

Symbiosis Centre for Management Studies, Nagpur
Bachelor of Business Administration (Honours/ Honours with Research)
Programme Structure 2023-27

1.	OBJECTIVE	<p>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.</p> <p>To make education accessible to students across borders of religion, geography, caste or gender.</p> <p>To provide an environment that facilitates holistic development of the student personality.</p> <p>To foster thinking minds that are sensitive to societal needs and issues thus making them good human beings and responsible members of society.</p> <p>To stimulate in students an interest in research and initiate them into research methodologies.</p>				
2.	DURATION (IN MONTHS)	48 (Full Time) With Multiple Entry and Multiple Exit Options				
3.	INTAKE	180				
4.	RESERVATION	I. Within the sanctioned intake	a) SC (In Percentage)	b) ST (In Percentage)	c) Differently abled (In Percentage)	d) Domicile of Nagpur (In Percentage)
			15	7.5	3	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 Migrants (In Seats)		b) International Students (In Percentage)	
			2		15	

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 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. 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>The details of the courses are given in Annexure A.</p> <p>List of Majors Offered-</p> <ol style="list-style-type: none"> 1. Human Resource Management 2. Marketing Management 3. Financial Management <p>List of Minors Offered-</p> <ol style="list-style-type: none"> 1. Human Resource Management 2. Marketing Management 3. Financial Management 			
10.	FEE		Academic Fee p.a	Institute Deposit	Total
	Indian Students	Other than Nagpur Domicile			
		Nagpur Domicile			
		International Students (USD equivalent to INR)			

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 10.000 corresponding to O. 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 each 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 program.
13.	AWARD OF DEGREE/ DIPLOMA/ CERTIFICATE	<p>Bachelor of Business Administration with the applicable Major and applicable Minor 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.</p> <p>Bachelor of Business Administration Honours with the applicable Major and applicable Minor will be awarded at the end of semester VIII by taking into consideration the performance of all semester examinations after obtaining 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 semester VIII by taking into consideration the performance of all semester examinations after obtaining minimum 4.00 CGPA out of 10 CGPA.</p> <p>Diploma in Business Administration will be awarded at the end of semester IV by taking into consideration the performance of all semester examinations after obtaining minimum 4.00 CGPA out of 10 CGPA and the successful completion of the 4 credit Vocational Course in the summer.</p> <p>Certificate in Business Administration will be awarded at the end of semester II by taking into consideration the performance of all semester examinations after obtaining minimum 4.00 CGPA out of 10 CGPA and the successful completion of the 4 credit Vocational Course in the summer.</p>

Semester	Discipline-Specific	Major	Minor	Multi-disciplinary	Ability Enhancement	Skill Enhancement	Value Added	Summer Internship	Research Project / Dissertation	Non-letter Grade Mandatory	Total Credits
I	2	4	4	3	2	3	2	-	-	-	20
II	2	4	4	3	2	3	2	-	-	-	20
III	-	6	4	3	2	3	2	-	-	-	20
IV	-	12	4	-	2	-	-	2	-	-	20
V	-	16	4	-	-	-	-	-	-	-	20
VI	-	16	4	-	-	-	-	-	-	-	20
VII	-	16	4	-	-	-	-	-	-	-	20
VIII (H)	-	12	8	-	-	-	-	-	-	-	20
VIII (R)	-	4	4	-	-	-	-	-	12	-	20
Total	4	86	36	9	8	9	6	2	0	0	160
	4	78	32	9	8	9	6	2	12	0	160

The students exiting the programme after semester-II and semester-IV should complete one 4-credit vocational course in the summer to obtain the Certificate/Diploma.

* Satisfactory completion of the non-letter grade courses 'Vasudhaiv Kutumbkam'-1 Credit, 'Core Environmental Studies' -2 Credits, 'Fitness for Life'-1 Credit, 'Emotional Wellbeing'- 1 Credit and 'Integrated Disaster Management'- 1 Credit is mandatory for the award of degree.

