

Symbiosis Centre for Management Studies, Bengaluru
Bachelor of Business Administration
Programme Structure 2022-25

1.	OBJECTIVE	The objective of imparting instructions for this programme is to groom the students and to provide comprehensive inputs and develop an all-round personality that would enable the students to take up the challenges of the professional environment and also become responsible citizens of the society.				
2.	DURATION (IN MONTHS)	36 (Full Time)				
3.	INTAKE	120				
4.	RESERVATION	I. Within the sanctioned intake	a) SC (In Percentage)	b) ST (In Percentage)	c) Differently abled (In Percentage)	d) Defence (In Percentage)
			15	7.5	3	0
		II. Over and above the sanctioned intake	a) Kashmiri Migrants (In Seats)		b) International Students (In Seats)	
			2		15	
5.	ELIGIBILITY	Passed Standard XII (10+2) 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 & SPECIALISATION	As per Annexure A				
10.	FEE		Academic Fee p.a	Institute Deposit	Total	
		Indian Students	330000	20000	350000	
		International Students (USD equivalent to INR)	495000	20000	515000	
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. International exchange students coming to SCMS, Bengaluru will have 100% component as Internal Evaluation for all the courses opted by them.				
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 any 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/ DIPLOMA/ CERTIFICATE	Bachelor of Business Administration will be awarded at the end of semester VI by taking into consideration the performance of all semester examinations after obtaining minimum 4.00 CGPA out of 10 CGPA.					
14.	CLASSIFICATION OF CREDITS						
Semester	Generic Core	Generic Elective	Specialisation Core	Specialisation Elective	Open Elective	Audit	Total
1	26	0	0	0	0	0	26
2	26	0	0	0	0	2*	26
3	16	2	6	0	3	0	27
4	12	6	6	0	3	0	27
5	12	2	6	0	3	0	23
6	10	2	6	0	3	0	21
Total	102	12	24	0	12	0	150

* Satisfactory completion of the non letter grade course 'Integrated Disaster Management', 'Fitness for Life' is mandatory for the award of degree.

The revised programme structure supersedes the previously approved programme structure dated 15/09/2024 for the programme.

**This Programme Structure is aligned with the norms laid down by the University and is approved by the Academic Council.
Hereafter changes (if any) which conform to the policy on "Curriculum Development and Review" would be permissible, subject to revision of the Programme Structure, following the specified processes.**

Director - Academics

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Annexure A

Catalog Course Code	Course Code	Course Title	Specialisation	Credit	Internal Marks	External Marks	Total Marks
Semester : 1							
Generic Core Courses							
T3218	0219210101	Basics of Management Information Systems		4	40	60	100
T6156	0219210102	Principles of Microeconomics		4	40	60	100
T2863	0219210103	Management Essentials		4	40	60	100
T2263	0219210104	Organizational Behaviour		4	40	60	100
T2340	0219210105	Business Entrepreneurship		4	40	60	100
TM2054	0219210106	Business Accounting		4	40	60	100
T2202	0219210107	Business Mathematics		2	20	30	50
Total				26	260	390	650
Semester : 2							
Generic Core Courses							
T2668	0219210201	Management Accounting		4	40	60	100
T6157	0219210202	Macroeconomic Theory		4	40	60	100
T2484	0219210203	Environmental Studies		4	40	60	100
T2720	0219210204	Business Statistics		4	40	60	100
T2465	0219210205	Fundamentals of Marketing		4	40	60	100
TM2015	0219210206	Human Resource Management		4	40	60	100
T3647	0219210207	Data Analytics using MS-Excel		2	20	30	50
T4005	0219210208	Integrated Disaster Management *		0	0	0	Non - Letter Grade
TH4095	0219210209	Fitness for Life *		0	0	0	Non - Letter Grade
Total				26	260	390	650
Semester : 3							
Generic Core Courses							
T6257	0219210301	Foundations of Indian Philosophy		4	40	60	100
TM2146	0219210302	Business Intelligence for Management		4	100	0	100
T2208	0219210303	Research Methodology		4	40	60	100
T2783	0219210304	Corporate Governance and Ethics		2	20	30	50
TM2103	0219210305	Basics of Strategic Management		2	20	30	50
Total				16	220	180	400
Generic Elective Courses Group							
T2495	0219210306	Business Communication		2	50	0	50

