
SYMBIOSIS CENTRE FOR MANAGEMENT STUDIES NOIDA
BACHELOR OF BUSINESS ADMINISTRATION
PROGRAM STRUCTURE 2014-17

- 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)

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|--|--|------------------------|--|-------------------|----------------|-------------------|------------|--------------|-----------------------|-------------------------------|--|-------------------|----------|-------------------|------------|
| 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. PROGRAM PATTERN | Semester Pattern – 6 Semesters | | | | | | | | | | | | | | |
| 9. COURSES & SPECIALIZATION | Modified Cafeteria Approach
As per Annexure A | | | | | | | | | | | | | | |
| 10. FEE | <table border="0" style="width: 100%;"> <tr> <td colspan="2">Indian Students</td> </tr> <tr> <td>Academic Fee p.a.</td> <td style="text-align: right;">Rs. 1, 76, 000</td> </tr> <tr> <td>Institute Deposit</td> <td style="text-align: right;">Rs. 10,000</td> </tr> <tr> <td>Total</td> <td style="text-align: right;">Rs. 1, 86, 000</td> </tr> <tr> <td colspan="2">International Students</td> </tr> <tr> <td>Academic Fee p.a.</td> <td style="text-align: right;">USD 4400</td> </tr> <tr> <td>Institute Deposit</td> <td style="text-align: right;">Rs. 10,000</td> </tr> </table> | Indian Students | | Academic Fee p.a. | Rs. 1, 76, 000 | Institute Deposit | Rs. 10,000 | Total | Rs. 1, 86, 000 | International Students | | Academic Fee p.a. | USD 4400 | Institute Deposit | Rs. 10,000 |
| Indian Students | | | | | | | | | | | | | | | |
| Academic Fee p.a. | Rs. 1, 76, 000 | | | | | | | | | | | | | | |
| Institute Deposit | Rs. 10,000 | | | | | | | | | | | | | | |
| Total | Rs. 1, 86, 000 | | | | | | | | | | | | | | |
| International Students | | | | | | | | | | | | | | | |
| Academic Fee p.a. | USD 4400 | | | | | | | | | | | | | | |
| Institute Deposit | Rs. 10,000 | | | | | | | | | | | | | | |
| 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 4.000 corresponding to A+. For all courses, a student is required to pass both internal and external examination separately with a minimum Grade Point of 2.000 corresponding to Grade D. 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 2.000 out of maximum of 4.000 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 2.000 CGPA out of 4.000. | | | | | | | | | | | | | | |

**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 Microeconomics	4	40	60	100
T2232	021021104	Basics of Business Communication	4	40	60	100
T2095	021021105	Financial and Cost Accounting	3	30	45	75
T2264	021021106	Human Resource Management	4	40	60	100
T2234	021021107	Introduction to Management	4	40	60	100
		Total	25	250	375	625

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 Behaviour	4	40	60	100
T2097	021021206	Advanced Banking	4	40	60	100
T2484	021021207	Core Environmental Studies	4	40	60	100
T6191	021021208	French A-I Paper I	4	40	60	100
		Total	28	310	390	700

Semester III

Temporary Course Code	Course Code	Course Title	Credits	Internal Marks	External Marks	Total Marks
Core Courses						
T2231	021021301	Fundamentals of Business Environment	4	40	60	100
T2384	021021302	Introduction to International Business	3	30	45	75
T2382	021021303	International Studies	1	25	-	25
T1029	021021304	Laws of Contract	4	40	60	100
T2208	021021305	Research Methodology	4	40	60	100
Floating Credits-Liberal Arts						
T6181	021021306	Understanding Cinema	2	50	-	50
Elective -Marketing Management						
T2469	021021307	Fundamentals of Sales and Distribution Management	3	30	45	75
T2463	021021308	Basics of Consumer Behaviour	3	30	45	75
T2468	021021309	Fundamentals of Rural Marketing	3	30	45	75
Elective - Financial Management						
T2092	021021310	Financial Statement Analysis	3	30	45	75
T2091	021021311	Financial Reporting and Standards	3	30	45	75
T2100	021021312	Financial Regulatory Environment	3	30	45	75
Elective -Human Resource Management						
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
Total			27	315	360	675

Semester IV

Temporary Course Code	Course Code	Course Title	Credits	Internal Marks	External Marks	Total Marks
Core Courses						
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
Floating Credits-Inter Institute Course						
T1134	021021404	Company Law	3	75	-	75
T8000	021021405	Service Learning	3	75	-	75
Elective - Marketing Management						
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
Elective - Financial Management						
T2099	021021409	Direct Taxation	3	30	45	75
T2101	021021410	Financial Management	3	30	45	75
T2109	021021411	Corporate Governance and Finance	3	30	45	75
Elective- Human Resource Management						
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
		Total	26	350	300	650
T4005	021021415	*Integrated Disaster Management	-	-	-	Letter Grade

Semester V

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
Floating Credits						
	021021504	Project I	2	50	-	50
	021021505	Project II	2	50	-	50
Elective- Marketing Management						
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
Elective- Financial Management						
T2103	021021509	Indirect Tax	3	30	45	75
T2110	021021510	Financial and Systemic Fraud	3	30	45	75
T2108	021021511	Portfolio Management	3	30	45	75
Elective- Human Resource Management						
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
		Total	24	300	300	600
	021021515	Global Immersion Programme	4	-	100	100

Note: For students under Global Immersion Programme, courses "Project I" (021021504) and "Project II" (021021505) will be waived off.

Semester VI

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
Elective- Marketing Management						
T2147	021021604	Elementary Retail Marketing	2	20	30	50
T2801	021021605	Project-Retail Marketing	1	25	-	25
T2461	021021606	Basics of International Marketing	3	30	45	75
T2466	021021607	Fundamentals of B2B Marketing	3	30	45	75
Elective- Financial Management						
T2105	021021608	Mergers and Acquisitions	3	30	45	75
T2106	021021609	Project Finance and Infrastructure Financing	3	30	45	75
T2107	021021610	Working Capital Management	3	30	45	75
Elective-Human Resource Management						
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
		Total	20	215	285	500

Summary

Semester	Internal Credits	External Credits	Total Credits	Total Marks
Semester I	-	25	25	625
Semester II	02	26	28	700
Semester III	03	24	27	675
Semester IV	06	20	26	650
Semester V	04	20	24	600
Semester VI	01	19	20	500
Total	16	134	150	3750