



Celebrating 50 Years of Excellence

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

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)	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) 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	Std. XII (10+2) pass 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					



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

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		candidates based on 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			
15 % Concession in the academic fees to the students admitted under 25 % quota for Nagpur domicile students to all programmes to be offered at Nagpur Centre, from the Academic Year 2019-2020								
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	Bachelor of Business Administration (BBA) will be awarded at the end of semester VI examination by taking into consideration the performance of all semester examinations after obtaining minimum 4 CGPA 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
* 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. 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

Annexure A

Catalog Course Code	Course Code	Course Title	Specialization	Credit	Internal Marks	External Marks	Total Marks
Semester : 1							
Generic 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
Semester : 2							
Generic 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
Generic Elective Courses Group							
T6191	021321209	French A-1 - Paper 1		4	40	60	100
T6197	021321210	German A-1 - Paper 1		4	40	60	100
Total Required Credits				4	40	60	100
Semester : 3							
Generic Core Courses							
T2781	021321301	Global Business Environment		4	40	60	100
T2112	021321302	Indian Banking and Financial System		4	40	60	100
T2207	021321303	Operations Research		4	40	60	100
Total				12	120	180	300
Specialization Core Courses : Marketing Management							
T2119	021321304	Consumer Behaviour and Insights	Marketing Management	3	30	45	75



Celebrating 50 Years of Excellence

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

Annexure 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 Courses : Human Resource Management							
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 Courses : Financial Management							
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
Generic Elective Courses Group							
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 Elective 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
Semester : 4							
Generic 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



Celebrating 50 Years of Excellence

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

Annexure A

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 Courses : Marketing Management							
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 Courses : Human Resource Management							
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 Courses : Financial Management							
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 Elective Courses Group							
T6193	021321415	French A-1 - Paper3		4	40	60	100
T6199	021321416	German A-1 - Paper 3		4	40	60	100
Total Required Credits				4	40	60	100
Generic Elective 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
Total Required Credits				3	30	45	75



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

Annexure A

Catalog Course Code	Course Code	Course Title	Specialization	Credit	Internal Marks	External Marks	Total Marks
<p>Note: For students under Global Immersion Programme (021321421), 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), "Direct Taxation" (021321413), "Financial Management" (021321414), "French A-1 - Paper3" (021321415) will be waived off. However student/s under Global Immersion Programme (021321421) will need to additionally complete a course "Project" (021321422) and "Integrated Disaster Management" (021321408) for the waiver.</p> <p style="text-align: center;">GIP</p>							
T2803	021321422	Project		3	75	0	75
G2030	021321421	Global Immersion Programme		30	0	0	750
Total Required Credits				33	75	0	825
<p>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.</p> <p style="text-align: center;">GIP</p>							
T2802	021321424	Project		2	50	0	50
G2027	021321423	Global Immersion Programme		27	0	675	675
Total Required Credits				29	50	675	725
<p>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.</p> <p style="text-align: center;">GIP</p>							
G2011	021321425	Global Immersion Programme		11	0	275	275
T2801	021321431	Project		1	25	0	25
Total Required Credits				12	25	275	300
<p>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.</p> <p style="text-align: center;">GIP</p>							
T2803	021321422	Project		3	75	0	75
G2030	021321426	Global Immersion Programme		30	0	750	750
Total Required Credits				33	75	750	825



Celebrating 50 Years of Excellence

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

Annexure A

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<p>Note: For students under Global Immersion Programme (021321427), courses "Fundamentals of Quality Management" (021321401), "Research Methodology" (021321402), "Introduction to photography" (021321405), "Intellectual Property Law" (021321406), "Service Learning" (021321407), "Workforce Planning" (021321412), "Direct Taxation" (021321413), "Financial Management" (021321414), "French A-1 - Paper3" (021321415) will be waived off. However student/s under Global Immersion Programme (021321427) will need to additionally complete a course "Project" (021321424) and "Integrated Disaster Management" (021321408) for the waiver.</p> <p style="text-align: center;">GIP</p>							
T2802	021321424	Project		2	50	0	50
G2025	021321427	Global Immersion Programme		25	0	625	625
Total Required Credits				27	50	625	675
<p>Note: For students under Global Immersion Programme (021321428), courses "Fundamentals of Quality Management" (021321401), "Company Law" (021321403), "Introduction to photography" (021321405), "Intellectual Property Law" (021321406), "Service Learning" (021321407), "Introduction to Digital Marketing" (021321409), "Services Marketing" (021321410), "Workforce Planning" (021321412), "French A-1 - Paper3" (021321415) will be waived off. However student/s under Global Immersion Programme (021321428) will need to additionally complete a course "Project" (021321424) and "Integrated Disaster Management" (021321408) for the waiver.</p> <p style="text-align: center;">GIP</p>							
T2802	021321424	Project		2	50	0	50
G2024	021321428	Global Immersion Programme		24	0	600	600
Total Required Credits				26	50	600	650
<p>Note: For students under Global Immersion Programme (021321429), courses "Fundamentals of Quality Management" (021321401), "Research Methodology" (021321402), "Introduction to photography" (021321405), "Intellectual Property Law" (021321406), "Service Learning" (021321407), "Services Marketing" (021321410), "Direct Taxation" (021321413), "Financial Management" (021321414), "German A-1 - Paper3" (021321416) will be waived off. However student/s under Global Immersion Programme (021321429) will need to additionally complete a course "Project" (021321424) and "Integrated Disaster Management" (021321408) for the waiver.</p> <p style="text-align: center;">GIP</p>							
T2802	021321424	Project		2	50	0	50
G2025	021321429	Global Immersion Programme		25	0	625	625
Total Required Credits				27	50	625	675
<p>Note: For students under Global Immersion Programme (021321430), courses "Fundamentals of Quality Management" (021321401), "Research Methodology" (021321402), "Company Law" (021321403), "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 (021321430) will need to additionally complete a course "Project" (021321424) and "Integrated Disaster Management" (021321408) for the waiver.</p> <p style="text-align: center;">GIP</p>							
T2802	021321424	Project		2	50	0	50
G2028	021321430	Global Immersion Programme		28	0	700	700
Total Required Credits				30	50	700	750
GIP							
G2030	021321417	Global Immersion Programme		30	0	750	750



