



SYMBIOSIS INTERNATIONAL (DEEMED UNIVERSITY)

(Established under section 3 of the UGC Act, 1956)

Re-accredited by NAAC with 'A++' Grade | Awarded Category – I by UGC

Founder: Prof. Dr. S. B. Mujumdar, M. Sc., Ph. D. (Awarded Padma Bhushan and Padma Shri by President of India)

SIU/ACAD/2024/3321

Date: 06/08/2024

To
The Director
Symbiosis Centre for Management Studies
Bengaluru

**Subject: Approval of Programme Structure of Bachelor of Business Administration
- Honours/ Honours with Research, batch 2024-28**

Dear Madam,

This is to inform you that the following Programme Structure has been duly approved by the Academic Council for the Academic Year 2024-2025.

Sr. No.	Programme	Batch
1	Bachelor of Business Administration - Honours/ Honours with Research	2024-28

Thanking you.

Sincerely,

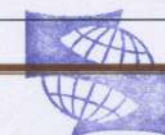
Dr. Asmita Dani
Director- Academics

Copy to: Controller of Examinations, SIU
The Director Admission, SIU

Symbiosis Centre for Management Studies, Bengaluru
Bachelor of Business Administration (Honours/Honours with Research)
Programme Structure 2024-28

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)	48 (Full Time) With Multiple Entry and Multiple Exit Options				
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 Percentage)	
			2		20	
5.	ELIGIBILITY	<p>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).</p> <p>Students who wish to opt for Honours with Research must earn a 7.5 CGPA and above at the end of Semester-6.</p> <p>Eligibility Criteria for the Multiple entries would be as per University's Lateral Entry Rules for FYUG Programmes.</p>				
6.	SELECTION PROCEDURE	<p>1. Symbiosis Entrance Test (SET)</p> <p>2. Personal Interaction and Written Ability Test (PI-WAT) for shortlisted candidates based on SET</p> <p>3. The selection Procedure for the Multiple Entry would be as per the University's Lateral Entry Rules for FYUG Programmes.</p>				

7.	MEDIUM OF INSTRUCTION	English			
8.	PROGRAMME PATTERN	Semester			
9.	COURSE & SPECIALIZATION	<p>As per Annexure A</p> <p>List of Majors Offered - (Choose any one)</p> <p>1.Business Analytics 2.Finance 3.Human Resource Management 4.Marketing</p> <p>List of Minors Offered - (Choose any one excluding the one chosen as a Major)</p> <p>1.Business Analytics 2.Finance 3.Human Resource Management 4.Marketing</p>			
10.	FEE		Academic Fee p.a	Institute Deposit	Total
	Indian Students (Amount in INR)		3,50,000	20,000	3,70,000
	International Students	NRI/ PIO/ OCI Category (Amount in US\$)	6,850	275	7,125
		Foreign National Category (Amount in US\$)	1,300	275	1,575
<p>Note - The exiting students will have to complete the additional 4 credit vocational course for the award of a Certificate/ Diploma by paying additional fees at the time of intimation of the exit. The additional fees of 4 credit vocational course will be informed in due course of time.</p>					



11.	ASSESSMENT	The courses will have 60% Continuous Assessment and 40% Term End [University] examination however, some courses (not more than 30% of the total programme credits) may have 100% Continuous Assessment.
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 Continuous Assessment and Term End examinations separately with a minimum Grade Point of 4 corresponding to Grade P. Students securing less than 40% marks in any head of passing will be declared FAIL. The University awards a Certificate/Diploma/ Degree to the student who has achieved a minimum CGPA of 4 out of a maximum of 10 CGPA for the Programme.
13.	AWARD OF DEGREE/ DIPLOMA/ CERTIFICATE	<p>Certificate in Business Administration will be awarded at the end of the semester-2 by taking into consideration the performance of all semester examinations subject to obtaining a minimum 4.00 CGPA out of 10 CGPA and the successful completion of the 4 credit Vocational Course in the summer.</p> <p>Diploma in Business Administration will be awarded at the end of the semester-4 by taking into consideration the performance of all semester examinations subject to obtaining a minimum 4.00 CGPA out of 10 CGPA and the successful completion of the 4 credit Vocational Course in the summer.</p> <p>Bachelor of Business Administration with the applicable Major and applicable Minor will be awarded at the end of the semester-6 by taking into consideration the performance of all semester examinations subject to obtaining a minimum of 4.00 CGPA out of 10 CGPA.</p> <p>Bachelor of Business Administration Honours with the applicable Major and applicable Minor will be awarded at the end of the semester-8 by taking into consideration the performance of all semester examinations subject to obtaining a minimum 4.00 CGPA out of 10 CGPA.</p> <p>Bachelor of Business Administration Honours with Research with the applicable Major and applicable Minor will be awarded at the end of the semester- 8 by taking into consideration the performance of all semester examinations subject to obtaining a minimum 4.00 CGPA out of 10 CGPA.</p>