Annexure A

Semester: I							
		Course Title	Major / Minor	Credits	Internal Marks	External Marks	Total Marks
Discipline-Specific Courses – Compulsory							
T2534		Foundation of Mathematics		1	10	15	25
T2554		Principles and Practices of Management		1	10	15	25
Major Courses- Students to Choose ANY ONE							
T2465		Fundamentals of Marketing	Marketing Management	4	40	60	100
T2263		Organizational Behavior	Human Resource Management -	4	40	60	100
T2825		Fundamentals of Accounting	Financial Management	4	40	60	100
Minor Courses- Choose ANY ONE (cannot be the same as Major specialization)							
T2465		Fundamentals of Marketing	Marketing Management	4	40	60	100
T2263		Organizational Behavior	Human Resource Management -	4	40	60	100
T2825		Fundamentals of Accounting	Financial Management	4	40	60	100
Multidisciplinary Courses - (To choose from SIU Basket)							
		MD1		3	30	45	75
Ability Enhancement Course- Choose any one							
T6362		Speech and Communication		2	20	30	50
T6098		Introduction to Better Language Skills		2	20	30	50

Skill Enhancement Course- Compulsory							
TH4486		Basics of MS Office		3	30	45	75
Common Value-Added Courses (To choose from SIU Basket)							
		CVAC1		2	20	30	50
Total				20			
Notes:							

Semester: II

Catalog Course Code	Course Code	Course Title	Major/ Minor	Credits	Internal Marks	External Marks	Total Marks
Discipline-Specific Courses- Compulsory							
T2225		Research Methodology		1	10	15	25
T2212		Fundamentals of Economics		1	10	15	25
Major Courses- Students to Choose ANY ONE							
T2466		Fundamentals of B2B Marketing	Marketing Management	4	40	60	100
T2264		Human Resource Management	Human Resource Management -	4	40	60	100
T2451		Introduction to Costing	Financial Management	4	40	60	100
Minor Courses- Choose any one (cannot be the same as Major specialization)							
T2466		Fundamentals of B2B Marketing	Marketing Management	4	40	60	100
T2264		Human Resource Management	Human Resource Management -	4	40	60	100
T2451		Introduction to Costing	Financial Management	4	40	60	100
Multidisciplinary Courses - (To choose from SIU Basket)							
		MD2		3	30	45	75
Ability Enhancement Course- Choose any one							
T6232		Indian Kaleidoscope-Culture and Communication		2	20	30	50
T6003		Marathi 1		2	20	30	50
Skill Enhancement Course- Compulsory							
T3646		Advance Excel		3	30	45	75
Common Value-Added Courses (To choose from SIU Basket)							
		CVAC2		2	20	30	50
Total				20			
Vocational Courses (Summer): Only for students who wish to exit after the First Year with a Certificate							

Total				2 4			
Notes:							
Semester: III							
Catalog Course Code	Course Code	Course Title	Major/ Minor	Credits	Internal Marks	External Marks	Total Marks
Major Courses- Students to Choose ANY ONE							
T2881		Consumer Behavior & Insights	Marketing Management	6	60	90	150
T2782		Workforce Planning	Human Resource Management -	6	60	90	150
T2092		Financial Statement Analysis	Financial Management	6	60	90	150
Minor Courses- Choose any one (cannot be the same as Major specialization)							
T2881		Consumer Behavior & Insights	Marketing Management	4	40	60	100
T2782		Workforce Planning	Human Resource Management -	4	40	60	100
T2092		Financial Statement Analysis	Financial Management	4	40	60	100
Multidisciplinary Courses - (To choose from SIU Basket)							
		MD3		3	30	45	75
Ability Enhancement Course- Choose any one							
T6222		Business Communication		2	20	30	50
T6375		Sanskrit 1		2	20	30	50
Skill Enhancement Course- Compulsory							
T3647		Data Analytics using MS-Excel		3	30	45	75
Common Value-Added Courses (To choose from SIU Basket)							

