

---

**SYMBIOSIS CENTRE FOR MANAGEMENT STUDIES NOIDA**  
**BACHELOR OF BUSINESS ADMINISTRATION**  
**PROGRAM STRUCTURE 2016-19**

- 1. OBJECTIVES**
- 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.
  - To make education accessible to students across borders of religion, geography, caste or gender.
  - To provide an environment that facilitates holistic development of the student personality.
  - To foster thinking minds that are sensitive to societal needs and issues thus making them good human beings and responsible members of society.
  - To stimulate in students an interest in research and initiate them into research methodologies.
- 2. DURATION** Three Years Full Time
- 3. INTAKE** 150 Students
- 4. RESERVATION**
- I. Within the sanctioned intake:
- a) Scheduled Castes - 15%
  - b) Scheduled Tribes - 7.5%
  - c) Differently abled - 3%
- II. Over and above the sanctioned intake:
- a) Kashmiri Migrants - 2 Seats
  - b) International Students – 15%
- 5. ELIGIBILITY** Passed Std. XII or equivalent course of any statutory/recognised Board of India or abroad with 50% marks (45% for SC and ST candidates)
-

- 
- |                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                        |  |                   |                |                   |            |              |                      |                               |  |                   |                    |                   |            |
|----------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------|--|-------------------|----------------|-------------------|------------|--------------|----------------------|-------------------------------|--|-------------------|--------------------|-------------------|------------|
| <b>6. SELECTION PROCEDURE</b>          | 1. Symbiosis Entrance Test (SET)<br>2. Personal Interaction and Written Ability Test (PI-WAT) for shortlisted candidates based on SET                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                        |  |                   |                |                   |            |              |                      |                               |  |                   |                    |                   |            |
| <b>7. MEDIUM OF INSTRUCTION</b>        | English                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                        |  |                   |                |                   |            |              |                      |                               |  |                   |                    |                   |            |
| <b>8. PROGRAM PATTERN</b>              | Semester Pattern – 6 Semesters                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                        |  |                   |                |                   |            |              |                      |                               |  |                   |                    |                   |            |
| <b>9. COURSES &amp; SPECIALIZATION</b> | Modified Cafeteria Approach<br>As per Annexure A                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                        |  |                   |                |                   |            |              |                      |                               |  |                   |                    |                   |            |
| <b>10. FEE</b>                         | <table border="0" style="width: 100%;"> <tr> <td colspan="2"><b>Indian Students</b></td> </tr> <tr> <td>Academic Fee p.a.</td> <td style="text-align: right;">Rs. 2, 00, 000</td> </tr> <tr> <td>Institute Deposit</td> <td style="text-align: right;">Rs. 10,000</td> </tr> <tr> <td><b>Total</b></td> <td style="text-align: right;"><b>Rs. 2,10, 000</b></td> </tr> <tr> <td colspan="2"><b>International Students</b></td> </tr> <tr> <td>Academic Fee p.a.</td> <td style="text-align: right;">As decided by SCIE</td> </tr> <tr> <td>Institute Deposit</td> <td style="text-align: right;">Rs. 10,000</td> </tr> </table> | <b>Indian Students</b> |  | Academic Fee p.a. | Rs. 2, 00, 000 | Institute Deposit | Rs. 10,000 | <b>Total</b> | <b>Rs. 2,10, 000</b> | <b>International Students</b> |  | Academic Fee p.a. | As decided by SCIE | Institute Deposit | Rs. 10,000 |
| <b>Indian Students</b>                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                        |  |                   |                |                   |            |              |                      |                               |  |                   |                    |                   |            |
| Academic Fee p.a.                      | Rs. 2, 00, 000                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                        |  |                   |                |                   |            |              |                      |                               |  |                   |                    |                   |            |
| Institute Deposit                      | Rs. 10,000                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                        |  |                   |                |                   |            |              |                      |                               |  |                   |                    |                   |            |
| <b>Total</b>                           | <b>Rs. 2,10, 000</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                        |  |                   |                |                   |            |              |                      |                               |  |                   |                    |                   |            |
| <b>International Students</b>          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                        |  |                   |                |                   |            |              |                      |                               |  |                   |                    |                   |            |
| Academic Fee p.a.                      | As decided by SCIE                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                        |  |                   |                |                   |            |              |                      |                               |  |                   |                    |                   |            |
| Institute Deposit                      | Rs. 10,000                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                        |  |                   |                |                   |            |              |                      |                               |  |                   |                    |                   |            |
| <b>11. ASSESSMENT</b>                  | 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.                                                                                                                                                                                                                                                                                                                                                                                                                         |                        |  |                   |                |                   |            |              |                      |                               |  |                   |                    |                   |            |
| <b>12. STANDARD OF PASSING</b>         | 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.                                                                                           |                        |  |                   |                |                   |            |              |                      |                               |  |                   |                    |                   |            |
| <b>13. AWARD OF DEGREE</b>             | <b>Bachelor of Business Administration (BBA)</b> 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.                                                                                                                                                                                                                                                                                                                                                                                                  |                        |  |                   |                |                   |            |              |                      |                               |  |                   |                    |                   |            |
-