14. CLASSIFICATION OF CREDITS AND NUMBER OF NON-CREDIT COURSES

Semester	Major	Minor	Multi-disciplinary	Ability Enhancement	Skill Enhancement	Common Value Added	Summer Internship	Research Project / Dissertation	Total Credits	No. of Mandatory Non-Credit Course/s	No. of Non-Credit Audit Course/s	
1	8	4	0	4	3	2	0	0	21	0	As per the Student's Choice	
2	8	4	3	2	3	2	0	0	22	0		
3	8	4	3	2	3	2	0	0	22	1		
4	16	4	3	0	0	0	0	0	23	1		
5	12	8	0	0	0	0	4	0	24	1		
6	12	8	0	0	0	0	0	0	20	1		
Total	64	32	9	8	9	6	4	0	132			
Honours												
7	12	4	0	0	0	0	0	0	16	0		
8	12	8	0	0	0	0	0	0	20	0		
Total	88	44	9	8	9	6	4	0	168			
Honours with Research												
7	12	4	0	0	0	0	0	0	16	0		
8	8	0	0	0	0	0	0	12	20	0		
Total	84	36	9	8	9	6	4	12	168			

1. The students exiting the Programme after Semester – 2 OR Semester - 4 should complete vocational courses of total 4 credits in the summer to obtain the Certificate/Diploma.
2. Passing Mandatory Non-Credit Courses is a requirement for the award of the degree.

Note- In the case of missing Catalogue Course Codes in Annexure A, the Course Codes will be incorporated in the revised programme structure subject to the approval of the respective course outlines from the Academic Council.

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

Symbiosis Centre for Management Studies, Bengaluru
Bachelor of Business Administration (Honours/ Honours with Research)
Programme Structure 2024-28

Annexure A

Catalogue Course Code	Course Code	Course Title	Major / Minor	Credits	Continuous Assessment Marks	Term End Examination Marks	Total Marks
Semester - 1							
Discipline-Specific Courses/Major Courses							
T2863	0219220101	Management Essentials		4	60	40	100
TM2054	0219220102	Business Accounting		4	60	40	100
Discipline-Specific Courses / Minor Course (Choose Any One from the Following Courses other than the Major Course)							
T3758	0219220103	Basics of Database		4	60	40	100
TM2121	0219220104	Financial Services		4	60	40	100
T6792	0219220105	Organizational Psychology		4	60	40	100
T2465	0219220106	Fundamentals of Marketing		4	60	40	100
Total Required Credits				4	60	40	100
Ability Enhancement Course							
THM6018	0219220107	Introduction to Kannada		2	30	20	50
T6839	0219220108	Presentation Skill		2	30	20	50
Total Required Credits				4	60	40	100
Skill Enhancement Courses (Choose Any One from the Following Courses)							
TM2010	0219220109	Creativity and Design		3	45	30	75

