

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

1.	<b>OBJECTIVE</b>	<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.	<b>DURATION MONTHS)</b>	(IN	36 (Full Time)			
3.	<b>INTAKE</b>	120				
4.	<b>RESERVATION</b>	<b>I. Within the sanctioned intake</b>	<b>a) SC (In Percentage)</b>	<b>b) ST (In Percentage)</b>	<b>c) Differently abled (In Percentage)</b>	<b>d) Domicile of Nagpur (In Percentage)</b>
			15	7.5	3	25
		<b>II. Over and above the sanctioned intake</b>	<b>a) Kashmiri Migrants (In Seats)</b>		<b>b) International Students (In Percentage)</b>	
			2		15	
5.	<b>ELIGIBILITY</b>	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.	<b>SELECTION PROCEDURE</b>	<p>1. Symbiosis Entrance Test (SET)</p> <p>2. Personal Interaction and Written Ability Test (PI-WAT) for shortlisted candidates based on SET</p>				
7.	<b>MEDIUM OF INSTRUCTION</b>	English				
8.	<b>PROGRAMME PATTERN</b>	Semester				
9.	<b>COURSE SPECIALIZATION</b>	&	As per Annexure A			
10.	<b>FEE</b>		<b>Academic Fee p.a</b>	<b>Institute Deposit</b>	<b>Total</b>	

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		<b>Indian Students</b>	280000	10000	290000
		<b>International Students (USD equivalent to INR)</b>	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 the proposed Off-Campus Centre at Nagpur, from the Academic Year 2019-20

<b>11. ASSESSMENT</b>	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.
<b>12. STANDARD OF PASSING</b>	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.
<b>13. AWARD OF DEGREE/ DIPLOMA/ CERTIFICATE</b>	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	6	3	6	0	0	0	15
6	7	3	6	0	0	0	16
<b>Total</b>	<b>102</b>	<b>24</b>	<b>24</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>150</b>

\* Satisfactory completion of the letter grade course 'Integrated Disaster Management' is mandatory for award of degree.

Programme Structure is approved by the Academic Council subject to its norms & conditions. Any provision in the Programme Structure which violates the basic rules & regulations is deemed to be termed "Null & Void".

Head-Academics

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**Annexure A**

Catalog Course Code	Course Code	Course Title	Specialization	Credit	Internal Marks	External Marks	Total Marks
<b>Semester : 1</b>							
<b>Generic Core Courses</b>							
T3218	021321101	Basics of Management Information Systems		4	40	60	100
T2465	021321102	Fundamentals of Marketing		4	40	60	100
T2264	021321103	Human Resource		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
<b>Total</b>				<b>29</b>	<b>290</b>	<b>435</b>	<b>725</b>
<b>Semester : 2</b>							
<b>Generic Core Courses</b>							
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		2	50	0	50
<b>Total</b>				<b>28</b>	<b>310</b>	<b>390</b>	<b>700</b>
<b>Generic Elective Courses Group</b>							
T6191	021321209	French A-1 - Paper 1		4	40	60	100
T6197	021321210	German A-1 - Paper 1		4	40	60	100
<b>Total Required Credits</b>				<b>4</b>	<b>40</b>	<b>60</b>	<b>100</b>
<b>Semester : 3</b>							
<b>Generic Core Courses</b>							
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
<b>Total</b>				<b>12</b>	<b>120</b>	<b>180</b>	<b>300</b>
<b>Specialization Core Courses : Marketing Management</b>							
T2119	021321304	Consumer Behaviour and Insights	Marketing Management	3	30	45	75
T2468	021321305	Fundamentals of Rural Marketing	Marketing Management	3	30	45	75
<b>Total</b>				<b>6</b>	<b>60</b>	<b>90</b>	<b>150</b>
<b>Specialization Core Courses : Human Resource Management</b>							
T2270	021321306	Industrial Relations	Human Resource Management	3	30	45	75
T2268	021321307	Training and Development	Human Resource Management	3	30	45	75
<b>Total</b>				<b>6</b>	<b>60</b>	<b>90</b>	<b>150</b>
<b>Specialization Core Courses : Financial Management</b>							
T2100	021321308	Financial Regulatory Environment	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
T2088	021321309	Management Accounting	Financial Management	3	30	45	75
<b>Total</b>				<b>6</b>	<b>60</b>	<b>90</b>	<b>150</b>
<b>Generic Elective Courses Group</b>							
T6192	021321310	French A-1 - Paper 2		4	40	60	100
T6198	021321311	German A -1 Paper 2		4	40	60	100
<b>Total Required Credits</b>				<b>4</b>	<b>40</b>	<b>60</b>	<b>100</b>
<b>Generic Elective Courses Group</b>							
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
<b>Total Required Credits</b>				<b>3</b>	<b>30</b>	<b>45</b>	<b>75</b>
<b>Semester : 4</b>							
<b>Generic Core Courses</b>							
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
T2802	021321405	Project II		2	50	0	50
T2802	021321406	Project I		2	50	0	50
T8000	021321407	Service Learning		2	50	0	50
T4005	021321408	Integrated Disaster Management *		0	0	0	Letter Grade
<b>Total</b>				<b>20</b>	<b>380</b>	<b>120</b>	<b>500</b>
<b>Specialization Core Courses : Marketing Management</b>							
T2471	021321409	Introduction to Digital Marketing	Marketing Management	3	30	45	75
T2744	021321410	Services Marketing	Marketing Management	3	30	45	75
<b>Total</b>				<b>6</b>	<b>60</b>	<b>90</b>	<b>150</b>
<b>Specialization Core Courses : Human Resource Management</b>							
T2274	021321411	Performance Management System	Human Resource Management	3	30	45	75
T2782	021321412	Workforce Planning	Human Resource Management	3	30	45	75
<b>Total</b>				<b>6</b>	<b>60</b>	<b>90</b>	<b>150</b>
<b>Specialization Core Courses : Financial Management</b>							
T2099	021321413	Direct Taxation	Financial Management	3	30	45	75
T2036	021321414	Financial Management	Financial Management	3	30	45	75
<b>Total</b>				<b>6</b>	<b>60</b>	<b>90</b>	<b>150</b>
<b>Generic Elective Courses Group</b>							
T6193	021321415	French A-1 - Paper3		4	40	60	100