**Annexure A  
Semester I**

Temporary Course Code	Course Code	Course Title	Credits	Internal Marks	External Marks	Total Marks
T2465	021021101	Fundamentals of Marketing	4	40	60	100
T2202	021021102	Business Mathematics	2	20	30	50
T6156	021021103	Principles of Micro-Economics	4	40	60	100
T2232	021021104	Basics of Business Communication	4	40	60	100
T2092	021021105	Financial Statement Analysis	3	30	45	75
T2264	021021106	Human Resource Management	4	40	60	100
T2233	021021107	Introduction to Business Studies	4	40	60	100
		<b>Total</b>	<b>25</b>	<b>250</b>	<b>375</b>	<b>625</b>

**Semester II**

Temporary Course Code	Course Code	Course Title	Credits	Internal Marks	External Marks	Total Marks
T2120	021021201	Customer Relationship Management	2	20	30	50
T2802	021021202	Project - Customer Relationship Management	2	50	-	50
T2205	021021203	Business Statistics	4	40	60	100
T6148	021021204	Principles of Macroeconomics	4	40	60	100
T2263	021021205	Organizational	4	40	60	100

		Behaviour				
T2451	021021206	Introduction to costing	4	40	60	100
T2484	021021207	Core Environmental Studies	4	40	60	100
Choose any one from 208 to 209						
T6191	021021208	French A-1 - Paper 1	4	40	60	100
T6197	021021209	German A-1- Paper 1	4	40	60	100
		<b>Total</b>	<b>28</b>	<b>310</b>	<b>390</b>	<b>700</b>

### Semester III

**Note:** The student has to study all compulsory courses, 2 elective courses from one specialization and 1 elective course across specializations for award of degree in that specialization.

Temporary Course Code	Course Code	Course Title	Credits	Internal Marks	External Marks	Total Marks
<b>Core Courses</b>						
T2231	0210210301	Fundamentals of Business Environment	4	40	60	100
T2384	0210210302	Introduction to International Business	3	30	45	75
T2382	021021303	International Studies	1	10	15	25
T1029	021021304	Laws of Contract	4	40	60	100
T2208	021021305	Research Methodology	4	40	60	100
Students will be required to study this course of the Floating Credit Program- during this semester and the marks of which will be reflected in Semester V.						
<b>Floating Credits-Liberal Arts</b>						
T6307	021021306	Basic Psychology	2	50	-	50
<b>Elective -Marketing Management</b>						
T2469	021021307	Fundamentals of Sales and Distribution	3	30	45	75

		Management				
T2463	021021308	Basics of Consumer Behaviour	3	30	45	75
T2468	021021309	Fundamentals of Rural Marketing	3	30	45	75
<b>Elective - Financial Management</b>						
T2088	021021310	Management Accounting	3	30	45	75
T2450	021021311	Introduction to Financial Markets and Institutions	3	30	45	75
T2100	021021312	Financial Regulatory Environment	3	30	45	75
<b>Elective - Human Resource Management</b>						
T2265	021021313	Human Resource Planning	3	30	45	75
T2270	021021314	Industrial Relations	3	30	45	75
T2268	021021315	Training and Development	3	30	45	75
		<b>Total</b>	<b>25</b>	<b>250</b>	<b>375</b>	<b>625</b>

#### Semester IV

**Note:** The student has to complete all compulsory courses, 2 elective courses from one specialization and 1 elective course across specializations for award of degree in that specialization.

Temporary Course Code	Course Code	Course Title	Credits	Internal Marks	External Marks	Total Marks
<b>Core Courses</b>						
T2229	021021401	Basics of Corporate Governance and Ethics	4	40	60	100
T2158	021021402	Fundamentals of Quality Management	4	40	60	100