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Catalog Course Code	Course Code	Course Title	Specialisation	Credit	Internal Marks	External Marks	Total Marks
T3198	0219210307	Introduction to Python		2	50	0	50
T3205	0219210308	Web Development using CMS		2	50	0	50
T2969	0219210309	Personal Finance		2	50	0	50
TE7704	0219210310	Artificial Intelligence and Machine Learning		2	50	0	50
Total Required Credits				2	50	0	50
Specialisation Core Courses : Business Analytics							
T7474	0219210311	Basics of Database	Business Analytics	3	30	45	75
TE7018	0219210312	Business Analytics	Business Analytics	3	30	45	75
Total				6	60	90	150
Specialisation Core Courses : Marketing							
T2472	0219210313	Promotions and Marketing Communication	Marketing	3	30	45	75
T2469	0219210314	Fundamentals of Sales and Distribution Management	Marketing	3	30	45	75
Total				6	60	90	150
Specialisation Core Courses : Finance							
T2101	0219210315	Financial Management	Finance	3	30	45	75
T2092	0219210316	Financial Statement Analysis	Finance	3	30	45	75
Total				6	60	90	150
Specialisation Core Courses : Human Resource							
T2268	0219210317	Training and Development	Human Resource	3	30	45	75
T2782	0219210318	Workforce Planning	Human Resource	3	30	45	75
Total				6	60	90	150
Open Elective Courses Group							
T7474	0219210311	Basics of Database	Business Analytics	3	30	45	75
TE7018	0219210312	Business Analytics	Business Analytics	3	30	45	75
T2472	0219210313	Promotions and Marketing Communication	Marketing	3	30	45	75
T2469	0219210314	Fundamentals of Sales and Distribution Management	Marketing	3	30	45	75
T2101	0219210315	Financial Management	Finance	3	30	45	75
T2092	0219210316	Financial Statement Analysis	Finance	3	30	45	75
T2268	0219210317	Training and Development	Human Resource	3	30	45	75
T2782	0219210318	Workforce Planning	Human Resource	3	30	45	75
Total Required Credits				3	30	45	75

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Catalog Course Code	Course Code	Course Title	Specialisation	Credit	Internal Marks	External Marks	Total Marks
Semester : 4							
Generic Core Courses							
T8000	0219210401	Service Learning		4	100	0	100
T2207	0219210402	Operations Research		4	40	60	100
T2804	0219210403	Project I		4	100	0	100
Total				12	240	60	300
Generic Elective Courses Group - I							
T2969	0219210404	Personal Finance		2	50	0	50
TE7704	0219210405	Artificial Intelligence and Machine Learning		2	50	0	50
T2495	0219210406	Business Communication		2	50	0	50
T3198	0219210407	Introduction to Python		2	50	0	50
T3205	0219210408	Web Development using CMS		2	50	0	50
Total Required Credits				2	50	0	50
Generic Elective Courses Group - II							
Choose any one group							
T6401	0219210409	Basic Sanskrit I		2	50	0	50
T6402	0219210410	Basic Sanskrit II		2	50	0	50
Total Required Credits				4	100	0	100
German							
T6184	0219210411	Basic German I		2	50	0	50
T6185	0219210412	Basic German II		2	50	0	50
Total Required Credits				4	100	0	100
French							
T6187	0219210413	Basic French II		2	50	0	50
T6186	0219210414	Basic French I		2	50	0	50
Total Required Credits				4	100	0	100
Specialisation Core Courses : Business Analytics							
TE7255	0219210415	Data Warehousing and Mining	Business Analytics	3	30	45	75
TE7292	0219210416	R Programming	Business Analytics	3	30	45	75
Total				6	60	90	150
Specialisation Core Courses : Marketing							
T2460	0219210417	Advertising and Public Relations	Marketing	3	30	45	75
T2464	0219210418	Fundamentals of Market Research	Marketing	3	30	45	75
Total				6	60	90	150

