

# Symbiosis Centre for Management Studies, Nagpur Bachelor of Business Administration Programme Structure 2019-22

1.	OBJECTIVE	To build the institute and contemporary mempowering the students of the studen	nanagement educed dents for an early accessible to stude the comment that facilities winds that are sendings and response.	cation at the y entry into dents across litates holist asitive to soon asible members.	undergraduate leve the corporate world borders of religion ic development of t cietal needs and issu- pers of society.	el, thus . , geography, he student nes thus making
2.	DURATION (IN MONTHS)	36 (Full Time)				
<b>3. 4.</b>	INTAKE RESERVATION	I.Within the sanctioned intake	a) SC (In Percentage)	b) ST (In Percentag	c) Differently abled (In	d) Domicile of Nagpur (In
			15	7.5	Percentage)	Percentage)  25 (Includes i. Scheduled Caste (percentage) - 15 ii. Scheduled Tribes (percentage) - 7.5 iii. Differently Abled (percentage) - 3)
		II.Over and above the sanctioned intake	a) Kashmiri M (In Seats)	ligrants	b) International S (In Percentage)	tudents
			2		15	
5.	ELIGIBILITY	Std. XII (10+2) pass minimum of 50% m Scheduled Caste / Scheduled	arks or equivale	nt grade (45		
6.	SELECTION PROCEDURE	1. Symbiosis Entran 2. Personal Interacti		Ability Test	(PI-WAT) for short	listed

30/10/2021 (R-4)

SIU



## Symbiosis Centre for Management Studies, Nagpur Bachelor of Business Administration Programme Structure 2019-22

		candidates based on S	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	280000	10000	290000
		International Students (USD equivalent to INR)	420000	10000	430000
	6 Concession in the academ grammes to be offered at Na				cile students to all
11.	ASSESSMENT	institute level. All ex		onent as internal evalua ve 40% internal compo on.	
12.	STANDARD OF PASSING	performance. Maxim courses, a student is a separately with a min securing less than 40 FAIL. The University	um Grade Point (GP) required to pass both in himum Grade Point of % absolute marks in e	nation is done, based or is 10.000 correspondin nternal and external ex 4 corresponding to Gra ach head of passing wi he student who has ach for the program.	g to O. For all amination ade P. Students Il be declared
	AWARD OF DEGREE/ DIPLOMA/ CERTIFICATE	VI examination by ta examinations after of	king into consideration taining minimum 4 C	a) will be awarded at the number of a GPA 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	7	6	0	0	0	25
4	20	7	6	0	0	1*	33
5	8	3	6	0	0	1*	17
6	5	3	6	0	0	0	14
Total	102	24	24	0	0	0	150

<sup>\*</sup> Satisfactory completion of the non letter grade course 'Integrated Disaster Management' and 'Certificate in COVID-19 Care for the Community' is mandatory for award of degree.

The revised programme structure supersedes the previously approved programme structure dated 13/10/2021 for the programme.

This Programme Structure is aligned with the norms laid down by the University and is approved by the Academic Council.

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.

Head - Academics

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# Symbiosis Centre for Management Studies, Nagpur Bachelor of Business Administration Programme Structure 2019-22

