

Symbiosis Centre for Management Studies, Noida
Bachelor of Business Administration
Programme Structure 2018-21

1. OBJECTIVE	<p>To build the institute as a Centre of excellence for imparting high quality, relevant and contemporary management education at the undergraduate level, thus empowering the students for an early entry into the corporate world.</p> <p>To make education accessible to students across borders of religion, geography, caste or gender.</p> <p>To provide an environment that facilitates holistic development of the student personality.</p> <p>To foster thinking minds that are sensitive to societal needs and issues thus making them good human beings and responsible members of society.</p> <p>To stimulate in students an interest in research and initiate them into research methodologies.</p>			
2. DURATION (IN MONTHS)	36 (Full Time)			
3. INTAKE	300			
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	Std. XII (10+2) pass or equivalent examination from any recognised Board with a minimum of 50% marks or equivalent grade (45% Marks or equivalent grade for Scheduled Caste / Scheduled Tribes).			
6. SELECTION PROCEDURE	1. Symbiosis Entrance Test (SET) 2. Personal Interaction and Written Ability Test (PI-WAT) for shortlisted candidates based on SET			
7. MEDIUM OF INSTRUCTION	English			
8. PROGRAMME PATTERN	Semester			
9. COURSE & SPECIALIZATION	As per Annexure A			
10. FEE		Academic Fee p.a	Institute Deposit	Total
	Indian Students	231000	10000	241000
	International Students (USD equivalent to INR)	350000	10000	360000
11. ASSESSMENT	All internal courses will have 100% component as internal evaluation at the			

		institute level. All external courses will have 40% internal component and 60% external component [University] examination.
12.	STANDARD OF PASSING	The assessment of students for each examination is done, based on relative performance. Maximum Grade Point (GP) is 10.000 corresponding to O. 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 program.
13.	AWARD OF DEGREE	Bachelor of Business Administration (BBA) will be awarded at the end of semester VI examination by taking into consideration the performance of all semester examinations after obtaining minimum 4 CGPA out of 10CGPA.

14. NATURE WISE DISTRIBUTION OF CREDITS

Semester	Generic Core	Generic Elective	Specialization Core	Specialization Elective	Open Elective	Audit	Total
1	29	0	0	0	0	0	29
2	28	4	0	0	0	0	32
3	12	4	6	0	3	0	25
4	20	4	6	0	3	1*	33
5	6	0	6	0	3	0	15
6	7	0	6	0	3	0	16
Total	102	12	24	0	12	0	150

* 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							
T2465	021021101	Fundamentals of Marketing		4	40	60	100
T2202	021021102	Business Mathematics		2	20	30	50
T6156	021021103	Principles of Microeconomics		4	40	60	100
T6375	021021104	Business Communication		4	40	60	100
T2092	021021105	Financial Statement Analysis		3	30	45	75
T2264	021021106	Human Resource Management		4	40	60	100
T1029	021021107	Law of Contract		4	40	60	100
T3218	021021108	Basics of Management Information Systems		4	40	60	100
Total				29	290	435	725
Semester : 2							
Generic Core Courses							
T2135	021021201	Sales and Distribution Management		3	30	45	75
T2474	021021202	Project Business Development		2	50	0	50
T2205	021021203	Business Statistics		4	40	60	100
T6148	021021204	Principles of Macroeconomics		4	40	60	100
T2263	021021205	Organizational Behaviour		4	40	60	100
T2451	021021206	Introduction to Costing		4	40	60	100
T2484	021021207	Core Environmental Studies		4	40	60	100
T2384	021021208	Introduction to International Business		3	30	45	75
Total				28	310	390	700
Generic Elective Courses Group							
T6191	021021209	French A-1 - Paper 1		4	40	60	100
T6197	021021210	German A-1 - Paper 1		4	40	60	100
Total Required Credits				4	40	60	100
Semester : 3							
Generic Core Courses							
T2781	021021301	Global Business Environment		4	40	60	100
T2112	021021302	Indian Banking and Financial System		4	40	60	100
T2207	021021303	Operations Research		4	40	60	100
Total				12	120	180	300
Specialization Core Courses : Marketing Management							
T2119	021021306	Consumer Behaviour and Insights	Marketing Management	3	30	45	75
T2468	021021307	Fundamentals of Rural Marketing	Marketing Management	3	30	45	75
Total				6	60	90	150
Specialization Core Courses : Financial Management							
T2088	021021308	Management Accounting	Financial Management	3	30	45	75
T2100	021021309	Financial Regulatory Environment	Financial Management	3	30	45	75
Total				6	60	90	150
Specialization Core Courses : Human Resource Management							
T2270	021021310	Industrial Relations	Human Resource Management	3	30	45	75