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Catalog Course Code	Course Code	Course Title	Specialisation	Credit	Internal Marks	External Marks	Total Marks
Specialisation Core Courses : Finance							
T2044	0219210419	Security Analysis and Portfolio Management	Finance	3	30	45	75
T2968	0219210420	Introduction to Behavioral Finance	Finance	3	30	45	75
Total				6	60	90	150
Specialisation Core Courses : Human Resource							
T2274	0219210421	Performance Management System	Human Resource	3	30	45	75
T2977	0219210422	Fundamentals of HR Analytics	Human Resource	3	30	45	75
Total				6	60	90	150
Open Elective Courses Group							
TE7255	0219210415	Data Warehousing and Mining	Business Analytics	3	30	45	75
TE7292	0219210416	R Programming	Business Analytics	3	30	45	75
T2460	0219210417	Advertising and Public Relations	Marketing	3	30	45	75
T2464	0219210418	Fundamentals of Market Research	Marketing	3	30	45	75
T2044	0219210419	Security Analysis and Portfolio Management	Finance	3	30	45	75
T2968	0219210420	Introduction to Behavioral Finance	Finance	3	30	45	75
T2274	0219210421	Performance Management System	Human Resource	3	30	45	75
T2977	0219210422	Fundamentals of HR Analytics	Human Resource	3	30	45	75
Total Required Credits				3	30	45	75
Semester : 5							
Generic Core Courses							
T1133	0219210501	Business Laws		4	40	60	100
TE7246	0219210502	Block Chain		4	40	60	100
T2804	0219210503	Project II		4	100	0	100
Total				12	180	120	300
Generic Elective Courses Group (Choose any one)							
T1328	0219210504	Gender Justice and Feminist Jurisprudence		2	50	0	50
T6183	0219210505	History of Indian Cinema		2	50	0	50
T1296	0219210506	International Trade and Economics		2	50	0	50
T4771	0219210507	Fitness and Lifestyle Management		2	50	0	50

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TMC5073	0219210508	Story of Brands		2	50	0	50
Total Required Credits				2	50	0	50
Specialisation Core Courses : Business Analytics							
TE7101	0219210509	Internet of Things	Business Analytics	3	30	45	75
T3697	0219210510	Advanced Programming in Python	Business Analytics	3	30	45	75
Total				6	60	90	150
Specialisation Core Courses : Marketing							
T2119	0219210511	Consumer Behaviour and Insights	Marketing	3	30	45	75
T2471	0219210512	Introduction to Digital Marketing	Marketing	3	30	45	75
Total				6	60	90	150
Specialisation Core Courses : Finance							
TM2106	0219210513	Banking and Fintech	Finance	3	75	0	75
TM2239	0219210514	International Financial Management	Finance	3	75	0	75
Total				6	150	0	150
Specialisation Core Courses : Human Resource							
T2275	0219210515	Compensation Management	Human Resource	3	30	45	75
T2273	0219210516	Emotional Intelligence for Personal Growth	Human Resource	3	30	45	75
Total				6	60	90	150
Open Elective Courses Group (Choose any one)							
TE7101	0219210509	Internet of Things	Business Analytics	3	30	45	75
T3697	0219210510	Advanced Programming in Python	Business Analytics	3	30	45	75
T2119	0219210511	Consumer Behaviour and Insights	Marketing	3	30	45	75
T2471	0219210512	Introduction to Digital Marketing	Marketing	3	30	45	75
TM2106	0219210513	Banking and Fintech	Finance	3	75	0	75
TM2239	0219210514	International Financial Management	Finance	3	75	0	75
T2275	0219210515	Compensation Management	Human Resource	3	30	45	75