			- IIIIII CAUT C 1	<u> </u>			
Catalog Course Code	Course Code	Course Title	Specialization	Credit	Internal Marks	External Marks	Total Marks
		Se	mester : 1	•	•		
		Generio	Core Courses				
T3218	021321101	Basics of Management Information Systems		4	40	60	100
T2465	021321102	Fundamentals of Marketing		4	40	60	100
T2264	021321103	Human Resource Management		4	40	60	100
T6375	021321104	Business Communication		4	40	60	100
T6156	021321105	Principles of Microeconomics		4	40	60	100
T1029	021321106	Law of Contract		4	40	60	100
T2092	021321107	Financial Statement Analysis		3	30	45	75
T2202	021321108	Business Mathematics		2	20	30	50
		•	Total	29	290	435	725
		Se	emester : 2		1		
			Core Courses				
T2205	021321201	Business Statistics		4	40	60	100
T2484	021321202	Core Environmental Studies		4	40	60	100
T2451	021321203	Introduction to Costing		4	40	60	100
T2263	021321204	Organizational Behaviour		4	40	60	100
T6148	021321205	Principles of Macroeconomics		4	40	60	100
T2384	021321206	Introduction to International Business		3	30	45	75
T2135	021321207	Sales and Distribution Management		3	30	45	75
T2474	021321208	Project Business Development		2	50	0	50
			Total	28	310	390	700
		Conorio Elos	tive Courses Group				
T6191	021321209	French A-1 - Paper 1	live Courses Group	4	40	60	100
T6197	021321209	German A-1 - Paper 1		4	40	60	100
10137	021321210		Required Credits	4	40	60	100
				_	1 70	00	
			emester : 3 c Core Courses				
T2781	021321301	Global Business Environment	Jone Courses	4	40	60	100
T2112	021321301	Indian Banking and Financial		4	40	60	100
T2207	021321303	System Operations Research		4	40	60	100
12201	021021303	Operations ivesearch	l Total	12	120	180	300
		Specialization Cons Co				100	
T2119	021321304	Specialization Core Co Consumer Behaviour and Insights	Marketing Management	3	30	45	75
	•			-	•		



# Symbiosis Centre for Management Studies, Nagpur Bachelor of Business Administration Programme Structure 2019-22

## **Annexure A**

			Aimexure A				
Catalog Course Code	Course Code	Course Title	Specialization	Credit	Internal Marks	External Marks	Total Marks
T2468	021321305	Fundamentals of Rural Marketing	Marketing Management	3	30	45	75
			Total	6	60	90	150
		Specialization Core Course	es : Human Resource	Managen	nent		
T2270	021321306	Industrial Relations	Human Resource Management	3	30	45	75
T2268	021321307	Training and Development	Human Resource Management	3	30	45	75
			Total	6	60	90	150
		Specialization Core Co	urses : Financial Ma	nagement			
T2100	021321308	Financial Regulatory Environment	Financial Management	3	30	45	75
T2088	021321309	Management Accounting	Financial Management	3	30	45	75
			Total	6	60	90	150
T0400	004004040	•	tive Courses Group	T 4	1 40		400
T6192	021321310	French A-1 - Paper 2		4	40	60	100
T6198	021321311	German A -1 - Paper 2		4	40	60	100
		Total	Required Credits	4	40	60	100
		Generic Elec	tive Courses Group		_		
T2119	021321304	Consumer Behaviour and Insights		3	30	45	75
T2468	021321305	Fundamentals of Rural Marketing		3	30	45	75
T2270	021321306	Industrial Relations		3	30	45	75
T2268	021321307	Training and Development		3	30	45	75
T2100	021321308	Financial Regulatory Environment		3	30	45	75
T2088	021321309	Management Accounting		3	30	45	75
		Total	Required Credits	3	30	45	75
		Se	mester : 4	L		<u>.                                      </u>	
		Generio	Core Courses				
T2158	021321401	Fundamentals of Quality Management		4	40	60	100
T2208	021321402	Research Methodology		4	40	60	100
T1134	021321403	Company Law		3	75	0	75
T2266	021321404	Industrial Psychology		3	75	0	75
T5226	021321405	Introduction to Photography		2	50	0	50
T1233	021321406	Intellectual Property Laws		2	50	0	50
T8000	021321407	Service Learning		2	50	0	50

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# Symbiosis Centre for Management Studies, Nagpur Bachelor of Business Administration Programme Structure 2019-22