Catalogue Course Code	Course Code	Course Title	Major / Minor	Credits	Continuous Assessment Marks	Term End Examination Marks	Total Marks
		Thinking					
T3698	0219220110	Introduction to Python		3	45	30	75
Total Required Credits				3	45	30	75
Common Value-Added Course (Choose Any One from the Following Courses)							
TM2005	0219220111	Environmental Studies: Our Common Earth		2	50	0	50
TH4228	0219220112	Yoga - II		2	50	0	50
Total Required Credits				2	50	0	50
Grand Total				21	335	190	525
Semester – 2							
Discipline-Specific Courses/Major Courses							
T6775	0219220201	Principles of Microeconomics		4	60	40	100
T2720	0219220202	Business Statistics		4	60	40	100
Discipline-Specific Courses/Minor Course (Choose Any One from the Following Courses other than the Major Course)							
TM2146	0219220203	Business Intelligence for Management		4	60	40	100
T2668	0219220204	Management Accounting		4	60	40	100
TM2015	0219220205	Human Resource Management		4	60	40	100
TM2131	0219220206	Services Marketing		4	60	40	100

Catalogue Course Code	Course Code	Course Title	Major / Minor	Credits	Continuous Assessment Marks	Term End Examination Marks	Total Marks
Total Required Credits				4	60	40	100
Ability Enhancement Course (Choose Any One from the Following Courses)							
T6186	0219220207	Basic French I		2	30	20	50
T6184	0219220208	Basic German I		2	30	20	50
T2239	0219220209	Business Communication		2	30	20	50
Total Required Credits				2	30	20	50
Skill Enhancement Course (Choose Any One from the Following Courses)							
T3325	0219220210	Web Designing		3	45	30	75
T2167	0219220211	Supply Chain Management		3	45	30	75
Total Required Credits				3	45	30	75
Common Value-Added Courses (Choose Any One from the Following Courses)							
T2835	0219220212	Sustainability Studies		2	50	0	50
T6500	0219220213	Ballroom and Latin American Dances		2	50	0	50
Total Required Credits				2	50	0	50
Multidisciplinary Courses (Choose Any One Course from the University Basket of Multidisciplinary Courses given in Annexure B)							
-	-	MD1		3	75	0	75
Grand Total				22	380	170	550
Vocational Courses (Summer) (Only for students who wish to exit after the First Year with a Certificate)							
T3647	0219220214	Data Analytics using MS-Excel		2	50	0	50
TE7894	0219220215	Exploratory Data		2	50	0	50

Catalogue Course Code	Course Code	Course Title	Major / Minor	Credits	Continuous Assessment Marks	Term End Examination Marks	Total Marks
		Analysis					
Total Required Credits				4	100	0	100
Note: Students exiting at the end of the second semester and earning 43 credits will be awarded a "Certificate in Business Administration" provided they successfully complete the additional 4 credits of vocational courses offered during the summer term.							
Semester - 3							
Discipline-Specific Courses/Major Courses							
T6148	0219220301	Principles of Macroeconomics		4	60	40	100
Major Courses (Choose Any One from the Following Courses)							
T6850	0219220302	Python for Data Science	Business Analytics	4	60	40	100
T2456	0219220303	Financial Management	Finance	4	60	40	100
T2263	0219220304	Organizational Behaviour	Human Resource Management	4	60	40	100
TM2196	0219220305	Fundamentals of Brand Management	Marketing	4	60	40	100
Total Required Credits				4	60	40	100
Minor Courses (Choose Any One from the Following Courses other than the Major Course)							
T6983	0219220306	Statistical Data Analysis Using MS-Excel	Business Analytics	4	60	40	100
T2504	0219220307	Managerial	Finance	4	60	40	100

Catalogue Course Code	Course Code	Course Title	Major / Minor	Credits	Continuous Assessment Marks	Term End Examination Marks	Total Marks
		Accounting					
TM2178	0219220308	Organisational Development and Change	Human Resource Management	4	60	40	100
T2713	0219220309	Innovation Management and New Product development	Marketing	4	60	40	100
Total Required Credits				4	60	40	100
Ability Enhancement Courses (Choose Any One Course)							
T6187	0219220310	Basic French II		2	30	20	50
T6185	0219220311	Basic German II		2	30	20	50
	0219220312	Building Professional Competencies		2	30	20	50
Total Required Credits				2	30	20	50
Skill Enhancement Courses (Choose Any One Course)							
T2984	0219220313	Personal Finance		3	45	30	75
TMC5033	0219220314	Content Creation & Marketing		3	45	30	75
Total Required Credits				3	45	30	75
Common Value-Added Course							
T2729	0219220315	Indian Ethos and Values for Management		2	50	0	50
T6499	0219220316	World Music		2	50	0	50
Total Required Credits				2	50	0	50