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Catalog Course Code	Course Code	Course Title	Specialisation	Credit	Internal Marks	External Marks	Total Marks
T2273	0219210516	Emotional Intelligence for Personal Growth	Human Resource	3	30	45	75
Total Required Credits				3	30	45	75
GIP							
G2004	0219210517	Global Immersion Programme		4	0	100	100
Note: For students under Global Immersion Programme (0219210517), "Project II" (0219210503) will be waived off.							
Semester : 6							
Generic Core Courses							
T2781	0219210601	Global Business Environment		4	40	60	100
T2904	0219210602	Corporate Internship		4	100	0	100
T4788	0219210603	Yoga Therapy Training		2	50	0	50
Total				10	190	60	250
Generic Elective Courses Group (Choose any One)							
T1328	0219210604	Gender Justice and Feminist Jurisprudence		2	50	0	50
T6183	0219210605	History of Indian Cinema		2	50	0	50
T1296	0219210606	International Trade and Economics		2	50	0	50
T4771	0219210607	Fitness and Lifestyle Management		2	50	0	50
TMC5073	0219210608	Story of Brands		2	50	0	50
Total Required Credits				2	50	0	50
Specialisation Core Courses : Business Analytics							
TE7103	0219210609	Natural Language Processing	Business Analytics	3	30	45	75
TE7552	0219210610	Big Data Analytics	Business Analytics	3	30	45	75
Total				6	60	90	150
Specialisation Core Courses : Marketing							
T2882	0219210611	Services Marketing	Marketing	3	30	45	75
T5987	0219210612	Brand Management	Marketing	3	30	45	75
Total				6	60	90	150
Specialisation Core Courses : Finance							
T2105	0219210613	Mergers and Acquisitions	Finance	3	30	45	75
T2099	0219210614	Direct Taxation	Finance	3	30	45	75
Total				6	60	90	150

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Specialisation Core Courses : Human Resource							
T2276	0219210615	Cross Cultural Management	Human Resource	3	30	45	75
T2269	0219210616	Organizational Development and Change	Human Resource	3	30	45	75
Total				6	60	90	150
Open Elective Courses Group (Choose any One)							
TE7103	0219210609	Natural Language Processing	Business Analytics	3	30	45	75
TE7552	0219210610	Big Data Analytics	Business Analytics	3	30	45	75
T2882	0219210611	Services Marketing	Marketing	3	30	45	75
T5987	0219210612	Brand Management	Marketing	3	30	45	75
T2105	0219210613	Mergers and Acquisitions	Finance	3	30	45	75
T2099	0219210614	Direct Taxation	Finance	3	30	45	75
T2276	0219210615	Cross Cultural Management	Human Resource	3	30	45	75
T2269	0219210616	Organizational Development and Change	Human Resource	3	30	45	75
Total Required Credits				3	30	45	75

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Semester	Internal Credits	External Credits	Total Credits	Total Marks
Business Analytics				
Semester 1	0	26	26	650
Semester 2	0	26	26	650
Semester 3	6	21	27	675
Semester 4	14	13	27	675
Semester 5	9	14	23	575
Semester 6	8	13	21	525
Total	37	113	150	3750
Marketing				
Semester 1	0	26	26	650
Semester 2	0	26	26	650
Semester 3	6	21	27	675
Semester 4	14	13	27	675
Semester 5	9	14	23	575
Semester 6	8	13	21	525
Total	37	113	150	3750
Finance				
Semester 1	0	26	26	650
Semester 2	0	26	26	650
Semester 3	6	21	27	675
Semester 4	14	13	27	675
Semester 5	12	11	23	575
Semester 6	8	13	21	525
Total	40	110	150	3750
Human Resource				
Semester 1	0	26	26	650
Semester 2	0	26	26	650
Semester 3	6	21	27	675
Semester 4	14	13	27	675
Semester 5	9	14	23	575
Semester 6	8	13	21	525
Total	37	113	150	3750