



**FOUNDER: PROF.DR.S.B.MUJUMDAR M.Sc.Ph.D.**

**SYMBIOSIS INTERNATIONAL UNIVERSITY (SIU)**

(Established under section 3 of the UGC Act 1956, by notification no.F.9-12/2001-U3 Government of India)

Reaccredited by NAAC with "A" grade

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

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|-----------------------|--|
| <b>1. OBJECTIVE</b>   | To provide the students:<br><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.        |
| <b>2. DURATION</b>    | Two Years Full Time  |
| <b>3. INTAKE</b>      | 30 Students  |
| <b>4. RESERVATION</b> | I. Within the sanctioned intake:<br>a) Scheduled Castes-15%<br>b) Scheduled Tribes-7.5%<br>c) Differently abled-3%<br><br>II. Over and above the sanctioned intake:<br>a) Kashmiri Migrants-2 seats<br>b) International Students-15% |
| <b>5. ELIGIBILITY</b> | Graduate in any discipline from any statutory/recognized university with a minimum of 50% marks (45% marks for SC/ST Candidates).<br>2 years work experience post completion of graduation.  |

**6. SELECTION  
PROCEDURE**

Symbiosis National Aptitude Test Score, Group Exercise,  
Technical Ability Test, Personal Interaction and Writing Ability  
Test

INDICATIVE PROGRAM STRUCTURE - AWAITING APPROVAL

7. **MEDIUM OF INSTRUCTION** English
8. **PROGRAM 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**
- |  |                     |
|--|---------------------|
| <b>Indian Students (per annum)</b>                                       |                     |
| Academics fee  | Rs. 4,75,000        |
| Institute Deposit (Refundable)<br>(additional Rs1 lac for hostel & mess) | Rs. 20,000          |
| <b>Total</b>   | <b>Rs. 4,95,000</b> |
| <b>International Students</b>  |                     |
| Academic Fee p.a.  | Rs.                 |
| Institute Deposit (Refundable)   | Rs.                 |
| <b>Total</b>   | <b>Rs.</b>          |
11. **ASSESSMENT** 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** **Master of Business Administration (MBA)** will be awarded at the end of semester IV examination by taking into consideration the performance of all semester examinations after obtaining minimum 4 CGPA

**Annexure A**  
**Semester I**

Catalog Course Code	Course Code	Course Title	Credits	Internal Marks	External Marks	Total Marks
T2239		Business Communication	2	100	0	100
T2528		Management of Operations	2	60	40	100
T2114		Essentials of Marketing Management	2	60	40	100
T6075		Managerial Economics	2	60	40	100
T2572		Human Resource Management	2	60	40	100
T2003		Financial Accounting	2	60	40	100
T2033		Basics of Financial Management	2	60	40	100
T1140		Legal aspects of Business	2	60	40	100
T2682		Analytics Foundations	4	200	0	200
T3396		Database Technology	4	120	80	200
T2688		Quantitative Methods	3	90	60	150
		<b>Total</b>	<b>27</b>	<b>930</b>	<b>420</b>	<b>1350</b>
T4005		Integrated Disaster Management*	-	-	-	Letter Grade

**Semester II**

Catalog Course Code	Course Code	Course Title	Credits	Internal Marks	External Marks	Total Marks
T2124		Marketing Research	3	90	60	150
T2526		Supply Chain Management	2	60	40	100
T2193		Project Management	2	60	40	100
T6074		Macroeconomics for Managers	2	60	40	100
T2148		Retail Marketing	2	60	40	100
T2015		Introduction to Financial Markets and Institutions	2	60	40	100
T2296		Compensation and Reward Management	2	100	0	100
T2118		Consumer Behavior	2	60	40	100
T2686		Marketing Analytics	2	60	40	100
T2691		Sales Analytics	2	60	40	100
T2685		HR Analytics	2	60	40	100
T2692		Social Media Analytics	2	60	40	100
T2693		Visual Analytics	2	60	40	100
T2353		Entrepreneurship	2	100	0	100
T2139		Digital Marketing	2	100	0	100

T2227		Corporate Social Responsibility	1	50	0	50
<b>Total</b>			<b>32</b>	<b>1100</b>	<b>500</b>	<b>1600</b>

## Semester III

Catalog Course Code	Course Code	Course Title	Credits	Internal Marks	External Marks	Total Marks
T2011		Commercial Banking	2	60	40	100
T2687		Operations Analytics	2	60	40	100
T3393		Security and Master Data Management	2	60	40	100
T2690		Risk Analytics	2	60	40	100
T2683		Cloud and Big Data	3	90	60	150
T3398		Mobile Analytics	2	60	40	100
T3394		Internet of Things	2	100	0	100
T2684		Financial Analytics	2	60	40	100
T2056		Financial Risk Management	2	60	40	100
		Summer Project	4	200	0	200
<b>Total</b>			<b>23</b>	<b>810</b>	<b>340</b>	<b>1150</b>

## Semester IV

Catalog Course Code	Course Code	Course Title	Credits	Internal Marks	External Marks	Total Marks
T2255		Advanced Strategic Management	2	100	0	100
T2387		Global Business Environment	2	60	40	100
T2125		Marketing Strategy	2	60	40	100
T2290		Leadership and Capacity Building	2	60	40	100
T2354		Social Entrepreneurship	2	60	40	100
T2244		Innovation Management	2	100	0	100
		Project	6	300	0	300
<b>Total</b>			<b>18</b>	<b>740</b>	<b>160</b>	<b>900</b>

**Summary**

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

\*Integrated Disaster Management is compulsory for the award of degree.

INDICATIVE PROGRAM STRUCTURE - AWAITING APPROVAL