T6158	021021403	International Economics Theories and Practices	3	30	45	75
<b>Students will be required study these courses of the Floating Credit Program– during this semester and the marks of which will be reflected in Semester V.</b> <b>Floating Credits-Inter Institute Course</b>						
T1134	021021404	Company Law	3	75	-	75
T8000	021021405	Service Learning	3	75	-	75
<b>Elective - Marketing Management</b>						
T2472	021021406	Promotions and Marketing Communication	3	30	45	75
T2123	021021407	Elementary of Marketing Research	3	30	45	75
T2470	021021408	Fundamentals of Services Marketing	3	30	45	75
<b>Elective - Financial Management</b>						
T2099	021021409	Direct Taxation	3	30	45	75
<b>T2776</b>	<b>021021410</b>	<b>Advanced Financial Management</b>	<b>3</b>	<b>30</b>	<b>45</b>	<b>75</b>
T2109	021021411	Corporate Governance and Finance	3	30	45	75
<b>Elective- Human Resource Management</b>						
T2271	021021412	Industrial Laws	3	30	45	75
T2266	021021413	Industrial Psychology	3	30	45	75
T2274	021021414	Performance Management System	3	30	45	75
		<b>Total</b>	<b>20</b>	<b>200</b>	<b>300</b>	<b>500</b>
T4005	021021415	*Integrated Disaster Management	-	-	-	Letter Grade

## Semester V

**Note:** The student has to complete compulsory courses, 2 elective course from one specialization and 1 elective course across specializations for award of degree in that specialization.

Temporary Course Code	Course Code	Course Title	Credits	Internal Marks	External Marks	Total Marks
T2383	021021501	International Relation and Strategy	3	30	45	75
T2207	021021502	Operations Research	4	40	60	100
T2340	021021503	Business Entrepreneurship	4	40	60	100
<b>Floating Credits</b>						
<b>Note:</b> Marks for the courses T6307, T1134, T8000 undertaken by students in earlier semesters will be given in this semester						
T6307	021021306	Basic Psychology	2	50	-	50
T1134	021021404	Company Law	3	75	-	75
T8000	021021405	Service Learning	3	75	-	75
	021021504	Project I	2	50	-	50
	021021505	Project II	2	50	-	50
<b>Student going for Global Immersion Programme (GIP) will get the benefit of credit transfer towards the 12 floating credits.</b>						
	021021515	Global Immersion Programme	12	300	-	300
<b>Choose courses from Floating credit or Global Immersion Programme (515)</b>						
<b>Elective- Marketing Management</b>						
T2460	021021506	Advertising and Public Relations	3	30	45	75
T2471	021021507	Introduction to Digital Marketing	3	30	45	75
T2467	021021508	Fundamentals of Brand Management	3	30	45	75
<b>Elective- Financial Management</b>						
T2103	021021509	Indirect Tax	3	30	45	75
T2452	021021510	Introduction to Financial Service	3	30	45	75
<b>T2669</b>	<b>021021511</b>	<b>Portfolio Management</b>	<b>3</b>	<b>30</b>	<b>45</b>	<b>75</b>
<b>Elective- Human Resource Management</b>						
T2269	021021512	Organizational Development and Change	3	30	45	75

T2277	021021513	HRD Instruments	3	30	45	75
T2275	021021514	Compensation Management	3	30	45	75
<b>Total</b>			<b>32</b>	<b>400</b>	<b>300</b>	<b>800</b>

### Semester VI

**Note:** The student has to complete all compulsory course, 2 elective courses from one specialization and 1 elective course across specializations for award of degree in that specialization.

Temporary Course Code	Course Code	Course Title	Credits	Internal Marks	External Marks	Total Marks
T2235	021021601	Introduction to Contemporary Business Practices	4	40	60	100
T2343	021021602	MSME and Family Managed Business	3	30	45	75
T3218	021021603	Basics of Management Information Systems	4	40	60	100
<b>Elective- Marketing Management</b>						
T2719	021021604	Elementary Retail Marketing	3	30	45	75
T2461	021021605	Basics of International Marketing	3	30	45	75
T2466	021021606	Fundamentals of B2B Marketing	3	30	45	75
<b>Elective- Financial Management</b>						
T2105	021021607	Mergers and Acquisitions	3	30	45	75
T2106	021021608	Project Finance and Infrastructure Financing	3	30	45	75
T2107	021021609	Working Capital Management	3	30	45	75
<b>Elective-Human Resource Management</b>						
T2276	021021611	Cross Cultural Management	3	30	45	75
T2267	021021612	Managerial Competences and Career Development	3	30	45	75



T2273	021021613	Emotional Intelligence for Personal Growth	3	30	45	75
		<b>Total</b>	<b>20</b>	<b>200</b>	<b>300</b>	<b>500</b>

### Summary Report

<b>Semester</b>	<b>Internal Credits</b>	<b>External Credits</b>	<b>Total Credits</b>	<b>Total Marks</b>
Semester I	-	25	25	625
Semester II	02	26	28	700
Semester III	-	25	25	625
Semester IV	-	20	20	500
Semester V	12	20	32	800
Semester VI	-	20	20	500
<b>Total</b>	<b>14</b>	<b>136</b>	<b>150</b>	<b>3750</b>

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

---