Catalogue Course Code	Course Code	Course Title	Major / Minor	Credits	Continuous Assessment Marks	Term End Examination Marks	Total Marks
Mandatory Non-Credit Courses							
TH4788	0219220317	Health and Wellness Module I		0	0	0	0
Multidisciplinary Courses (Choose Any One Course from the University Basket of Multidisciplinary Courses given in Annexure B)							
-	-	MD2		3	75	0	75
Grand Total				22	380	170	550
Semester - 4							
Discipline-Specific Course/Major Course							
T2208	0219220401	Research Methodology		4	60	40	100
T2804	0219220402	Project I		4	100	0	100
Major Courses (Choose Any One Group from the Following)							
Group 1 - Business Analytics							
T7527	0219220403	Internet of Things		4	60	40	100
T3744	0219220404	R Programming		4	60	40	100
Group 2 – Finance							
TM2203	0219220405	Strategic Financial Management		4	60	40	100
T2934	0219220406	Security Analysis and Portfolio Management		4	60	40	100
Group 3 - Human Resource Management							
TM2140	0219220407	Compensation Management		4	60	40	100
TM2142	0219220408	Learning and		4	60	40	100

Catalogue Course Code	Course Code	Course Title	Major / Minor	Credits	Continuous Assessment Marks	Term End Examination Marks	Total Marks
		Development					
Group 4 – Marketing							
T3680	0219220409	Digital Marketing		4	60	40	100
T2518	0219220410	Consumer Behaviour		4	60	40	100
Total Required Credits				8	120	80	200
Minor Courses (Choose Any One from the Following Courses other than the Major course)							
T3665	0219220411	Business Analytics	Business Analytics	4	60	40	100
TM2208	0219220412	Financial Modelling	Finance	4	60	40	100
TM2212	0219220413	Workforce Planning	Human Resource Management	4	60	40	100
T6862	0219220414	From Products to Self: Personal, Image & Reputation Brand Management	Marketing	4	60	40	100
Total Required Credits				4	60	40	100
Mandatory Non-Credit Courses							
TH4789	0219220415	Health and Wellness Module II		0	0	0	0
Multidisciplinary Courses (Choose Any One Course from the University Basket of Multidisciplinary Courses given in Annexure B)							
-	-	MD3		3	75	0	75
Grand Total				23	415	160	575
Vocational Courses (Summer) (Only for students who wish to exit after the Second Year with a Diploma)							
T3647	0219220416	Data Analytics using MS-Excel		2	30	20	50

Catalogue Course Code	Course Code	Course Title	Major / Minor	Credits	Continuous Assessment Marks	Term End Examination Marks	Total Marks
TE7894	0219220417	Exploratory Data Analysis		2	30	20	50
Total Required Credits				4	60	40	100
Note: Students exiting at the end of the fourth semester and earning 88 credits will be awarded a "Diploma in Business Administration," provided they successfully complete the additional 4 credits of vocational courses offered during the summer term.							
Semester - 5							
Discipline-Specific Courses/Major Courses							
T8000	0219220501	Service Learning		4	100	0	100
Major Courses (Choose Any One Group)							
Group 1 - Business Analytics							
TE7023	0219220502	Machine learning		4	60	40	100
T2207	0219220503	Operations Research		4	60	40	100
Group 2 – Finance							
T6657	0219220504	Introductory Econometrics		4	60	40	100
	0219220505	Cost Accounting		4	60	40	100
Group 3 - Human Resource Management							
TM2216	0219220506	Introduction to HR Analytics		4	60	40	100
T1737	0219220507	Labour and Industrial Law		4	60	40	100
Group 4 – Marketing							
T2519	0219220508	Marketing Communication -		4	60	40	100