		CVAC3		2	20	30	50
Total				2			
				0			
Notes:							
Semester: IV							
Catalog Course Code	Course Code	Course Title	Major/ Minor	Credits	Internal Marks	External Marks	Total Marks
Major Courses- Students to Choose ANY ONE							
T2882 T2471		<ul style="list-style-type: none"> • Services Marketing • Introduction to Digital Marketing 	Marketing Management	6 6	60 60	90 90	150 150
T2274 T2267		<ul style="list-style-type: none"> • Performance Management System • Managerial Competencies and Career Development 	Human Resource Management -	6 6	60 60	90 90	150 150
T2112 T2101		<ul style="list-style-type: none"> • Indian Banking and Financial System • Financial Management 	Financial Management	6 6	60 60	90 90	150 150
Minor Course- Compulsory							
Minor Courses- Choose any one (cannot be the same as Major specialization)							
T2882 T2471		Services Marketing OR Introduction to Digital Marketing	Marketing Management	4	40	60	100
T2274 T2267		Performance Management System OR Managerial Competencies and Career Development	Human Resource Management -	4	40	60	100
T2112		Indian Banking and Financial System	Financial Management	4	40	60	100

T2101		OR Financial Management					
Ability Enhancement Course- Choose any one							
T5992		Scientific Thinking in Communication		2	20	30	50
T2240		Advanced Business Communication		2	20	30	50
Summer Internships							
		Summer Internship Project		2	20	30	50
Total				20			
Vocational Courses (Summer) Any One: Only for students who wish to exit after the Second Year with a Diploma							
T2781		Global Business Environment		4	40	60	100
T2758		Talent Acquisition & Retention		4	40	60	100
T2606		Finance Strategy		4	40	60	100
Total				2			
Total				4			
Notes:							

Semester: V							
Catalog Course Code	Course Code	Course Title	Major/Minor	Credits	Internal Marks	External Marks	Total Marks
Major Courses- Students to Choose ANY ONE							
T2467 T2461 T2135		Fundamentals of Brand Management Basics of International Marketing Sales and Distribution Management	Marketing Management	6 6 4	60 60 40	90 90 60	150 150 100
T2275 T2276 T2277		Compensation Management Cross Cultural Management HRD Instrument	Human Resource Management -	6 6 4	60 60 40	90 90 60	150 150 100
T2966 T2102 TM2085		Introduction to Corporate Finance Advanced Financial Management Banking Operations Management	Financial Management	6 6 4	60 60 40	90 90 60	150 150 100
Minor Courses- Choose any one (cannot be the same as Major specialization)							
T2467 T2461 T2135		Fundamentals of Brand Management OR Basics of International Marketing OR Sales and Distribution Management	Marketing Management	4	40	60	100
T2275 T2276 T2277		Compensation Management OR Cross Cultural Management OR HRD Instrument	Human Resource Management -	4	40	60	100
T2966 T2102		Introduction to Corporate Finance OR Advanced Financial Management OR	Financial Management	4	40	60	100

TM2085		Banking Operations Management					
Total				20			
Notes:							
Semester: VI							
Catalog Course Code	Course Code	Course Title	Major/Minor	Credits	Internal Marks	External Marks	Total Marks
Major Courses- Students to Choose ANY ONE							
T2719		Elementary Retail Marketing	Marketing Management	6	60	90	150
T2460		Advertising and Public Relations		6	60	90	150
T2741		Customer Relationship Management		4	40	60	100
T2273		Emotional Intelligence & Personal Growth	Human Resource Management -	6	60	90	150
TM2053		Talent Management		6	60	90	150
T2268		Training & Development		4	40	60	100
T2100		Financial Regulatory Environment	Financial Management	6	60	90	150
T2109		Corporate Governance and Finance		6	60	90	150
T2984		Personal Finance		4	40	60	100
Minor Courses- Choose any one (cannot be the same as Major specialization)							
T2719		Elementary Retail Marketing OR Advertising and Public Relations	Marketing Management	4	40	60	100
T2460		OR Customer Relationship Management					
T2741							
T2273		Emotional Intelligence & Personal Growth OR Talent Management	Human Resource Management -	4	40	60	100
TM2053		OR Training & Development					
T2268							