Catalog Course Code	Course Code	Course Title	Specialization	Credit	Internal Marks	External Marks	Total Marks
T4005	021321408	Integrated Disaster Management *		0	0	0	Non Letter Grade
			Total	20	380	120	500
		Specialization Core Cor		nagement	1		
T2471	021321409	Introduction to Digital Marketing	Marketing Management	3	30	45	75
T2744	021321410	Services Marketing	Marketing Management	3	30	45	75
			Total	6	60	90	150
		Specialization Core Course	es : Human Resource	e Managen	nent		
T2274	021321411	Performance Management System	Human Resource Management	3	30	45	75
T2782	021321412	Workforce Planning	Human Resource Management	3	30	45	75
			Total	6	60	90	150
		Specialization Core Co	urses : Financial Ma	nagement	•	•	•
T2099	021321413	Direct Taxation	Financial Management	3	30	45	75
T2036	021321414	Financial Management	Financial Management	3	30	45	75
			Total	6	60	90	150
		Generic Flec	tive Courses Group				
T6193	021321415	French A-1 - Paper3	Tro Courses Group	4	40	60	100
T6199	021321416	German A-1 - Paper 3		4	40	60	100
		Total I	Required Credits	4	40	60	100
		Ganaria Flac	tive Courses Group				
T2471	021321409	Introduction to Digital Marketing	•	3	30	45	75
T2744	021321410	Services Marketing		3	30	45	75
T2274	021321411	Performance Management System		3	30	45	75
T2782	021321412	Workforce Planning		3	30	45	75
T2099	021321413	Direct Taxation		3	30	45	75
T2036	021321414	Financial Management		3	30	45	75
	<u> </u>	Total I	Required Credits	3	30	45	75



### Symbiosis Centre for Management Studies, Nagpur Bachelor of Business Administration Programme Structure 2019-22

#### Celebrating 50 Years of Excellence

#### Annexure A

Catalog Course Code	Course Code	Course Title	Specialization	Credit	Internal Marks	External Marks	Total Marks
Manag Psychol "Service "Financi	ement" (0213 ogy" (021321 Learning" (03 ial Manageme er Global Imn	s under Global Immersion Prog 21401), "Research Methodolog 404), "Introduction to photogra 21321407), "Introduction to Dig ent" (021321414), "French A-1 - nersion Programme (02132142 21422) and "Integrated Disaste	gy" (021321402), "Co aphy" (021321405), " gital Marketing" (0213 Paper3" (021321415 1) will need to addition	ompany La Intellectua 321409), "I ) will be wonally con	w" (0213 I Propert Direct Tax aived off aplete a c	21403), "I y Law" (02 kation" (0 . However course "Pr	ndustrial 21321406), 21321413), student/s
T2803	021321422	Project		3	75	0	75
G2030	021321421	Global Immersion Programme		30	0	0	750
		Total I	Required Credits	33	75	0	825

Note: For students under Global Immersion Programme (021321423), courses "Fundamentals of Quality Management" (021321401), "Research Methodology" (021321402), "Company Law" (021321403), "Industrial Psychology" (021321404), "Introduction to photography" (021321405), "Intellectual Property Law" (021321406), "Service Learning" (021321407), "Introduction to Digital Marketing" (021321409), "Services Marketing" (021321410), "Financial Management" (021321414) will be waived off. However student/s under Global Immersion Programme (021321423) will need to additionally complete a course "Project" (021321424) and "Integrated Disaster Management" (021321408) for the waiver.

**GIP** 

T2802	021321424	Project		2	50	0	50
G2027	021321423	Global Immersion Programme		27	0	675	675
		Total I	Required Credits	29	50	675	725

Note: For students under Global Immersion Programme (021321425), courses "Fundamentals of Quality Management" (021321401), "Industrial Psychology" (021321404), "Introduction to photography" (021321405), "Workforce Planning" (021321412) will be waived off. However student/s under Global Immersion Programme (021321425) will need to additionally complete a course "Project" (021321431) and "Integrated Disaster Management" (021321408) for the waiver.

GIP

G2011	021321425	Global Immersion Programme		11	0	275	275
T2801	021321431	Project		1	25	0	25
		Total I	Required Credits	12	25	275	300

Note: For students under Global Immersion Programme (021321426), courses "Fundamentals of Quality Management" (021321401), "Research Methodology" (021321402), "Company Law" (021321403), "Industrial Psychology" (021321404), "Introduction to photography" (021321405), "Intellectual Property Law" (021321406), "Service Learning" (021321407), "Introduction to Digital Marketing" (021321409), "Services Marketing" (021321410), "Financial Management" (021321414), "French A-1 - Paper3" (021321415) will be waived off. However student/s under Global Immersion Programme (021321426) will need to additionally complete a course "Project" (021321422) and "Integrated Disaster Management" (021321408) for the waiver.

