

Symbiosis Centre for Management and Human Resource Development, Pune
Master of Business Administration (Business Analytics)
Programme Structure 2018-20

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			
3.	INTAKE	30			
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 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.	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	534000	20000	554000
		International Students (USD equivalent to INR)	800000	20000	820000
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	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
Total	100	0	0	0	0	0	100

* 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 Marks	External Marks	Total Marks
Semester : 1							
Generic Core Courses							
T2239	020343101	Business Communication		2	100	0	100
T2528	020343102	Management of Operations		2	60	40	100
T2114	020343103	Essentials of Marketing Management		2	60	40	100
T6075	020343104	Managerial Economics		2	60	40	100
T2572	020343105	Human Resource Management		2	60	40	100
T2003	020343106	Financial Accounting		2	60	40	100
T2778	020343107	Basics of Financial Management		2	60	40	100
T1140	020343108	Legal Aspects of Business		2	60	40	100
T2682	020343109	Analytics Foundations		4	200	0	200
T3396	020343110	Database Technologies		4	120	80	200
T2688	020343111	Quantitative Methods		3	90	60	150
T4005	020343112	Integrated Disaster Management *					Letter Grade
Total				27	930	420	1350
Semester : 2							
Generic Core Courses							
T2124	020343201	Marketing Research		3	90	60	150
T2827	020343202	Supply Chain Management		2	60	40	100
T2193	020343203	Project Management		2	60	40	100
T6074	020343204	Macroeconomics for Managers		2	60	40	100
T2148	020343205	Retail Marketing		2	60	40	100
T2015	020343206	Introduction to Financial Markets and Institutions		2	60	40	100
T2296	020343207	Compensation and Reward Management		2	100	0	100
T2118	020343208	Consumer Behaviour		2	60	40	100
T2686	020343209	Marketing Analytics		2	60	40	100
T2691	020343210	Sales Analytics		2	60	40	100
T2685	020343211	HR Analytics		2	60	40	100
T2692	020343212	Social Media Analytics		2	60	40	100

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Catalog Course Code	Course Code	Course Title	Specialization	Credit	Internal Marks	External Marks	Total Marks
T2693	020343213	Visual Analytics		2	60	40	100
T3532	020343214	Machine learning		2	100	0	100
T2139	020343215	Digital Marketing		2	100	0	100
T2237	020343216	Corporate Social Responsibility		1	50	0	50
Total				32	1100	500	1600
Semester : 3							
Generic Core Courses							
T2011	020343301	Commercial Banking		2	60	40	100
T2687	020343302	Operations Analytics		2	60	40	100
T3397	020343303	Data Mining		2	100	0	100
T2690	020343304	Risk Analytics		2	100	0	100
T2683	020343305	Cloud and Big Data		3	150	0	150
T3398	020343306	Mobile Analytics		2	100	0	100
T3394	020343307	Internet of Things		2	100	0	100
T2684	020343308	Financial Analytics		2	60	40	100
T2056	020343309	Financial Risk Management		2	60	40	100
T2906	020343310	Summer Internship		6	180	120	300
Total				25	970	280	1250
Semester : 4							
Generic Core Courses							
T2255	020343401	Advanced Strategic Management		2	100	0	100
T2387	020343402	Global Business Environment		2	60	40	100
T2125	020343403	Marketing Strategy		2	60	40	100
T3395	020343404	Digital Transformation		2	60	40	100
T2354	020343405	Social Entrepreneurship		2	60	40	100
T2244	020343406	Innovation Management		2	100	0	100
T2828	020343407	Six Sigma		2	100	0	100
T2802	020343408	Project		2	60	40	100
Total				16	600	200	800

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Semester	Internal Credits	External Credits	Total Credits	Total Marks
Semester 1	6	21	27	1350
Semester 2	7	25	32	1600
Semester 3	11	14	25	1250
Semester 4	6	10	16	800
Total	30	70	100	5000