



Symbiosis Centre for Management Studies, Nagpur
Bachelor of Business Administration
Programme Structure 2021-24

Celebrating 50 Years of Excellence

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	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	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).					
6. SELECTION PROCEDURE	1. Symbiosis Entrance Test (SET) 2. Personal Interaction and Written Ability Test (PI-WAT) for shortlisted					



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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	Other than Nagpur Domicile	300000	10000	310000		
		Nagpur Domicile	255000	10000	265000		
	International Students (USD equivalent to INR)		450000	10000	460000		
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	25	0	0	0	0	0	25
2	24	4	0	0	0	1*	28
3	17	4	6	0	3	1*	30
4	12	6	6	0	3	1*	27
5	14	0	6	0	3	0	23
6	8	0	6	0	3	0	17
Total	100	14	24	0	12	0	150

* Satisfactory completion of the non letter grade courses 'Integrated Disaster Management' and 'Fitness for Life' and 'Core Environmental Studies' is mandatory for the award of degree.

**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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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
T2263	0213210103	Organizational Behaviour		4	40	60	100
T2863	0213210104	Management Essentials		4	40	60	100
T6156	0213210105	Principles of Microeconomics		4	40	60	100
T2825	0213210106	Fundamentals of Accounting		3	30	45	75
T2202	0213210107	Business Mathematics		2	20	30	50
Total				25	250	375	625
Semester : 2							
Generic Core Courses							
T2668	0213210201	Management Accounting		4	40	60	100
T3258	0213210202	Current Trends and Practices in IT		3	75	0	75
T2264	0213210203	Human Resource Management		4	40	60	100
T1134	0213210204	Company Law		3	30	45	75
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
TH4095	0213210208	Fitness for Life *		0	0	0	Non Letter Grade
Total				24	285	315	600
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							
T2783	0213210301	Corporate Governance and Ethics		2	20	30	50
T1133	0213210302	Business Laws		4	40	60	100
T2207	0213210303	Operations Research		4	40	60	100
T2101	0213210304	Financial Management		3	30	45	75
T2205	0213210305	Business Statistics		4	40	60	100
T2883	0213210306	Core Environmental Studies *		0	0	0	Non Letter Grade



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Catalog Course Code	Course Code	Course Title	Specialization	Credit	Internal Marks	External Marks	Total Marks
Total				17	170	255	425
Generic Elective Courses Group							
T6192	0213210307	French A-1 - Paper 2		4	40	60	100
T6198	0213210308	German A -1 - Paper 2		4	40	60	100
Total Required Credits				4	40	60	100
Specialization Core Courses : Marketing Management							
T2119	0213210309	Consumer Behaviour and Insights	Marketing Management	3	30	45	75
T2468	0213210310	Fundamentals of Rural Marketing	Marketing Management	3	30	45	75
Total				6	60	90	150
Specialization Core Courses : Human Resource Management							
T2275	0213210311	Compensation Management	Human Resource Management	3	30	45	75
T2268	0213210312	Training and Development	Human Resource Management	3	30	45	75
Total				6	60	90	150
Specialization Core Courses : Financial Management							
T2099	0213210313	Direct Taxation	Financial Management	3	30	45	75
T2092	0213210314	Financial Statement Analysis	Financial Management	3	30	45	75
Total				6	60	90	150
Open Elective Courses							
T2119	0213210309	Consumer Behaviour and Insights	Marketing Management	3	30	45	75
T2468	0213210310	Fundamentals of Rural Marketing	Marketing Management	3	30	45	75
T2275	0213210311	Compensation Management	Human Resource Management	3	30	45	75
T2268	0213210312	Training and Development	Human Resource Management	3	30	45	75
T2099	0213210313	Direct Taxation	Financial Management	3	30	45	75
T2092	0213210314	Financial Statement Analysis	Financial Management	3	30	45	75
Total Required Credits				3	30	45	75
Semester : 4							



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Catalog Course Code	Course Code	Course Title	Specialization	Credit	Internal Marks	External Marks	Total Marks
Generic Core Courses							
T8000	0213210401	Service Learning		4	100	0	100
T2803	0213210402	Project - I		3	75	0	75
TL003	0213210403	Liberal Arts		3	75	0	75
T2339	0213210404	Introduction to Entrepreneurship		2	20	30	50
T4005	0213210405	Integrated Disaster Management *		0	0	0	Non Letter Grade
Total				12	270	30	300
Generic Elective Courses Group							
T6193	0213210406	French A-1 - Paper3		4	40	60	100
T6199	0213210407	German A-1 - Paper 3		4	40	60	100
Total Required Credits				4	40	60	100
Generic Elective Courses Group							
TH4224	0213210408	Fitness and Sports - I		2	50	0	50
T3205	0213210409	Web Development using CMS		2	50	0	50
T5228	0213210410	Fundamentals of Photography		2	50	0	50
T5172	0213210411	Introduction to Storytelling		2	50	0	50
Total Required Credits				2	50	0	50
Specialization Core Courses : Marketing Management							
T2471	0213210412	Introduction to Digital Marketing	Marketing Management	3	30	45	75
T2744	0213210413	Services Marketing	Marketing Management	3	30	45	75
Total				6	60	90	150
Specialization Core Courses : Human Resource Management							
T2274	0213210414	Performance Management System	Human Resource Management	3	30	45	75
T2782	0213210415	Workforce Planning	Human Resource Management	3	30	45	75
Total				6	60	90	150
Specialization Core Courses : Financial Management							
T2044	0213210416	Security Analysis and Portfolio Management	Financial Management	3	30	45	75
T2968	0213210417	Introduction to Behavioral Finance	Financial Management	3	30	45	75
Total				6	60	90	150