GIP

T2803	021321422	Project		3	75	0	75
G2030	021321426	Global Immersion Programme		30	0	750	750
		Total I	Required Credits	33	75	750	825



# Symbiosis Centre for Management Studies, Nagpur **Bachelor of Business Administration Programme Structure 2019-22**

#### Annexure A

elebrating 50 Y	ears of Excellence		Annexure A				
Catalog Course Code	Course Code	Course Title	Specialization	Credit	Marks	External Marks	Total Marks
Manage "Intelle "Direct T	ment" (02132 ctual Propert axation" (02	s under Global Immersion Prog 1401), "Research Methodology ry Law" (021321406), "Service I 1321413), "Financial Managem rer student/s under Global Imm	." (021321402), "Intro Learning" (02132140) ent" (021321414), "F	oduction to 7), "Workforence 7)	o photog orce Plan - Paper3'	raphy" (02 ning" (02 ' (0213214	21321405), 1321412), l15) will be
		'Project" (021321424) and "Inte					
T2802	021321424	Project		2	50	0	50
G2025	021321427	Global Immersion Programme		25	0	625	625
		Total 1	Required Credits	27	50	625	675
(0213 (0213214)	21409), "Serv 15) will be wa	ty Law" (021321406), "Service l rices Marketing" (021321410), aived off. However student/s u te a course "Project" (0213214 th	"Workforce Planning nder Global Immersi	ı" (021321 <i>4</i> on Prograi	112),"Fre nme (021	nch A-1 -  321428) v	Paper3" vill need to
T2802	021321424	Project		2	50	0	50
G2024	021321428	Global Immersion Programme		24	0	600	600
		Total I	Required Credits	26	50	600	650
"Intelle "Direct be wai	ctual Propert Taxation" (02 ved off. How	1401), "Research Methodology by Law" (021321406), "Service I 21321413), "Financial Manager ever student/s under Global Im 'Project" (021321424) and "Inte	_earning" (02132140 nent" (021321414), " mersion Programme	7), "Servic German A (02132142	es Marke -1 - Pape 29) will ne	ting" (02 r3" (02132 eed to add	1321410), 21416) will ditionally
T2802	021321424	Project		2	50	0	50
G2025	021321429	Global Immersion Programme		25	0	625	625
			Required Credits	27	50	625	675
Manage to p "Introd (021321	ment" (02132 hotography" uction to Dig 414), "French	s under Global Immersion Prog 1401), "Research Methodology (021321405),"Intellectual Prop ital Marketing" (021321409), "S A-1 - Paper3" (021321415) will 1430) will need to additionally Disaster Managemen	y" (021321402), "Con erty Law" (021321400 ervices Marketing" l be waived off. Howe complete a course "	npany Law 6), "Servic (02132141 ever stude Project" (0	r" (02132 e Learnin 0), "Finar nt/s unde	1403), "In g" (02132 ncial Mana er Global I	troduction 1407), agement" mmersion
T2802	021321424	Project	OII .	2	50	0	50
G2028	021321424	Global Immersion Programme		28	0	700	700
		<u> </u>	Required Credits	30	50	700	750
			GIP				
G2030	021321417	Global Immersion Programme		30	0	750	750

30/10/2021 (R-4)