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Catalog Course Code	Course Code	Course Title	Specialization	Credit	Internal Marks	External Marks	Total Marks
T2268	021021311	Training and Development	Human Resource Management	3	30	45	75
Total				6	60	90	150
Specialization Core Courses : International Business							
T6158	021021312	International Economics : Theory & Practice	International Business	3	30	45	75
T6160	021021313	Post Liberalization Indian Economy	International Business	3	30	45	75
Total				6	60	90	150
Specialization Core Courses : Business Analytics							
T3152	021021314	Advanced Excel	Business Analytics	1	25	0	25
T3451	021021315	Data Visualization and modeling	Business Analytics	2	20	30	50
T3018	021021316	R Programming	Business Analytics	3	75	0	75
Total				6	120	30	150
Generic Elective Courses Group							
T6192	021021304	French A-1 - Paper 2		4	40	60	100
T6198	021021305	German A -1 Paper 2		4	40	60	100
Total Required Credits				4	40	60	100
Open Elective Courses							
T2119	021021306	Consumer Behaviour and Insights	Marketing Management	3	30	45	75
T2468	021021307	Fundamentals of Rural Marketing	Marketing Management	3	30	45	75
T2088	021021308	Management Accounting	Financial Management	3	30	45	75
T2100	021021309	Financial Regulatory Environment	Financial Management	3	30	45	75
T2270	021021310	Industrial Relations	Human Resource Management	3	30	45	75
T2268	021021311	Training and Development	Human Resource Management	3	30	45	75
T6158	021021312	International Economics : Theory & Practice	International Business	3	30	45	75
T6160	021021313	Post Liberalization Indian Economy	International Business	3	30	45	75
T3152	021021314	Advanced Excel	Business Analytics	1	25	0	25
T3451	021021315	Data Visualization and modeling	Business Analytics	2	20	30	50
T3018	021021316	R Programming	Business Analytics	3	75	0	75
Total Required Credits				3	30	45	75
Semester : 4							
Generic Core Courses							
T2158	021021401	Fundamentals of Quality Management		4	40	60	100
T2208	021021402	Research Methodology		4	40	60	100
T2266	021021405	Industrial Psychology		3	75	0	75
T1134	021021406	Company Law		3	75	0	75
T8000	021021407	Service Learning		2	50	0	50
T2802	021021408	Project I		2	50	0	50
T2802	021021409	Project II		2	50	0	50
Total				20	380	120	500

