

MBA (EXECUTIVE) PROGRAM FOR WORKING PROFESSIONALS



॥ वसुधैव कुटुम्बकम् ॥

**SYMBIOSIS CENTRE FOR MANAGEMENT
& HUMAN RESOURCE DEVELOPMENT**



*Subject to approval of SI(DU)

ABOUT SCMHRD

SYMBIOSIS CENTRE FOR MANAGEMENT & HUMAN RESOURCE DEVELOPMENT (SCMHRD) is a premier institute honing world class leaders and entrepreneurs. Established in 1993, SCMHRD's MBA program is one of the most prestigious programs in India.

SCMHRD specializes in producing quality talent in the areas of **Business Analytics, HR, Marketing, Finance, Operations & IT**. The institute believes that wholesome knowledge can be gained through experience and practical learning. Hence the intense academic curriculum is designed such that it prepares students to deliver their best.

DIRECTOR'S MESSAGE

Over its twenty five years of existence, SCMHRD, as an institution, has strived to ingrain qualities such as leadership and innovation through a structured, rigorous and disciplined curriculum. In this fast paced environment, we believe in staying abreast of competition through constant retrospection and capitalization of new opportunities. The institute aims to become a center of global leadership and entrepreneurial excellence by imparting sound management education and encouraging creative pursuits in all walks of life.

Dr. Pratima Sheorey
Director



MESSAGE FROM PROGRAMME IN-CHARGE

Welcome to SCMHRD

MBA (Executive) is a rigorous programme. Executives come to campus on weekends or weekdays evening for class-room sessions while remaining tied-up in their careers and balancing personal commitments or family time. The innovative and valuable offerings are attracting increasing number of candidates who inspire to enhance their roles and responsibilities either in their current domain or who want to switch over as per their original inclination and expertise.

Most importantly, the course contents are rich enough and at par with the full time program. The novelty of the vision and mission drive us to do career counseling of working professionals and also connect the current students to the huge alumni base through portal. There are outstanding faculty, dedicated staff and executive (working professionals) students with unparalleled breadth of experience and different industry background at SCMHRD.

I look forward to welcoming you to SCMHRD.

Dr. Shantanu Prasad
Programme In-charge



MBA (Executive) Programme

SCMHRD's **Master of Business Administration (Executive)** is a 30 months program specially designed for working professionals in and around Pune. There will be **two batches - weekend & weekdays evening**. Candidates who opt for weekend batch will have classes on weekends 8 hours a day & candidates who opt for weekdays batch will have classes on weekdays in the evening for 3 hours.

Objectives of the programme:

- To transform managers into global business leaders.
- To understand business metrics and predict with analytical acumen.
- To develop knowledge in core areas of business including strategy formulation.
- To sharpen the interpersonal skills and leadership qualities.

Highlights:

- ◆ Flexible Weekend / weekdays evening MBA Program to facilitate work-life balance and meeting the training needs of executives
- ◆ Offers specialization in the areas of Business Analytics, HR, Marketing, Finance, Operations & IT.
- ◆ MBA (Executive) offers cutting-edge Electives and World-Class Learning Methodologies
- ◆ Sessions are conducted by Research Oriented Academicians with rich Industry Experience
- ◆ SCMHRD has rich Library and Online Resources with State-of-the-Art Computer Laboratories
- ◆ Students are connected to the huge alumni base through the portal.
- ◆ Career-counseling services are provided

AWARD OF DEGREE

Part-Time MBA (Executive) will be awarded at the end of V Semester examination by taking into consideration the performance of all semesters examinations after obtaining minimum 4 CGPA out of 10 CGPA.

Eligibility & Selection Procedure

MBA (Executive) programme eligibility:

Candidate should be Graduate from any recognised University/Institution of National Importance with minimum of 50% marks or equivalent grade and minimum of two year's full time work experience after graduation in a registered firm/ company/ industry/ educational and/ government, autonomous organisations.

Selection Procedure:

- There will be written test and Personal Interaction.
- Written test will consist of English communication and multiple choice questions based on basic mathematics (data interpretation).