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Catalog Course Code	Course Code	Course Title	Specialization	Credit	Internal Marks	External Marks	Total Marks
T6199	021321416	German A-1 Paper 3		4	40	60	100
<b>Total Required Credits</b>				<b>4</b>	<b>40</b>	<b>60</b>	<b>100</b>
<b>Generic Elective Courses Group</b>							
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
<b>Total Required Credits</b>				<b>3</b>	<b>30</b>	<b>45</b>	<b>75</b>
<b>Semester : 5</b>							
<b>Generic Core Courses</b>							
T2783	021321501	Corporate Governance and Ethics		2	20	30	50
T2802	021321502	Project-Customer Relationship Management		2	50	0	50
T2530	021321503	Supply Chain Management		2	20	30	50
<b>Total</b>				<b>6</b>	<b>90</b>	<b>60</b>	<b>150</b>
<b>Specialization Core Courses : Marketing Management</b>							
T2467	021321504	Fundamentals of Brand Management	Marketing Management	3	30	45	75
T2614	021321505	Integrated Marketing Communication	Marketing Management	3	30	45	75
<b>Total</b>				<b>6</b>	<b>60</b>	<b>90</b>	<b>150</b>
<b>Specialization Core Courses : Human Resource Management</b>							
T2275	021321506	Compensation Management	Human Resource Management	3	30	45	75
T2269	021321507	Organizational Development and Change	Human Resource Management	3	30	45	75
<b>Total</b>				<b>6</b>	<b>60</b>	<b>90</b>	<b>150</b>
<b>Specialization Core Courses : Financial Management</b>							
T2089	021321508	Auditing	Financial Management	3	30	45	75
T2044	021321509	Security Analysis and Portfolio Management	Financial Management	3	30	45	75
<b>Total</b>				<b>6</b>	<b>60</b>	<b>90</b>	<b>150</b>
<b>Generic Elective Courses Group</b>							
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
<b>Total Required Credits</b>				<b>3</b>	<b>30</b>	<b>45</b>	<b>75</b>
<b>Semester : 6</b>							
<b>Generic Core Courses</b>							
T2340	021321601	Business Entrepreneurship		4	40	60	100

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T2569	021321602	Strategic Management		3	30	45	75
<b>Total</b>				<b>7</b>	<b>70</b>	<b>105</b>	<b>175</b>
<b>Specialization Core Courses : Marketing Management</b>							
T2719	021321603	Elementary Retail Marketing	Marketing Management	3	30	45	75
T2466	021321604	Fundamentals of B2B Marketing	Marketing Management	3	30	45	75
<b>Total</b>				<b>6</b>	<b>60</b>	<b>90</b>	<b>150</b>
<b>Specialization Core Courses : Human Resource Management</b>							
T2276	021321605	Cross Cultural Management	Human Resource Management	3	30	45	75
T2273	021321606	Emotional Intelligence for Personal Growth	Human Resource Management	3	30	45	75
<b>Total</b>				<b>6</b>	<b>60</b>	<b>90</b>	<b>150</b>
<b>Specialization Core Courses : Financial Management</b>							
T2105	021321607	Mergers and Acquisitions	Financial Management	3	30	45	75
T2107	021321608	Working Capital Management	Financial Management	3	30	45	75
<b>Total</b>				<b>6</b>	<b>60</b>	<b>90</b>	<b>150</b>
<b>Generic Elective Courses Group</b>							
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
<b>Total Required Credits</b>				<b>3</b>	<b>30</b>	<b>45</b>	<b>75</b>

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Semester	Internal Credits	External Credits	Total Credits	Total Marks
<b>Marketing Management</b>				
Semester1	0	29	29	725
Semester2	2	30	32	800
Semester3	0	25	25	625
Semester4	12	21	33	825
Semester5	2	13	15	375
Semester6	0	16	16	400
<b>Total</b>	<b>16</b>	<b>134</b>	<b>150</b>	<b>3750</b>
<b>Human Resource Management</b>				
Semester1	0	29	29	725
Semester2	2	30	32	800
Semester3	0	25	25	625
Semester4	12	21	33	825
Semester5	2	13	15	375
Semester6	0	16	16	400
<b>Total</b>	<b>16</b>	<b>134</b>	<b>150</b>	<b>3750</b>
<b>Financial Management</b>				
Semester1	0	29	29	725
Semester2	2	30	32	800
Semester3	0	25	25	625
Semester4	12	21	33	825
Semester5	2	13	15	375
Semester6	0	16	16	400
<b>Total</b>	<b>16</b>	<b>134</b>	<b>150</b>	<b>3750</b>