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Catalog Course Code	Course Code	Course Title	Specialization	Credit	Internal Marks	External Marks	Total Marks
Specialization Core Courses : Marketing Management							
T2744	021021410	Services Marketing	Marketing Management	3	30	45	75
T2471	021021411	Introduction to Digital Marketing	Marketing Management	3	30	45	75
Total				6	60	90	150
Specialization Core Courses : Financial Management							
T2099	021021412	Direct Taxation	Financial Management	3	30	45	75
T2036	021021413	Financial Management	Financial Management	3	30	45	75
Total				6	60	90	150
Specialization Core Courses : Human Resource Management							
T2782	021021414	Workforce Planning	Human Resource Management	3	30	45	75
T2274	021021415	Performance Management System	Human Resource Management	3	30	45	75
Total				6	60	90	150
Specialization Core Courses : International Business							
T2380	021021416	Export Import Management	International Business	3	30	45	75
T1076	021021417	International Commercial Laws	International Business	3	30	45	75
Total				6	60	90	150
Specialization Core Courses : Business Analytics							
T3017	021021418	Python Programming	Business Analytics	3	75	0	75
T2683	021021419	Cloud and Big Data	Business Analytics	3	30	45	75
Total				6	105	45	150
Generic Core Courses							
T4005	021021420	Integrated Disaster Management *					Letter Grade
Total				0	0	0	0
Generic Elective Courses Group							
T6193	021021403	French A-1 - Paper3		4	40	60	100
T6199	021021404	German A-1 Paper 3		4	40	60	100
Total Required Credits				4	40	60	100
Open Elective Courses							
T2744	021021410	Services Marketing	Marketing Management	3	30	45	75
T2471	021021411	Introduction to Digital Marketing	Marketing Management	3	30	45	75
T2099	021021412	Direct Taxation	Financial Management	3	30	45	75
T2036	021021413	Financial Management	Financial Management	3	30	45	75
T2782	021021414	Workforce Planning	Human Resource Management	3	30	45	75
T2274	021021415	Performance Management System	Human Resource Management	3	30	45	75
T2380	021021416	Export Import Management	International Business	3	30	45	75
T1076	021021417	International Commercial Laws	International Business	3	30	45	75

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Catalog Course Code	Course Code	Course Title	Specialization	Credit	Internal Marks	External Marks	Total Marks
T3017	021021418	Python Programming	Business Analytics	3	75	0	75
T2683	021021419	Cloud and Big Data	Business Analytics	3	30	45	75
Total Required Credits				3	30	45	75
Semester : 5							
Generic Core Courses							
T2530	021021501	Supply Chain Management		2	20	30	50
T2783	021021502	Corporate Governance and Ethics		2	20	30	50
T2802	021021503	Project-Customer Relationship Management		2	50	0	50
Total				6	90	60	150
Specialization Core Courses : Marketing Management							
T2614	021021504	Integrated Marketing Communication	Marketing Management	3	30	45	75
T2467	021021505	Fundamentals of Brand Management	Marketing Management	3	30	45	75
Total				6	60	90	150
Specialization Core Courses : Financial Management							
T2089	021021506	Auditing	Financial Management	3	30	45	75
T2044	021021507	Security Analysis and Portfolio Management	Financial Management	3	30	45	75
Total				6	60	90	150
Specialization Core Courses : Human Resource Management							
T2269	021021508	Organizational Development and Change	Human Resource Management	3	30	45	75
T2275	021021509	Compensation Management	Human Resource Management	3	30	45	75
Total				6	60	90	150
Specialization Core Courses : International Business							
T2381	021021510	India's Foreign Trade	International Business	3	30	45	75
T2461	021021511	Basics of International Marketing	International Business	3	30	45	75
Total				6	60	90	150
Specialization Core Courses : Business Analytics							
T2740	021021512	Financial Engineering and Analytics	Business Analytics	3	30	45	75
T2747	021021513	Supply Chain Modeling and Analytics	Business Analytics	3	30	45	75
Total				6	60	90	150
Open Elective Courses							
T2614	021021504	Integrated Marketing Communication	Marketing Management	3	30	45	75
T2467	021021505	Fundamentals of Brand Management	Marketing Management	3	30	45	75
T2089	021021506	Auditing	Financial Management	3	30	45	75
T2044	021021507	Security Analysis and Portfolio Management	Financial Management	3	30	45	75
T2269	021021508	Organizational Development and Change	Human Resource Management	3	30	45	75
T2275	021021509	Compensation Management	Human Resource Management	3	30	45	75

