



Celebrating 50 Years of Excellence

Symbiosis Centre for Management Studies, Nagpur
Bachelor of Business Administration
Programme Structure 2020-23

Annexure A

Catalog Course Code	Course Code	Course Title	Specialization	Credit	Internal Marks	External Marks	Total Marks
Semester : 1							
Generic Core Courses							
T3218	0213210101	Basics of Management Information Systems		4	40	60	100
T2465	0213210102	Fundamentals of Marketing		4	40	60	100
T2264	0213210103	Human Resource Management		4	40	60	100
T6375	0213210104	Business Communication		4	40	60	100
T6156	0213210105	Principles of Microeconomics		4	40	60	100
T1029	0213210106	Law of Contract		4	40	60	100
T2092	0213210107	Financial Statement Analysis		3	30	45	75
T2202	0213210108	Business Mathematics		2	20	30	50
Total				29	290	435	725
Semester : 2							
Generic Core Courses							
T2205	0213210201	Business Statistics		4	40	60	100
T2484	0213210202	Core Environmental Studies		4	40	60	100
T2451	0213210203	Introduction to Costing		4	40	60	100
T2263	0213210204	Organizational Behaviour		4	40	60	100
T6148	0213210205	Principles of Macroeconomics		4	40	60	100
T2384	0213210206	Introduction to International Business		3	30	45	75
T2135	0213210207	Sales and Distribution Management		3	30	45	75
T2474	0213210208	Project Business Development		2	50	0	50
Total				28	310	390	700
Generic Elective Courses Group							
T6191	0213210209	French A-1 - Paper 1		4	40	60	100
T6197	0213210210	German A-1 - Paper 1		4	40	60	100
Total Required Credits				4	40	60	100
Semester : 3							
Generic Core Courses							
T1134	0213210301	Company Law		3	75	0	75
T2112	0213210302	Indian Banking and Financial System		4	40	60	100
T2207	0213210303	Operations Research		4	40	60	100
TH4095	0213210312	Fitness for Life *		0	0	0	Non Letter Grade
T3258	0213210313	Current Trends and Practices in IT		3	30	45	75
Total				14	185	165	350



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Specialization Core Courses : Marketing Management							
T2119	0213210304	Consumer Behaviour and Insights	Marketing Management	3	30	45	75
T2468	0213210305	Fundamentals of Rural Marketing	Marketing Management	3	30	45	75
Total				6	60	90	150
Specialization Core Courses : Human Resource Management							
T2270	0213210306	Industrial Relations	Human Resource Management	3	30	45	75
T2268	0213210307	Training and Development	Human Resource Management	3	30	45	75
Total				6	60	90	150
Specialization Core Courses : Financial Management							
T2100	0213210308	Financial Regulatory Environment	Financial Management	3	30	45	75
T2088	0213210309	Management Accounting	Financial Management	3	30	45	75
Total				6	60	90	150
Generic Elective Courses Group							
T2119	0213210304	Consumer Behaviour and Insights		3	30	45	75
T2468	0213210305	Fundamentals of Rural Marketing		3	30	45	75
T2270	0213210306	Industrial Relations		3	30	45	75
T2268	0213210307	Training and Development		3	30	45	75
T2100	0213210308	Financial Regulatory Environment		3	30	45	75
T2088	0213210309	Management Accounting		3	30	45	75
Total Required Credits				3	30	45	75
Generic Elective Courses Group							
T6192	0213210310	French A-1 - Paper 2		4	40	60	100
T6198	0213210311	German A -1 - Paper 2		4	40	60	100
Total Required Credits				4	40	60	100
Semester : 4							
Generic Core Courses							
T2158	0213210401	Fundamentals of Quality Management		4	40	60	100
T2208	0213210402	Research Methodology		4	40	60	100
T2803	0213210403	Project - I		3	75	0	75
T8000	0213210404	Service Learning		4	100	0	100