Catalogue Course Code	Course Code	Course Title	Major / Minor	Credits	Continuous Assessment Marks	Term End Examination Marks	Total Marks
		Advertising PR and Events					
TM2199	0219220509	Social Media Marketing and Analytics		4	60	40	100
Total Required Credits				8	120	80	200
Minor Course - Compulsory							
	0219220510	Quantitative Reasoning		4	60	40	100
Minor Courses (Choose any One from the Following Courses other than the chosen Major)							
T7527	0219220511	Internet of Things	Business Analytics	4	60	40	100
TM2204	0219220512	Investment Banking	Finance	4	60	40	100
TM2194	0219220513	Cross Cultural Management	Human Resource Management	4	60	40	100
T7664	0219220514	Product Design and Development	Marketing	4	60	40	100
Total Required Credits				4	60	40	100
Summer Internship							
T2904	0219220515	Summer Internship		4	100	0	100
Mandatory Non-Credit Course							
SMC001	0219220516	Vasudhaiva Kutumbakam		0	0	0	0
Grand Total				24	440	160	600
Semester – 6							

Catalogue Course Code	Course Code	Course Title	Major / Minor	Credits	Continuous Assessment Marks	Term End Examination Marks	Total Marks
Discipline-Specific Courses/Major Courses							
T2804	0219220601	Project II		4	100	0	100
Major Courses (Choose Any One Group)							
Group 1 - Business Analytics							
TE7453	0219220602	Introduction to Artificial Intelligence		4	60	40	100
TE7019	0219220603	Big Data Analytics		4	60	40	100
Group 2 – Finance							
TM2123	0219220604	Mergers and Acquisitions		4	60	40	100
T2933	0219220605	Financial Risk Management		4	60	40	100
Group 3 - Human Resource Management							
TM2194	0219220606	Cross Cultural Management		4	60	40	100
TM2217	0219220607	Advanced HR Analytics		4	60	40	100
Group 4 – Marketing							
	0219220608	Advanced Brand Management		4	60	40	100
T2352	0219220609	Business Modelling and Business Plan		4	60	40	100
Total Required Credits				8	120	80	200
Minor Courses (Choose any Two Courses from Any one Group other than the chosen Major)							
Group 1 - Business Analytics							
TE7123	0219220610	Neural Network		4	60	40	100

Catalogue Course Code	Course Code	Course Title	Major / Minor	Credits	Continuous Assessment Marks	Term End Examination Marks	Total Marks
T6969	0219220611	Data Visualization		4	60	40	100
Group 2 – Finance							
T2781	0219220612	Global Business Environment		4	60	40	100
TM2125	0219220613	Project Finance and Infrastructure Financing		4	60	40	100
Group 3 - Human Resource Management							
TM2209	0219220614	Performance Management System		4	60	40	100
TM2140	0219220615	Compensation Management		4	60	40	100
Group 4 – Marketing							
TM2196	0219220616	Fundamentals of Brand Management		4	60	40	100
TM2182	0219220617	Basics of International Marketing		4	60	40	100
Total Required Credits				8	120	80	200
Mandatory Non-Credit Course							
SMC002	0219220618	Core Environmental Studies		0	0	0	0
Grand Total				20	340	160	500
Note: Students exiting at the end of the sixth semester and earning 132 credits will be awarded a "Bachelor of Business Administration" degree. Total Credits at the end of the Third year (Major 64, Minor 32, Multidisciplinary 9, Ability Enhancement Courses 8, Skill Enhancement Courses 9, Summer Internship 4, Common Value-Added Courses 6).							
Semester – 7							