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Catalog Course Code	Course Code	Course Title	Specialization	Credit	Internal Marks	External Marks	Total Marks
Open Elective Courses							
T2471	0213210412	Introduction to Digital Marketing	Marketing Management	3	30	45	75
T2744	0213210413	Services Marketing	Marketing Management	3	30	45	75
T2274	0213210414	Performance Management System	Human Resource Management	3	30	45	75
T2782	0213210415	Workforce Planning	Human Resource Management	3	30	45	75
T2044	0213210416	Security Analysis and Portfolio Management	Financial Management	3	30	45	75
T2968	0213210417	Introduction to Behavioral Finance	Financial Management	3	30	45	75
Total Required Credits				3	30	45	75
Semester : 5							
Generic Core Courses							
T2781	0213210501	Global Business Environment		4	40	60	100
T2805	0213210502	Project II		5	125	0	125
T2530	0213210503	Supply Chain Management		2	20	30	50
T2874	0213210504	MSME and Family Managed Business		3	30	45	75
Total				14	215	135	350
Specialization Core Courses : Marketing Management							
T2467	0213210505	Fundamentals of Brand Management	Marketing Management	3	30	45	75
T2614	0213210506	Integrated Marketing Communication	Marketing Management	3	30	45	75
Total				6	60	90	150
Specialization Core Courses : Human Resource Management							
T2977	0213210507	Fundamentals of HR Analytics	Human Resource Management	3	30	45	75
T2269	0213210508	Organizational Development and Change	Human Resource Management	3	30	45	75
Total				6	60	90	150
Specialization Core Courses : Financial Management							
T2107	0213210509	Working Capital Management	Financial Management	3	30	45	75



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Catalog Course Code	Course Code	Course Title	Specialization	Credit	Internal Marks	External Marks	Total Marks
T2110	0213210510	Financial and Systemic Fraud	Financial Management	3	30	45	75
Total				6	60	90	150
Open Elective Courses							
T2467	0213210505	Fundamentals of Brand Management	Marketing Management	3	30	45	75
T2614	0213210506	Integrated Marketing Communication	Marketing Management	3	30	45	75
T2977	0213210507	Fundamentals of HR Analytics	Human Resource Management	3	30	45	75
T2269	0213210508	Organizational Development and Change	Human Resource Management	3	30	45	75
T2107	0213210509	Working Capital Management	Financial Management	3	30	45	75
T2110	0213210510	Financial and Systemic Fraud	Financial Management	3	30	45	75
Total Required Credits				3	30	45	75
Semester : 6							
Generic Core Courses							
T2158	0213210601	Fundamentals of Quality Management		4	40	60	100
T2352	0213210602	Business Modeling and Business Plan		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
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							



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T2105	0213210607	Mergers and Acquisitions	Financial Management	3	30	45	75
T2106	0213210608	Project Finance and Infrastructure Financing	Financial Management	3	30	45	75
Total				6	60	90	150
Open Elective Courses							
T2719	0213210603	Elementary Retail Marketing	Marketing Management	3	30	45	75
T2466	0213210604	Fundamentals of B2B Marketing	Marketing Management	3	30	45	75
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
T2105	0213210607	Mergers and Acquisitions	Financial Management	3	30	45	75
T2106	0213210608	Project Finance and Infrastructure Financing	Financial 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	25	25	625
Semester 2	3	25	28	700
Semester 3	0	30	30	750
Semester 4	12	15	27	675
Semester 5	5	18	23	575
Semester 6	0	17	17	425
Total	20	130	150	3750
Human Resource Management				
Semester 1	0	25	25	625
Semester 2	3	25	28	700
Semester 3	0	30	30	750
Semester 4	12	15	27	675
Semester 5	5	18	23	575
Semester 6	0	17	17	425
Total	20	130	150	3750
Financial Management				
Semester 1	0	25	25	625
Semester 2	3	25	28	700
Semester 3	0	30	30	750
Semester 4	12	15	27	675
Semester 5	5	18	23	575
Semester 6	0	17	17	425
Total	20	130	150	3750