# Symbiosis Centre for Management Studies, Nagpur Bachelor of Business Administration Programme Structure 2019-22

Celebrating 50 Years of Excellence

## Annexure A

		•					
Catalog Course Code	Course Code	Course Title	Specialization	Credit	Internal Marks	External Marks	Total Marks
(0213214 (0213214 Marketing (0213214 (0213214	101),"Researc 105),"Intellectu g" (021321409 111),"Workford 114),"French A	er Global Immersion Programme h Methodology" (021321402),"Co lal Property Laws" (021321406)," B),"Services Marketing" (0213214 ce Planning" (021321412),"Direct A-1 - Paper3" (021321415),"Germ	ompany Law" (021321 'Service Learning" (02 10),"Performance Ma Taxation" (02132141;	403),"Intro 1321407),' nagement 3),"Financi 1321416) v	duction to 'Introducti System" al Manage vill be wai	Photograp on to Digit ement" ved off.	ohy" al
G2029	021321418	Global Immersion Programme		29	0	725	725
(0213214 (0213214 (0213214 Managen	01),"Researcl 04),"Introduct 07),"Introduct nent System"	er Global Immersion Programme h Methodology" (021321402),"Co tion to Photography" (021321405 tion to Digital Marketing" (021321 (021321411),"Workforce Plannin 414) will be waived off.	ompany Law" (021321 ),"Intellectual Property 409),"Services Marke g" (021321412),"Direc	403),"Indus Laws" (02 ting" (0213	strial Psyc (1321406) (21410),"P	hology" ,"Service I erformanc	_earning" :e
00000	004004440	Old Allender	GIP	00	0	005	005
G2033	021321419	Global Immersion Programme or Global Immersion Programme		33	0	825	825
		ry non-letter grade course "Integ					
			GIP	0-			
G2027 Note: For	021321420 students und	Global Immersion Programme er Global Immersion Programme	GIP (021321420), course				
G2027  Note: For (0213214 Laws" (02 Marketing Taxation)	021321420 students und (01),"Research (21321406),"Se (213214106),"Se (213214106)	Global Immersion Programme er Global Immersion Programme h Methodology" (021321402),"Intervice Learning" (021321407),"In 0),"Performance Management Sy "Financial Management" (02132	GIP  a (021321420), course production to Photograte troduction to Digital Mustem" (021321411),"Value (1414),"French A-1 - P	es "Fundam phy" (0213 arketing" (( Vorkforce F	nentals of 21405),"Ir 021321409 Planning" (	Quality Mantellectual 9),"Service 02132141	anagement" Property es 2),"Direct
G2027  Note: For (0213214 Laws" (02 Marketing Taxation)	021321420 students und (01),"Research (21321406),"Se (3" (021321410) (021321413) (21416) will be	Global Immersion Programme er Global Immersion Programme h Methodology" (021321402),"Intervice Learning" (021321407),"In 0),"Performance Management Sy "Financial Management" (02132	e (021321420), course troduction to Photogra troduction to Digital Mestem" (021321411),"V	es "Fundam phy" (0213 arketing" (( Vorkforce F	nentals of 21405),"Ir 021321409 Planning" (	Quality Mantellectual 9),"Service 02132141	anagement" Property es 2),"Direct
G2027  Note: For (0213214 Laws" (02 Marketing Taxation' 3" (02132 G2011  Note: For (0213214	021321420  r students und 01),"Research 21321406),"Se g" (021321410) (021321413) 21416) will be  021321425	Global Immersion Programme  er Global Immersion Programme h Methodology" (021321402),"Intervice Learning" (021321407),"In 0),"Performance Management Sy ,"Financial Management" (02132 waived off.  Global Immersion Programme al Psychology" (021321404), "Intervived off.  Se	e (021321420), course production to Photogra troduction to Digital M stem" (021321411),"V:1414),"French A-1 - P GIP  e (021321425), course production to photograp	es "Fundam phy" (0213 arketing" (0 Vorkforce F aper3" (02	nentals of 21405),"Ir 22132140 Planning" ( 1321415), 0	Quality Mantellectual 9),"Service 02132141 "German A 275	anagement" Property es 2),"Direct A-1 - Paper  275  nagement"