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Catalog Course Code	Course Code	Course Title	Specialization	Credit	Internal Marks	External Marks	Total Marks
T2381	021021510	India's Foreign Trade	International Business	3	30	45	75
T2461	021021511	Basics of International Marketing	International Business	3	30	45	75
T2740	021021512	Financial Engineering and Analytics	Business Analytics	3	30	45	75
T2747	021021513	Supply Chain Modeling and Analytics	Business Analytics	3	30	45	75
Total Required Credits				3	30	45	75
Semester : 6							
Generic Core Courses							
T2569	021021601	Strategic Management		3	30	45	75
T2340	021021602	Business Entrepreneurship		4	40	60	100
Total				7	70	105	175
Specialization Core Courses : Marketing Management							
T2719	021021603	Elementary Retail Marketing	Marketing Management	3	30	45	75
T2466	021021604	Fundamentals of B2B Marketing	Marketing Management	3	30	45	75
Total				6	60	90	150
Specialization Core Courses : Financial Management							
T2105	021021605	Mergers and Acquisitions	Financial Management	3	30	45	75
T2107	021021606	Working Capital Management	Financial Management	3	30	45	75
Total				6	60	90	150
Specialization Core Courses : Human Resource Management							
T2276	021021607	Cross Cultural Management	Human Resource Management	3	30	45	75
T2273	021021608	Emotional Intelligence for Personal Growth	Human Resource Management	3	30	45	75
Total				6	60	90	150
Specialization Core Courses : International Business							
T2383	021021609	International Relations and Strategy	International Business	3	30	45	75
T6159	021021610	Public Finance : Theory & Practice	International Business	3	30	45	75
Total				6	60	90	150
Specialization Core Courses : Business Analytics							
T2746	021021611	Business Analytics for Marketing	Business Analytics	3	30	45	75
T2752	021021612	HR Scorecard and Analytics	Business Analytics	3	30	45	75
Total				6	60	90	150
Open Elective Courses							
T2719	021021603	Elementary Retail Marketing	Marketing Management	3	30	45	75
T2466	021021604	Fundamentals of B2B Marketing	Marketing Management	3	30	45	75
T2105	021021605	Mergers and Acquisitions	Financial Management	3	30	45	75
T2107	021021606	Working Capital Management	Financial Management	3	30	45	75
T2276	021021607	Cross Cultural Management	Human Resource Management	3	30	45	75

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Catalog Course Code	Course Code	Course Title	Specialization	Credit	Internal Marks	External Marks	Total Marks
T2273	021021608	Emotional Intelligence for Personal Growth	Human Resource Management	3	30	45	75
T2383	021021609	International Relations and Strategy	International Business	3	30	45	75
T6159	021021610	Public Finance : Theory & Practice	International Business	3	30	45	75
T2746	021021611	Business Analytics for Marketing	Business Analytics	3	30	45	75
T2752	021021612	HR Scorecard and Analytics	Business Analytics	3	30	45	75
Total Required Credits				3	30	45	75

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Semester	Internal Credits	External Credits	Total Credits	Total Marks
Financial Management				
Semester 1	0	29	29	725
Semester 2	2	30	32	800
Semester 3	0	25	25	625
Semester 4	12	21	33	825
Semester 5	2	13	15	375
Semester 6	0	16	16	400
Total	16	134	150	3750
Business Analytics				
Semester 1	0	29	29	725
Semester 2	2	30	32	800
Semester 3	4	21	25	625
Semester 4	15	18	33	825
Semester 5	2	13	15	375
Semester 6	0	16	16	400
Total	23	127	150	3750
Human Resource Management				
Semester 1	0	29	29	725
Semester 2	2	30	32	800
Semester 3	0	25	25	625
Semester 4	12	21	33	825
Semester 5	2	13	15	375
Semester 6	0	16	16	400
Total	16	134	150	3750
International Business				
Semester 1	0	29	29	725
Semester 2	2	30	32	800
Semester 3	0	25	25	625
Semester 4	12	21	33	825
Semester 5	2	13	15	375
Semester 6	0	16	16	400
Total	16	134	150	3750
Marketing Management				
Semester 1	0	29	29	725
Semester 2	2	30	32	800
Semester 3	0	25	25	625
Semester 4	12	21	33	825
Semester 5	2	13	15	375
Semester 6	0	16	16	400
Total	16	134	150	3750