

**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: 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 MONTHS)</b>	(IN	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>	OF	English		
8.	<b>PROGRAMME PATTERN</b>	Semester			
9.	<b>COURSE SPECIALIZATION</b>	&	As per Annexure A 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>	OF	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</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.

**14. NATURE WISE DISTRIBUTION OF CREDITS**

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	25	0	0	0	0	0	25
4	16	0	0	0	0	0	16
<b>Total</b>	<b>100</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>100</b>

\* Satisfactory completion of the letter grade course 'Integrated Disaster Management' is mandatory for award of degree.

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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**Annexure A**

Catalog Course Code	Course Code	Course Title	Specialization	Credit	Internal Credits	External Credits	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	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>							
<b>Generic Core Courses</b>							
T2906	020343301	Summer Internship		6	180	120	300
T2683	020343302	Cloud and Big Data		3	150	0	150
T2011	020343303	Commercial Banking		2	60	40	100
T3397	020343304	Data Mining		2	60	40	100
T2056	020343305	Financial Risk Management		2	60	40	100
T3394	020343306	Internet of Things		2	100	0	100
T3398	020343307	Mobile Analytics		2	60	40	100
T2684	020343308	Financial Analytics		2	60	40	100
T2687	020343309	Operations Analytics		2	60	40	100
T2690	020343310	Risk Analytics		2	60	40	100
<b>Total</b>				<b>25</b>	<b>850</b>	<b>400</b>	<b>1250</b>
<b>Semester : 4</b>							

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<b>Generic Core Courses</b>							
T3395	020343401	Digital Transformation		2	100	0	100
T2244	020343402	Innovation Management		2	100	0	100
T2125	020343403	Marketing Strategy		2	100	0	100
T2828	020343404	Six Sigma		2	100	0	100
T2354	020343405	Social Entrepreneurship		2	100	0	100
T2253	020343406	Strategic Management		2	60	40	100
T2802	020343407	Project		2	100	0	100
F0002	020343408	Flexi-Credit Course		2	100	0	100
<b>Total</b>				<b>16</b>	<b>760</b>	<b>40</b>	<b>800</b>

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Semester	Internal Credits	External Credits	Total Credits	Total Marks
Semester1	4	23	27	1350
Semester2	7	25	32	1600
Semester3	5	20	25	1250
Semester4	14	2	16	800
<b>Total</b>	<b>30</b>	<b>70</b>	<b>100</b>	<b>5000</b>