G2027  Note: For (0213214 Laws" (02 Marketing Taxation' 3" (02132 G2011 Note: For (0213214 (0213214 G213214 G213214 G213214 G2011 G2	021321420  students und (01), "Research (21321406), "Se (021321410) (021321413) (21416) will be (021321425) (students und (01), "Industria (12) will be wa	Global Immersion Programme h Methodology" (021321402),"Intervice Learning" (021321407),"Intervice Learning" (021321407),"Intervice Learning" (021321407), "Intervice Learning" (021321407), "Financial Management" (02132 waived off.  Global Immersion Programme al Psychology" (021321404), "Intraived off.  Se Generic	GIP  (021321420), course roduction to Photogra troduction to Digital M stem" (021321411),"V:1414),"French A-1 - P  GIP  (021321425), course roduction to photograp	es "Fundam phy" (0213 arketing" (0 Vorkforce F aper3" (02 11 s "Fundam hy" (02132	nentals of 21405),"Ir 22132140 Planning" ( 1321415), 0	Quality Mantellectual 9),"Service 02132141 "German A 275	anagement" Property es 2),"Direct A-1 - Paper  275  nagement"
G2027  Note: For (0213214 Laws" (02 Marketing Taxation' 3" (02132 G2011  Note: For (0213214	021321420  r students und (01), "Research (21321406), "Se (3" (021321410) (1021321413) (21416) will be  021321425  r students und (01), "Industria	Global Immersion Programme  er Global Immersion Programme h Methodology" (021321402),"Intervice Learning" (021321407),"In 0),"Performance Management Sy ,"Financial Management" (02132 waived off.  Global Immersion Programme al Psychology" (021321404), "Intervived off.  Se	e (021321420), course production to Photogra troduction to Digital M stem" (021321411),"V:1414),"French A-1 - P GIP  e (021321425), course production to photograp	es "Fundam phy" (0213 arketing" (0 Vorkforce F aper3" (02	nentals of 21405),"Ir 22132140 Planning" ( 1321415), 0	Quality Mantellectual 9),"Service 02132141 "German A 275	anagement" Property es 2),"Direct A-1 - Paper  275  nagement"
G2027  Note: For (0213214 Laws" (02 Marketing Taxation' 3" (02132 G2011 Note: For (0213214 (0213214 G213214 G213214 G213214 G2011 G2	021321420  students und (01), "Research (21321406), "Se (021321410) (021321413) (21416) will be (021321425) (students und (01), "Industria (12) will be wa	Global Immersion Programme h Methodology" (021321402),"Intervice Learning" (021321407),"Intervice Learning" (021321407),"Intervice Learning" (021321407),"Intervice Learning" (021321407), "Financial Management" (02132 waived off.  Global Immersion Programme al Psychology" (021321404), "Intraived off.  Se Generic Corporate Governance and	e (021321420), course production to Photogra troduction to Digital M stem" (021321411),"V:1414),"French A-1 - P GIP  e (021321425), course production to photograp	es "Fundam phy" (0213 arketing" (0 Vorkforce F aper3" (02 11 s "Fundam hy" (02132	nentals of 21405), "Ir 22132140 Planning" ( 1321415), 0 entals of ( 21405), "W	Quality Mantellectual 9),"Service 02132141 "German 275 Quality Ma	anagement" Property es 2),"Direct A-1 - Paper  275  nagement" Planning"
G2027  Note: For (0213214 Laws" (02 Marketing Taxation' 3" (0213214 (0213214 T2783	021321420  students und (01), "Research (21321406), "Se (3" (021321410) (1 (021321413) (21416) will be (021321425) (2 students und (01), "Industria (12) will be wa	Global Immersion Programme h Methodology" (021321402),"Intervice Learning" (021321407),"Intervice Learning" (021321407),"Intervice Learning" (021321407),"Intervice Learning" (021321407), "Financial Management" (02132 waived off.  Global Immersion Programme al Psychology" (021321404), "Intraived off.  Se  Generic  Corporate Governance and Ethics  Business Entrepreneurship  Supply Chain Management	e (021321420), course production to Photogra troduction to Digital M stem" (021321411),"V:1414),"French A-1 - P GIP  e (021321425), course production to photograp	es "Fundam phy" (0213 arketing" (0 Vorkforce F aper3" (02 11 s "Fundam hy" (02132	nentals of 21405), "Ir 221321409 (1321415), "Ir 21415), "Ir 21405), "V	Quality Mantellectual 9),"Service 02132141 "German 275 Quality Mandorkforce F	anagement" Property es 2),"Direct A-1 - Paper  275  nagement" Planning"