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T4005	0213210405	Integrated Disaster Management *		0	0	0	Non Letter Grade
Total				15	255	120	375
Specialization Core Courses : Marketing Management							
T2471	0213210406	Introduction to Digital Marketing	Marketing Management	3	30	45	75
T2744	0213210407	Services Marketing	Marketing Management	3	30	45	75
Total				6	60	90	150
Specialization Core Courses : Human Resource Management							
T2274	0213210408	Performance Management System	Human Resource Management	3	30	45	75
T2782	0213210409	Workforce Planning	Human Resource Management	3	30	45	75
Total				6	60	90	150
Specialization Core Courses : Financial Management							
T2099	0213210410	Direct Taxation	Financial Management	3	30	45	75
T2036	0213210411	Financial Management	Financial Management	3	30	45	75
Total				6	60	90	150
Generic Elective Courses Group							
T6193	0213210412	French A-1 - Paper3		4	40	60	100
T6199	0213210413	German A-1 - Paper 3		4	40	60	100
Total Required Credits				4	40	60	100
Generic Elective Courses Group							
T2471	0213210406	Introduction to Digital Marketing		3	30	45	75
T2744	0213210407	Services Marketing		3	30	45	75
T2274	0213210408	Performance Management System		3	30	45	75
T2782	0213210409	Workforce Planning		3	30	45	75
T2099	0213210410	Direct Taxation		3	30	45	75
T2036	0213210411	Financial Management		3	30	45	75
Total Required Credits				3	30	45	75
Semester : 5							
Generic Core Courses							
T2783	0213210501	Corporate Governance and Ethics		2	20	30	50
T2804	0213210502	Project II		4	100	0	100



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Catalog Course Code	Course Code	Course Title	Specialization	Credit	Internal Marks	External Marks	Total Marks
T2530	0213210503	Supply Chain Management		2	20	30	50
Total				8	140	60	200
Specialization Core Courses : Marketing Management							
T2467	0213210504	Fundamentals of Brand Management	Marketing Management	3	30	45	75
T2614	0213210505	Integrated Marketing Communication	Marketing Management	3	30	45	75
Total				6	60	90	150
Specialization Core Courses : Human Resource Management							
T2275	0213210506	Compensation Management	Human Resource Management	3	30	45	75
T2269	0213210507	Organizational Development and Change	Human Resource Management	3	30	45	75
Total				6	60	90	150
Specialization Core Courses : Financial Management							
T2089	0213210508	Auditing	Financial Management	3	30	45	75
T2044	0213210509	Security Analysis and Portfolio Management	Financial Management	3	30	45	75
Total				6	60	90	150
Generic Elective Courses Group							
T2467	0213210504	Fundamentals of Brand Management		3	30	45	75
T2614	0213210505	Integrated Marketing Communication		3	30	45	75
T2275	0213210506	Compensation Management		3	30	45	75
T2269	0213210507	Organizational Development and Change		3	30	45	75
T2089	0213210508	Auditing		3	30	45	75
T2044	0213210509	Security Analysis and Portfolio Management		3	30	45	75
Total Required Credits				3	30	45	75
Semester : 6							
Generic Core Courses							
T2781	0213210601	Global Business Environment		4	40	60	100
T2352	0213210602	Business Modeling and Business Plan Fundamentals		4	40	60	100
Total				8	80	120	200
Specialization Core Courses : Marketing Management							
T2719	0213210603	Elementary Retail Marketing	Marketing Management	3	30	45	75



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T2466	0213210604	Fundamentals of B2B Marketing	Marketing Management	3	30	45	75
Total				6	60	90	150
Specialization Core Courses : Human Resource Management							
T2276	0213210605	Cross Cultural Management	Human Resource Management	3	30	45	75
T2273	0213210606	Emotional Intelligence for Personal Growth	Human Resource Management	3	30	45	75
Total				6	60	90	150
Specialization Core Courses : Financial Management							
T2105	0213210607	Mergers and Acquisitions	Financial Management	3	30	45	75
T2107	0213210608	Working Capital Management	Financial Management	3	30	45	75
Total				6	60	90	150
Generic Elective Courses Group							
T2719	0213210603	Elementary Retail Marketing		3	30	45	75
T2466	0213210604	Fundamentals of B2B Marketing		3	30	45	75
T2276	0213210605	Cross Cultural Management		3	30	45	75
T2273	0213210606	Emotional Intelligence for Personal Growth		3	30	45	75
T2105	0213210607	Mergers and Acquisitions		3	30	45	75
T2107	0213210608	Working Capital Management		3	30	45	75
Total Required Credits				3	30	45	75



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Semester	Internal Credits	External Credits	Total Credits	Total Marks
Marketing Management				
Semester 1	0	29	29	725
Semester 2	2	30	32	800
Semester 3	3	24	27	675
Semester 4	7	21	28	700
Semester 5	4	13	17	425
Semester 6	0	17	17	425
Total	16	134	150	3750
Human Resource Management				
Semester 1	0	29	29	725
Semester 2	2	30	32	800
Semester 3	3	24	27	675
Semester 4	7	21	28	700
Semester 5	4	13	17	425
Semester 6	0	17	17	425
Total	16	134	150	3750
Financial Management				
Semester 1	0	29	29	725
Semester 2	2	30	32	800
Semester 3	3	24	27	675
Semester 4	7	21	28	700
Semester 5	4	13	17	425
Semester 6	0	17	17	425
Total	16	134	150	3750