroeconomics for Managers		2	60	40	100
T3532	0203430206	Machine learning		2	100	0	100
T2827	0203430207	Supply Chain Management		2	60	40	100
T2693	0203430208	Visual Analytics		2	60	40	100
T2139	0203430209	Digital Marketing		2	100	0	100
T2498	0203430210	Financial Statement Analysis		2	60	40	100
T2692	0203430211	Social Media Analytics		2	60	40	100
T3638	0203430212	Marketing and Sales Analytics		2	60	40	100
Total				26	920	380	1300
Semester : 3							
Generic Core Courses							
T2908	0203430301	Internship		8	240	160	400
T3394	0203430302	Internet of Things		2	100	0	100
T3398	0203430303	Mobile Analytics		2	60	40	100



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Catalog Course Code	Course Code	Course Title	Specialization	Credit	Internal Marks	External Marks	Total Marks
T2802	0203430304	Project		2	100	0	100
T3653	0203430305	Advanced Machine Learning		2	100	0	100
T2684	0203430306	Financial Analytics		2	60	40	100
T2118	0203430307	Consumer Behaviour		2	60	40	100
T2690	0203430308	Risk Analytics		2	60	40	100
T2685	0203430309	HR Analytics		2	60	40	100
T3642	0203430310	Information Technology Management		2	60	40	100
T3640	0203430311	Business Forecasting		2	60	40	100
T0100	0203430312	Research Publication *		0	0	0	Non Letter Grade
Total				28	960	440	1400
Generic Elective Courses Group							
T3571	0203430313	Healthcare Analytics		2	60	40	100
T2578	0203430314	Organizational Development and Change		2	60	40	100
T2056	0203430315	Financial Risk Management		2	60	40	100
T2127	0203430316	Integrated Marketing Communication		2	60	40	100
Total Required Credits				4	120	80	200
Semester : 4							
Generic Core Courses							
T3395	0203430401	Digital Transformation		2	100	0	100
T2802	0203430402	Project		2	100	0	100
F0002	0203430403	Flexi-Credit Course		2	100	0	100
T2253	0203430404	Strategic Management		2	60	40	100
T2148	0203430405	Retail Marketing		2	60	40	100
Total				10	420	80	500
Generic Elective Courses Group							
T2828	0203430406	Six Sigma		2	100	0	100
T2125	0203430407	Marketing Strategy		2	100	0	100
T2236	0203430408	Corporate Governance and Ethics		2	100	0	100
T2387	0203430409	Global Business Environment		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	13	15	28	1400
Semester 2	7	19	26	1300
Semester 3	6	26	32	1600
Semester 4	10	4	14	700
Total	36	64	100	5000