Celebrating 50 Years of Excellence

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

Annexure A

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<p>Note: For students under Global Immersion Programme (021321417), courses "Fundamentals of Quality Management" (021321401), "Research Methodology" (021321402), "Company Law" (021321403), "Introduction to Photography" (021321405), "Intellectual Property Laws" (021321406), "Service Learning" (021321407), "Introduction to Digital Marketing" (021321409), "Services Marketing" (021321410), "Performance Management System" (021321411), "Workforce Planning" (021321412), "Direct Taxation" (021321413), "Financial Management" (021321414), "French A-1 - Paper3" (021321415), "German A-1 - Paper 3" (021321416) will be waived off.</p>							
GIP							
G2029	021321418	Global Immersion Programme		29	0	725	725
<p>Note: For students under Global Immersion Programme (021321418), courses "Fundamentals of Quality Management" (021321401), "Research Methodology" (021321402), "Company Law" (021321403), "Industrial Psychology" (021321404), "Introduction to Photography" (021321405), "Intellectual Property Laws" (021321406), "Service Learning" (021321407), "Introduction to Digital Marketing" (021321409), "Services Marketing" (021321410), "Performance Management System" (021321411), "Workforce Planning" (021321412), "Direct Taxation" (021321413), "Financial Management" (021321414) will be waived off.</p>							
GIP							
G2033	021321419	Global Immersion Programme		33	0	825	825
<p>Note: For students under Global Immersion Programme (021321419), all courses of the semester will be waived off except for the mandatory non-letter grade course "Integrated Disaster Management"(021321408).</p>							
GIP							
G2027	021321420	Global Immersion Programme		27	0	675	675
<p>Note: For students under Global Immersion Programme (021321420), courses "Fundamentals of Quality Management" (021321401), "Research Methodology" (021321402), "Introduction to Photography" (021321405), "Intellectual Property Laws" (021321406), "Service Learning" (021321407), "Introduction to Digital Marketing" (021321409), "Services Marketing" (021321410), "Performance Management System" (021321411), "Workforce Planning" (021321412), "Direct Taxation" (021321413), "Financial Management" (021321414), "French A-1 - Paper3" (021321415), "German A-1 - Paper 3" (021321416) will be waived off.</p>							
GIP							
G2011	021321425	Global Immersion Programme		11	0	275	275
<p>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.</p>							
Semester : 5							
Generic Core Courses							
T2783	021321501	Corporate Governance and Ethics		2	20	30	50
T2340	021321502	Business Entrepreneurship		4	40	60	100
T2530	021321503	Supply Chain Management		2	20	30	50
TH4272	021321510	Certificate in COVID-19 Care for the Community *		0	0	0	Non Letter Grade
Total				8	80	120	200
Specialization Core Courses : Marketing Management							
T2467	021321504	Fundamentals of Brand Management	Marketing Management	3	30	45	75



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

Annexure A

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T2614	021321505	Integrated Marketing Communication	Marketing Management	3	30	45	75
Total				6	60	90	150
Specialization Core Courses : Human Resource Management							
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 Courses : Financial Management							
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 Elective 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
Semester : 6							
Generic Core Courses							
T2802	021321601	Project I		2	50	0	50
T2569	021321602	Strategic Management		3	30	45	75
Total				5	80	45	125
Specialization Core Courses : Marketing Management							
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 Courses : Human Resource Management							
T2276	021321605	Cross Cultural Management	Human Resource Management	3	30	45	75



Celebrating 50 Years of Excellence

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

Annexure A

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T2273	021321606	Emotional Intelligence for Personal Growth	Human Resource Management	3	30	45	75
Total				6	60	90	150
Specialization Core Courses : Financial Management							
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



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

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	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
Human Resource Management				
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
Financial Management				
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