G2027  Note: For (0213214 Laws" (02 Marketing Taxation' 3" (02132 Marketing Taxation' 3" (0213214 Marketing Taxation T	021321420  students und (01), "Research (21321406), "Se (3" (021321410) (021321413) (21416) will be  021321425 (students und (01), "Industria (12) will be wa  021321501  021321502	Global Immersion Programme h Methodology" (021321402),"Intervice Learning" (021321407),"Intervice Learning" (021321407),"Intervice Learning" (021321407),"Intervice Learning" (021321407),"Intervice Learning" (021321407),"Intervice off.  Global Immersion Programme of Psychology" (021321404), "Intervice off.  See  Generic  Corporate Governance and Ethics Business Entrepreneurship	e (021321420), course production to Photograt troduction to Digital M stem" (021321411),"V:1414),"French A-1 - P GIP  e (021321425), course production to photograp mester : 5 c Core Courses	es "Fundam phy" (0213 arketing" (0 Vorkforce F aper3" (02 11 s "Fundam hy" (02132 2 4 2	nentals of 21405), "Ir 221321405), "Ir 221321415), "Western a construction of the cons	Quality Mantellectual 9), "Service 02132141 "German value 275 Quality Mander of 1900 and 1900	anagement" Property es 2),"Direct A-1 - Paper  275  nagement" Planning"  50  100 50  Non Letter Grade
G2027  Note: For (0213214 Laws" (02 Marketing Taxation' 3" (02132 Marketing Taxation' 12783 Marketing Taxation Taxati	021321420  r students und (01), "Research (21321406), "Se (21321410) (021321413) (21416) will be  021321425  r students und (01), "Industria (12) will be wa  021321501  021321502  021321503	Global Immersion Programme In Methodology" (021321402), "Intervice Learning" (021321407), "Intervice Learning" (021321407), "Intervice Learning" (021321407), "Intervice Learning" (021321407), "Financial Management" (021321407), "Financial Management" (021321407), "Interview off.  Global Immersion Programme al Psychology" (021321404), "Interview off.  Se  Generic  Corporate Governance and Ethics  Business Entrepreneurship  Supply Chain Management  Certificate in COVID-19 Care for the Community *	GIP  (021321420), course roduction to Photograt troduction to Digital M retem" (021321411),"V:1414),"French A-1 - P  GIP  (021321425), course roduction to photograp mester : 5  Core Courses  Total	es "Fundamphy" (0213 arketing" (0 Vorkforce Faper3" (02  11 s "Fundamhy" (02132  2 4 2 0 8	nentals of 21405), "Ir 221321405 of 1321415), "Western the second	Quality Mantellectual 9), "Service 02132141 "German value 275  Quality Mandorkforce For 30 60 30	anagement" Property es 2), "Direct A-1 - Paper  275  nagement" Planning"  50  100 50  Non Letter
G2027  Note: For (0213214 Laws" (02 Marketing Taxation' 3" (02132 Marketing Taxation' 12783 Marketing Taxation Taxati	021321420  r students und (01), "Research (21321406), "Se (21321410) (021321413) (21416) will be  021321425  r students und (01), "Industria (12) will be wa  021321501  021321502  021321503	Global Immersion Programme  Per Global Immersion Programme  In Methodology" (021321402), "Intervice Learning" (021321407), "Intervice Learning" (021321407), "Intervice Learning" (021321407), "Financial Management" (02132 waived off.  Global Immersion Programme  Per Global Immersion Pro	GIP  (021321420), course roduction to Photograt troduction to Digital M retem" (021321411),"V:1414),"French A-1 - P  GIP  (021321425), course roduction to photograp mester : 5  Core Courses  Total	es "Fundamphy" (0213 arketing" (0 Vorkforce Faper3" (02  11 s "Fundamhy" (02132  2 4 2 0 8	nentals of 21405), "Ir 221321405 of 1321415), "Western the second	Quality Mantellectual 9), "Service 02132141 "German value 275 Quality Mander of 1900 and 1900	anagement" Property es 2),"Direct A-1 - Paper  275  nagement" Planning"  50  100 50  Non Letter Grade