Registration Fee is INR 1000

Executives from leading firms have graduated from SCMHRD MBA (Executive) program. In current batch, executives from some of the following firms are pursuing this program:

- ◆ General Motors
- ◆ Schlumberger
- ◆ Eaton Technologies Pvt. Ltd.
- ◆ Johnson Controls
- ◆ MasterCard
- ◆ Lear Corporation
- ◆ IBM India
- ◆ Vodafone
- ◆ HSBC Bank
- ◆ Cognizant Technical Services
- ◆ Caterpillar

Programme Fees

Semester I	Semester II	Semester III	Semester IV	Semester V
INR 1,00,000 + 10,000 (Refundable)	INR 1,00,000	INR 1,00,000	INR 1,00,000	INR 78,500

Different Courses & Specializations offered in respective Semesters:

Annexure A Semester I

CATALOG COURSE CODE	COURSE CODE	COURSE TITLE	SPECIALIZATION	CREDITS	INTERNAL MARKS	EXTERNAL MARKS	TOTAL MARKS
Generic Core Courses							
T2003	020348101	Financial Accounting		2	60	40	100
T6075	020348102	Managerial Economics		2	60	40	100
T2528	020348103	Management of Operations		2	60	40	100
T2572	020348104	Human Resource Management		2	60	40	100
T3150	020348105	Introduction to Enterprise Resource Planning		1	50	0	50
T2220	020348106	Operations Research		2	60	40	100
T2114	020348107	Essentials of Marketing Management		2	60	40	100
T2216	020348108	Business Statistics		2	60	40	100
T2224	020348109	Research Methodology		1	50	0	50
T2802	020348110	Project I		2	100	0	100
TOTAL				18	620	280	900

Semester II

CATALOG COURSE CODE	COURSE CODE	COURSE TITLE	CREDITS	INTERNAL MARKS	EXTERNAL MARKS	TOTAL MARKS
Generic Core Courses						
T6074	020348201	Macro Economics for Managers	2	60	40	100
T2827	020348202	Supply Chain Management	2	60	40	100
T2828	020348203	Six Sigma	2	60	40	100
T1140	020348204	Legal Aspects of Business	2	60	40	100
T2573	020348205	Organizational Behaviour	2	60	40	100
T2035	020348206	Introduction to Financial Management	2	60	40	100
T2227	020348207	Business Analytics	2	60	40	100
T2353	020348208	Entrepreneurship	2	60	40	100
T2802	020348209	Project II	2	100	-	100
T2802	020348210	Project III	2	100	-	100
Total			20	680	320	1000

Semester III

CATALOG COURSE CODE	COURSE CODE	COURSE TITLE	SPECIALIZATIONS	CREDITS	INTERNAL MARKS	EXTERNAL MARKS	TOTAL MARKS
Generic Core Courses							
T2804	020348301	Project IV		4	200	-	200
T2239	020348302	Business Communication		2	100	-	100
Total				6	300	-	300
Specialization Core Courses : Marketing							
T2130	020348303	Brand Management	Marketing	2	60	40	100
T2118	020348304	Consumer Behaviour	Marketing	2	60	40	100
T2127	020348305	Integrated Marketing Communication	Marketing	2	100	0	100
T2143	020348306	Services Marketing	Marketing	2	60	40	100
T2145	020348307	Sustainable Marketing		2	60	40	100
T2148	020348308	Retail Marketing		2	60	40	100
Total				12	400	200	600
Specialization Core Courses : Finance							
T2015	020348309	Introduction to Financial Markets and Institutions		2	60	40	100
T2011	020348310	Commercial Banking		2	60	40	100
T2059	020348311	Advanced Corporate Finance		2	60	40	100
T2073	020348312	International Finance		2	60	40	100
T2498	020348313	Financial Statement Analysis		2	60	40	100
T2013	020348314	Derivative Markets		2	100	0	100
Total				12	400	200	600

CATALOG COURSE CODE	COURSE CODE	COURSE TITLE	SPECIALIZATIONS	CREDITS	INTERNAL MARKS	EXTERNAL MARKS	TOTAL MARKS
Specialization Core Courses : Human Resource							
T2283	020348315	Talent Management	Human Resource	2	60	40	100
T2576	020348316	Performance Management System	Human Resource	2	60	40	100
T2296	020348317	Compensation and Reward Management	Human Resource	2	60	40	100
T2281	020348318	Talent Acquisition	Human Resource	2	60	40	100
T2574	020348319	Employment Related Laws	Human Resource	2	60	40	100
T2284	020348320	Learning and Development	Human Resource	2	100	0	100
Total				12	400	200	600
Specialization Core Courses : Operations							
T3312	020348321	Project Management Suite	Operations	2	100	0	100
T2181	020348322	Supply Chain Strategy	Operations	2	60	40	100
T2193	020348323	Project Management	Operations	2	60	40	100
T2527	020348324	Logistics Management	Operations	2	60	40	100
T2174	020348421	Materials Management	Operations	2	60	40	100
T2169	020348326	Warehouse Management	Operations	2	60	40	100
Total				12	400	200	600
Specialization Core Courses : Information Technology							
T3286	020348327	Requirements Management	Information Technology	2	60	40	100
T3094	020348328	Project Management	Information Technology	2	60	40	100
T3115	020348329	Relational Database Management System	Information Technology	4	120	80	100
T3288	020348330	Business Process Management	Information Technology	2	60	40	100
T3297	020348331	Software Quality Management	Information Technology	2	100	0	100
Total				12	400	200	600
Specialization Core Courses : Business Analytics							
T2837	020348309	Contemporary Business Statistics	Business Analytics	2	60	40	100
T2692	020348310	Social Media Analytics	Business Analytics	2	60	40	100
T2838	020348311	Trends in Analytics	Business Analytics	2	100	0	100
T3115	020348312	Relational Database Management System	Business Analytics	4	120	80	200
T2513	020348313	Marketing Research	Business Analytics	2	60	40	100
Total				12	400	200	600

