

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

<b>1. 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>				
<b>2. DURATION (IN MONTHS)</b>	36 (Full Time)				
<b>3. INTAKE</b>	180				
<b>4. 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	
<b>5. 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).				
<b>6. SELECTION PROCEDURE</b>	1. Symbiosis Entrance Test (SET) 2. Personal Interaction and Written Ability Test (PI-WAT) for shortlisted candidates based on SET				
<b>7. MEDIUM OF INSTRUCTION</b>	English				
<b>8. PROGRAMME PATTERN</b>	Semester				
<b>9. COURSE SPECIALIZATION &amp;</b>	As per Annexure A				
<b>10. FEE</b>		<b>Academic Fee p.a</b>	<b>Institute Deposit</b>	<b>Total</b>	

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		<b>Indian Students</b>	300000	10000	310000
		<b>International Students (USD equivalent to INR)</b>	450000	10000	460000

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.

<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	1*	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 non letter grade courses 'Integrated Disaster Management' and 'Fitness for Life' is mandatory for the 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	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
<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	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
<b>Total</b>				<b>28</b>	<b>310</b>	<b>390</b>	<b>700</b>
<b>Generic Elective Courses Group</b>							
T6191	0213210209	French A-1 - Paper 1		4	40	60	100
T6197	0213210210	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	0213210301	Global Business Environment		4	40	60	100
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
<b>Total</b>				<b>12</b>	<b>120</b>	<b>180</b>	<b>300</b>
<b>Specialization Core Courses : Marketing Management</b>							



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Catalog Course Code	Course Code	Course Title	Specialization	Credit	Internal Marks	External Marks	Total Marks
T2119	0213210304	Consumer Behaviour and Insights	Marketing Management	3	30	45	75
T2468	0213210305	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	0213210306	Industrial Relations	Human Resource Management	3	30	45	75
T2268	0213210307	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	0213210308	Financial Regulatory Environment	Financial Management	3	30	45	75
T2088	0213210309	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>							
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
<b>Total Required Credits</b>				<b>3</b>	<b>30</b>	<b>45</b>	<b>75</b>
<b>Generic Elective Courses Group</b>							
T6192	0213210310	French A-1 - Paper 2		4	40	60	100
T6198	0213210311	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>Semester : 4</b>							
<b>Generic Core Courses</b>							
T2158	0213210401	Fundamentals of Quality Management		4	40	60	100
T2208	0213210402	Research Methodology		4	40	60	100
T1134	0213210403	Company Law		3	75	0	75
T2266	0213210404	Industrial Psychology		3	75	0	75
T2802	0213210405	Project II		2	50	0	50



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Catalog Course Code	Course Code	Course Title	Specialization	Credit	Internal Marks	External Marks	Total Marks
T2802	0213210406	Project I		2	50	0	50
T8000	0213210407	Service Learning		2	50	0	50
T4005	0213210408	Integrated Management * Disaster		0	0	0	Non 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	0213210409	Introduction to Digital Marketing	Marketing Management	3	30	45	75
T2744	0213210410	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	0213210411	Performance Management System	Human Resource Management	3	30	45	75
T2782	0213210412	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	0213210413	Direct Taxation	Financial Management	3	30	45	75
T2036	0213210414	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	0213210415	French A-1 - Paper3		4	40	60	100
T6199	0213210416	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	0213210409	Introduction to Digital Marketing		3	30	45	75
T2744	0213210410	Services Marketing		3	30	45	75
T2274	0213210411	Performance Management System		3	30	45	75
T2782	0213210412	Workforce Planning		3	30	45	75
T2099	0213210413	Direct Taxation		3	30	45	75
T2036	0213210414	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>							



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Catalog Course Code	Course Code	Course Title	Specialization	Credit	Internal Marks	External Marks	Total Marks
T2783	0213210501	Corporate Governance and Ethics		2	20	30	50
T2802	0213210502	Project-Customer Relationship Management		2	50	0	50
T2530	0213210503	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	0213210504	Fundamentals of Brand Management	Marketing Management	3	30	45	75
T2614	0213210505	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	0213210506	Compensation Management	Human Resource Management	3	30	45	75
T2269	0213210507	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	0213210508	Auditing	Financial Management	3	30	45	75
T2044	0213210509	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	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
<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	0213210601	Business Entrepreneurship		4	40	60	100
T2569	0213210602	Strategic Management		3	30	45	75
<b>Total</b>				<b>7</b>	<b>70</b>	<b>105</b>	<b>175</b>



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Catalog Course Code	Course Code	Course Title	Specialization	Credit	Internal Marks	External Marks	Total Marks
<b>Specialization Core Courses : Marketing Management</b>							
T2719	0213210603	Elementary Retail Marketing	Marketing Management	3	30	45	75
T2466	0213210604	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	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
<b>Total</b>				<b>6</b>	<b>60</b>	<b>90</b>	<b>150</b>
<b>Specialization Core Courses : Financial Management</b>							
T2105	0213210607	Mergers and Acquisitions	Financial Management	3	30	45	75
T2107	0213210608	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	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
<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>