Catalogue Course Code	Course Code	Course Title	Major / Minor	Credits	Continuous Assessment Marks	Term End Examination Marks	Total Marks
(Honours / Honours with Research)							
Discipline-Specific Courses/Major Courses							
T3787	0219220701	Generative AI for Business		4	60	40	100
Major Courses (Choose Any One Group)							
Group 1 - Business Analytics							
	0219220702	Multivariate Data Analysis		4	60	40	100
TE7266	0219220703	Introduction to Deep Learning		4	60	40	100
Group 2 – Finance							
T3786	0219220704	Mastering Python for Finance		4	60	40	100
T2104	0219220705	International Financial Management		4	60	40	100
Group 3 - Human Resource Management							
T2292	0219220706	HRD Instruments		4	60	40	100
TM2214	0219220707	Conflict Management and Negotiation		4	60	40	100
Group 4 – Marketing							
TM2135	0219220708	Retail Marketing		4	60	40	100
TM2134	0219220709	Sales and Distribution		4	60	40	100
Total Required Credits				8	120	80	200
Minor Courses (Choose any One Course from Any one Group other than the chosen Major)							
Group 1 - Business Analytics							

Catalogue Course Code	Course Code	Course Title	Major / Minor	Credits	Continuous Assessment Marks	Term End Examination Marks	Total Marks
TE7281	0219220710	Open Source Tools for Data Science		4	60	40	100
T3235	0219220711	IT Applications for Business Verticals		4	60	40	100
Group 2 - Finance							
T6134	0219220712	Theory and Application of Public Finance		4	60	40	100
TM2210	0219220713	Corporate Valuation		4	60	40	100
Group 3 - Human Resource Management							
T6898	0219220714	Global Mental Health		4	60	40	100
T1666	0219220715	Industrial Jurisprudence & ILO		4	60	40	100
Group 4 – Marketing							
TM2198	0219220716	IT Product and Sales Management		4	60	40	100
TM2133	0219220717	Marketing Analytics		4	60	40	100
Total Required Credits				4	60	40	100
Grand Total				16	240	160	400
Semester - 8							
(Honours)							
Discipline-Specific Courses/Major Courses							
T1133	0219220801	Business Law		4	60	40	100
Major Courses							
(Choose Any One Group)							
Group 1 - Business Analytics							

Catalogue Course Code	Course Code	Course Title	Major / Minor	Credits	Continuous Assessment Marks	Term End Examination Marks	Total Marks
T3689	0219220802	Advanced Programming in Python		4	60	40	100
T6142	0219220803	Intermediary Econometrics		4	60	40	100
Group 2 – Finance							
TM2202	0219220804	Sustainable Finance and Responsible Investment		4	60	40	100
TM2206	0219220805	Fixed Income Market		4	60	40	100
Group 3 - Human Resource Management							
TM2213	0219220806	International Human Resource Management		4	60	40	100
TM2209	0219220807	Performance Management System		4	60	40	100
Group 4 – Marketing							
TM2133	0219220808	Marketing Analytics		4	60	40	100
TM2168	0219220809	Fundamentals of Rural Marketing		4	60	40	100
Total Required Credits				8	120	80	200
Minor Courses							
(Choose any Two Courses from Any one Group other than the chosen Major)							
Group 1 - Business Analytics							
T3673	0219220810	Enterprise Resource Planning and Supply Chain Management		4	60	40	100
	0219220811	Social Media Analytics		4	60	40	100
Group 2 – Finance							

Catalogue Course Code	Course Code	Course Title	Major / Minor	Credits	Continuous Assessment Marks	Term End Examination Marks	Total Marks
THM6081	0219220812	Urban Economics		4	60	40	100
TM2211	0219220813	Banking and Fintech		4	60	40	100
Group 3 - Human Resource Management							
TM2214	0219220814	Conflict Management and Negotiation		4	60	40	100
TM2218	0219220815	Corporate Culture and Organisational Strategy		4	60	40	100
Group 4 – Marketing40							
TM2223	0219220816	Sustainable Marketing		4	60	40	100
T3785	0219220817	Designing for apps and websites		4	60	40	100
Total Required Credits				8	120	80	200
Grand Total				20	300	200	500
(Honours with Research)							
Major Courses (Choose Any One Group)							
Group 1 - Business Analytics							
T3689	0219220802	Advanced Programming in Python		4	60	40	100
	0219220811	Social Media Analytics		4	60	40	100
Group 2 – Finance							
TM2202	0219220804	Sustainable Finance and Responsible Investment		4	60	40	100
THM6081	0219220812	Urban Economics		4	60	40	100