T2100		Financial Regulatory Environment	Financial Management				
T2109		OR Corporate Governance and Finance		4	40	60	100
T2984		OR Personal Finance					
Total				20			
Notes:							
Semester: VII (Honours) (Honours with Research)							
Catalog Course Code	Course Code	Course Title	Major/Minor	Credits	Internal Marks	External Marks	Total Marks
Major Courses- Students to Choose ANY ONE							
TM2113		Introduction to Marketing Analytics	Marketing Management	6	60	90	150
T2746		Business Analytics for Marketing		6	60	90	150
T2468		Fundamentals of Rural Marketing		4	40	60	100
T2270		Industrial Relations	Human Resource Management -	6	60	90	150
T2977		Fundamentals of HR Analytics		6	60	90	150
TM2104		Workforce Analytics		4	40	60	100
T2934		Security Analysis and Portfolio Management	Financial Management	6	60	90	150
T2854		Mergers & Acquisition		6	60	90	150
T2933		Financial Risk Management		4	40	60	100
Minor Courses- Choose any one (cannot be the same as Major specialization)							
TM2113		Introduction to Marketing Analytics	Marketing Management				
T2746		OR Business Analytics for Marketing		4	40	60	100
T2468		OR Fundamentals of Rural Marketing					
T2270		Industrial Relations	Human Resource Management -	4	40	60	100
		OR					

T2977		Fundamentals of HR Analytics OR					
TM2104		Workforce Analytics					
T2934		Security Analysis and Portfolio Management OR	Financial Management				
T2854		Mergers & Acquisition OR		4	40	60	100
T2933		Financial Risk Management					
Total				20			
Notes:							
Semester: VIII (Honours)							
Catalog Course Code	Course Code	Course Title	Major/ Minor	Credits	Internal Marks	External Marks	Total Marks
Major Courses- Students to Choose ANY ONE							
TM2055		Fundamentals of Marketing Research	Marketing Management	4	40	60	100
T2615		Marketing Strategy		4	40	60	100
T2131		Brand Management and Communications		4	40	60	100
T2278		Research Paper Writing in Human Resource Management	Human Resource Management -	4	40	60	100
T2269		Organizational Development & Change		4	40	60	100
T2978		Human Resources & TQM		4	40	60	100
TM2083		Excel, Investment Analysis and Decisions	Financial Management	4	40	60	100
T2993		Taxation		4	40	60	100
T2886		Trade Finance and Forex Risk Management		4	40	60	100
Minor Courses- Choose any one (cannot be the same as Major specialization)							
TM2055		Fundamentals of Marketing Research	Marketing Management	4	40	60	100
		And / OR					
T2615		Marketing Strategy		+	+	+	+
		And / OR					
T2131		Brand Management and Communications		4	40	60	100

T2278		Research Paper Writing in Human Resource Management And /OR	Human Resource Management -	4	40	60	100
T2269		Organizational Development & Change And /OR		+	+	+	+
T2978		Human Resources & TQM		4	40	60	100
TM2083		Excel, Investment Analysis and Decisions And /OR	Financial Management	4	40	60	100
T2993		Taxation And /OR		+	+	+	+
T2886		Trade Finance and Forex Risk Management		4	40	60	100
Total				20			
Notes:							

Semester: VIII (Honours with Research)							
Catalog Course Code	Course Code	Course Title	Major/ Minor	Credits	Internal Marks	External Marks	Total Marks
Major Courses- Students to Choose ANY ONE							
TM2055		Fundamentals of Marketing Research	Marketing Management	4	40	60	100
T2278		Research Paper Writing in Human Resource Management	Human Resource Management -	4	40	60	100
TM2083		Excel, Investment Analysis and Decisions	Financial Management	4	40	60	100
Minor Courses- Choose any one (cannot be the same as Major specialization)							
TM2055		Fundamentals of Marketing Research	Marketing Management	4	40	60	100
T2278		Research Paper Writing in Human Resource Management	Human Resource Management -	4	40	60	100

TM2083		Excel, Investment Analysis and Decisions	Financial Management	4	40	60	100
Research Project/ Dissertation							
		Research Project on the chosen major specialization		12	120	180	300
Total				20			
Notes:							