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# Symbiosis Centre for Management Studies, Nagpur Bachelor of Business Administration Programme Structure 2019-22

Catalog Course Code	Course Code	Course Title	Specialization	Credit	Internal Marks	External Marks	Total Marks
T2614	021321505	Integrated Marketing Communication	Marketing Management	3	30	45	75
			Total	6	60	90	150
	_	Specialization Core Course	es : Human Resource	Managen	nent		
T2275	021321506	Compensation Management	Human Resource Management	3	30	45	75
T2269	021321507	Organizational Development and Change	Human Resource Management	3	30	45	75
			Total	6	60	90	150
		Specialization Core Co	ourses : Financial Ma	nagement			
T2089	021321508	Auditing	Financial Management	3	30	45	75
T2044	021321509	Security Analysis and Portfolio Management	Financial Management	3	30	45	75
			Total	6	60	90	150
		Generic Elec	tive Courses Group				
T2467	021321504	Fundamentals of Brand Management		3	30	45	75
T2614	021321505	Integrated Marketing Communication		3	30	45	75
T2275	021321506	Compensation Management		3	30	45	75
T2269	021321507	Organizational Development and Change		3	30	45	75
T2089	021321508	Auditing		3	30	45	75
T2044	021321509	Security Analysis and Portfolio Management		3	30	45	75
		Total	Required Credits	3	30	45	75
		Se	mester : 6				
-			Core Courses	1		, ,	
T2802		Project I		2	50	0	50
T2569	021321602	Strategic Management		3	30	45	75
			Total	5	80	45	125
1		Specialization Core Co		nagement	t T	, , , , , , , , , , , , , , , , , , ,	
T2719	021321603	Elementary Retail Marketing	Marketing Management	3	30	45	75
T2466	021321604	Fundamentals of B2B Marketing	Marketing Management	3	30	45	75
			Total	6	60	90	150
		Specialization Core Course		e Managen	nent		
T2276	021321605	Cross Cultural Management	Human Resource Management	3	30	45	75



# Symbiosis Centre for Management Studies, Nagpur Bachelor of Business Administration Programme Structure 2019-22

Catalog Course Code	Course Code	Course Title	Specialization	Credit	Internal Marks	External Marks	Total Marks	
T2273	021321606	Emotional Intelligence for Personal Growth	Human Resource Management	3	30	45	75	
			Total	6	60	90	150	
	Specialization Core Courses : Financial M				ınagement			
T2105	021321607	Mergers and Acquisitions	Financial Management	3	30	45	75	
T2107	021321608	Working Capital Management	Financial Management	3	30	45	75	
			Total	6	60	90	150	
Generic Elective Courses Group								
T2719	021321603	Elementary Retail Marketing		3	30	45	75	
T2466	021321604	Fundamentals of B2B Marketing		3	30	45	75	
T2276	021321605	Cross Cultural Management		3	30	45	75	
T2273	021321606	Emotional Intelligence for Personal Growth		3	30	45	75	
T2105	021321607	Mergers and Acquisitions		3	30	45	75	
T2107	021321608	Working Capital Management		3	30	45	75	
		Total	Required Credits	3	30	45	75	



# Symbiosis Centre for Management Studies, Nagpur Bachelor of Business Administration Programme Structure 2019-22

Semester	Internal Credits	External Credits	<b>Total Credits</b>	Total Marks	
	Ma	rketing Managemen	t	•	
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	0	17	17	425	
Semester 6	2	12	14	350	
Total	16	134	150	3750	
	Humai	n Resource Manage	ment	•	
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	0	17	17	425	
Semester 6	2	12	14	350	
Total	16	134	150	3750	
	Fii	nancial Managemen	t	•	
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	0	17	17	425	
Semester 6	2	12	14	350	
Total	16	134	150	3750	