Semester IV

Generic Core Courses							
T2802	020348401	Research Project V		2	100	0	100
T2253	020348402	Strategic Management		2	100	0	100
Total				4	200	0	200
Specialization Core Courses : Marketing							
T2125	020348403	Marketing Strategy	Marketing	2	60	40	100
T2152	020348404	Business to Business Marketing	Marketing	2	60	40	100
T2136	020348405	Sales Force and Channel Management	Marketing	2	60	40	100
T2153	020348406	International Marketing	Marketing	2	60	40	100
T2141	020348407	Rural Marketing	Marketing	2	60	40	100
T2139	020348408	Digital Marketing	Marketing	2	60	40	100
Total				12	360	240	600
Specialization Core Courses : Finance							
T2056	020348409	Financial Risk Management	Finance	2	60	40	100
T2043	020348410	Security Analysis and Portfolio Management	Finance	2	60	40	100
T2051	020348411	Financial Modeling	Finance	2	60	40	100
T2037	020348412	Direct Taxation	Finance	2	60	40	100
T2047	020348413	Mergers and Acquisitions	Finance	2	60	40	100
T2019	020348414	Fixed Income Markets	Finance	2	60	40	100
Total				12	360	240	600
Specialization Core Courses : Human Resource							
T2294	020348415	Conflict and Negotiation	Human Resource	2	60	40	100
T2577	020348416	HRD Instruments	Human Resource	2	60	40	100
T2760	020348417	Strategic Human Resource Management	Human Resource	2	60	40	100
T2578	020348418	Organizational Development and Change	Human Resource	2	60	40	100
T2290	020348419	Leadership and Capacity Building	Human Resource	2	60	40	100
T2286	020348420	Industrial Relations	Human Resource	2	60	40	100
Total				12	360	240	600

Specialization Core Courses : Operations							
CATALOG COURSE CODE	COURSE CODE	COURSE TITLE	SPECIALIZATIONS	CREDITS	INTERNAL MARKS	EXTERNAL MARKS	TOTAL MARKS
T2190	020348421	Operations Planning and Scheduling	Operations	2	60	40	100
T2168	020348422	Advanced Supply Chain Management	Operations	2	60	40	100
T2795	020348423	Supply Chain Analytics	Operations	2	60	40	100
T2187	020348424	Service Operations Management	Operations	2	60	40	100
T2173	020348425	International Logistics	Operations	2	60	40	100
T2254	020348426	Game Theory for Strategic Thinking	Operations	2	60	40	100
Total				12	360	240	600
Specialization Core Courses : Information Technology							
T3060	020348427	IT Infrastructure Essentials	Information Technology	2	60	40	100
T3289	020348428	Business Intelligence I	Information Technology	2	60	40	100
T2182	020348429	Technology in Supply Chain	Information Technology	2	60	40	100
T3082	020348430	IT Consulting	Information Technology	2	60	40	100
T3287	020348431	IT Strategy	Information Technology	2	60	40	100
T2254	020348432	Game Theory for Strategic Thinking	Information Technology	2	60	40	100
Specialization Core Courses : Business Analytics							
CATALOG COURSE CODE	COURSE CODE	COURSE TITLE	SPECIALIZATIONS	CREDITS	INTERNAL MARKS	EXTERNAL MARKS	TOTAL MARKS
T3395	020348421	Digital Transformation	Business Analytics	2	60	40	100
T2836	020348422	Contemporary Business Analytics	Business Analytics	2	60	40	100
T2209	020348423	Business Forecasting	Business Analytics	2	60	40	100
T2686	020348424	Marketing Analytics	Business Analytics	2	60	40	100
T2686	020348425	HR Analytics	Business Analytics	2	60	40	100
T2684	020348426	Financial Analytics	Business Analytics	2	60	40	100
Total				12	360	240	600