Catalogue Course Code	Course Code	Course Title	Major / Minor	Credits	Continuous Assessment Marks	Term End Examination Marks	Total Marks
Group 3 - Human Resource Management							
TM2213	0219220806	International Human Resource Management		4	60	40	100
TM2218	0219220815	Corporate Culture and Organisational Strategy		4	60	40	100
Group 4 - Marketing							
TM2132	0219220818	Fundamentals of B2B Marketing		4	60	40	100
TMC5227	0219220819	Influencer and Content Marketing		4	60	40	100
Total Required Credits				8	120	80	200
Research Project							
T2812	0206220820	Research Project		12	300	0	300
Grand Total				20	420	80	500
<p>Note: Total Credits at the end of the Fourth Year for "Bachelor of Business Administration - Honours" – 168 (Major 88, Minor 44, Multidisciplinary 9, Ability Enhancement Courses 8, Skill Enhancement Courses 9, Summer Internship 4, Common Value-Added Courses 6).</p> <p>Total Credits at the end of Fourth Year for "Bachelor of Business Administration - Honours with Research" – 168 (Major 84, Minor 36, Multidisciplinary 9, Ability Enhancement Courses 8, Skill Enhancement Courses 9, Summer Internship 4, Research Project 12, Common Value-Added Courses 6).</p>							

Symbiosis Centre for Management Studies, Bengaluru
Bachelor of Business Administration (Honours/ Honours with Research)
Programme Structure 2024-28

SUMMARY

Semester	100% Continuous Assessment Credits	Term End (University) Examination Credits	Total Credits	Total Marks
1	2	19	21	525
2	5	17	22	550
3	5	17	22	550
4	7	16	23	575
5	8	16	24	600
6	4	16	20	500
Total	31	101	132	3300
Honours				
7	0	16	16	400
8	0	20	20	500
Total	31	137	168	4200
Honours with Research				
7	0	16	16	400
8	12	8	20	500
Total	43	125	168	4200

Symbiosis Centre for Management Studies, Bengaluru
Bachelor of Business Administration (Honours/ Honours with Research)
Programme Structure 2024-28
Annexure B
List of Multidisciplinary Courses

S. No.	Catalogue Course Code	Course Code			Course Title	Credit
		Semester 2	Semester 3	Semester 4		
1	T1454	0219220216	0219220318	0219220418	Constitutional Law I	3
2	TH4541	0219220217	0219220319	0219220419	Data Analytics in Sports	3
3	TE7456	0219220218	0219220320	0219220420	Fundamentals of Cyber Security	3
4	T4729	0219220219	0219220321	0219220421	Intellectual Property Rights	3
5	T1471	0219220220	0219220322	0219220422	Law of Contracts	3
6	T2489	0219220221	0219220323	0219220423	Renewable Energy Sources	3
7	THM6037	0219220222	0219220324	0219220424	Statistics of Nature	3
8	T3741	0219220223	0219220325	0219220425	Web Development using CMS	3
9	TH4363	0219220224	0219220326	0219220426	Cognitive Psychology	3
10	T6767	0219220225	0219220327	0219220427	Public Policy in India	3
11	T6769	0219220226	0219220328	0219220428	India's Foreign Policy	3
12	T2273	0219220227	0219220329	0219220429	Emotional Intelligence for Personal Growth	3
13	TH4569	0219220228	0219220330	0219220430	Brain Fit Body Fit	3
14	T6002	0219220229	0219220331	0219220431	Communication Theories	3
15	T6008	0219220230	0219220332	0219220432	Communication for Creative Industry	3
16	T6023	0219220231	0219220333	0219220433	Film, Documentary & TV Appreciation	3
17	T6359	0219220232	0219220334	0219220434	Introduction to Culture and India	3
18	T6763	0219220233	0219220335	0219220435	Political Science I	3
19	T6768	0219220234	0219220336	0219220436	India's Political Economy and Development	3
20	T8461	0219220235	0219220337	0219220437	Introduction to User Experience Design	3
21	TE7223	0219220236	0219220338	0219220438	Smart Urban Planning	3