Semester V

Generic Core Courses						
CATALOG COURSE CODE	COURSE CODE	COURSE TITLE	CREDITS	INTERNAL MARKS	EXTERNAL MARKS	TOTAL MARKS
T2810	020348501	Research Project VI	10	500	0	500
T2810	020348502	Research Project VII	10	300	200	500
Total			20	800	200	1000

Generic Elective Courses Group						
CATALOG COURSE CODE	COURSE CODE	COURSE TITLE	CREDITS	INTERNAL MARKS	EXTERNAL MARKS	TOTAL MARKS
T2136	020348505	Sales Force and Channel Management	2	60	40	100
T2139	020348506	Digital Marketing	2	60	40	100
T2015	020348507	Introduction to Financial Markets and Institutions	2	60	40	100
T2011	020348508	Commercial Banking	2	60	40	100
T2294		Conflict and Negotiation	2	60	40	100
T2576	020348512	Performance Management System	2	60	40	100
T2193	020348515	Project Management	2	60	40	100
T2187	020348518	Service Operations Management	2	60	40	100
T3082	020348521	IT Consulting	2	60	40	100
T3287	020348522	IT Strategy	2	60	40	100
T3395		Digital Transformation	2	60	40	100
T2686		Marketing Analytics	2	60	40	100
Total			8	240	160	400

List of Full-Time Faculty Members:

Dr. Manish Sinha	Dr. Pratima Sheorey
Dr. Manoj Hudnurkar	Ms. Vasundhara Sen
Dr. Netra Neelam	Dr. Monica Kunte
Mr. Prakash Waknis	Dr. Rahul Hiremath
Dr. Aradhana Gandhi	Dr. Shantanu Prasad
Dr. Sonali Bhattacharya	Dr. Pankaj Sharma
Dr. Gurudas Nulkar	Dr. Pooja Sharma
Dr. Vinita Sinha	Dr. Dipasha Sharma
Ms. Richa Priya	Mr. Sanjay Bhattacharya
Dr. Ravi Kulkarni	Dr. Subhasis Sen
Dr. Vaishali Mahajan	Dr. Rajagopal G. Kannan K
Mr. Abhijit Bhagwat	Mr. Sameer Gujar
Mr. Ajit Patwardhan	Ms. Sakshi Saxena
Mr. Vivekanand Date	Mr. Suhas Ambekar
Mrs. Gauri Joshi	Mr. Sunit Vasant Joshi
Dr. Philip Coelho	Dr. Ujjwal Kanti Paul
	Dr. Rakesh Yadav

List of Visiting Faculty Members

Mr.Dhananjay Bapat	Mr. Shailendra Marathe
Mr.Venkat Subramanian	Mr Sandeep Khedkar
Mr. Kingshuk Bhadury	Mr Amey Sane
Mr.Chandra Shekhar Kartha	Ms.Lalita Jain
Mr. Sachidanand Panda	Ms. Praveen Prasad
Mr.Sandeep Israni	Mr.K.Sriram
Mr. Siddharaj Purohit	Mr. Emmanuel Braggs
Mr.Shyam Sunder	Ms. Pinal Pathak
Mr P A Narohna	Mr. S.R. Phadke
Mr. Rajeev Chawla	Mr.Tapan Kapri
Mr.Sunil Lakdawala	Mr.S.R. Phadke
Mr.Vasant Cavale	Dr.Sanjeev Kulkarni
Mr.Haridas Acharya	Mr.Kingshuk Bhadury
Mr.Chandrakant Nimkar	Mr.Sandeep Khedkar
Mr.S. K. Vaze	Ms.Priti Patil
Mr.Shridhar Potdar	Mr.Shaji Joseph
Mr.Swapnil Joshi	Dr.Swati Vijay
Mr Rajiv Sathe	Mr. Shantanu Deo
Mr.M K Gandhi	Mr.Roshan Kazi
Mr.Aneesh Day	Mr. Jimit Doshi
Mr.Ashish Chandra	

CONTACT

Symbiosis Centre for Management and Human Resource Development (SCMHRD)
Symbiosis Infotech Campus, Plot No. 15, Rajiv Gandhi Infotech Park, MIDC, Hinjawadi,
Phase 1, Pune 411057 (Maharashtra, India)

Landline No – 020-22934304/05

Mobile No. – 9730008615/ 9860994301

Email Id: pgadmissions@scmhrd.edu

shantanu_prasad@scmhrd.edu



॥ वसुधैव कुटुम्बकम् ॥

SYMBIOSIS
INTERNATIONAL (DEEMED UNIVERSITY)

Symbiosis Infotech Campus, Plot No. 15, Rajiv Gandhi Infotech Park, MIDC,
Hinjawadi, Pune, Maharashtra 411057