



Celebrating 50 Years of Excellence

Symbiosis Centre for Management Studies, Nagpur
Bachelor of Business Administration
Programme Structure 2022-25

| | | | | | | |
|--------------------------------|---|--|------------------------------|--|--|--|
| 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 (Amount in INR) | Other than Nagpur Domicile | 330000 | 20000 | 350000 | | | |
| | | Nagpur Domicile | 280500 | 20000 | 300500 | | | |
| | International Students (USD equivalent to INR) | | 495000 | 20000 | 515000 | | | |
| 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 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. | CLASSIFICATION 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 | 13 | 4 | 6 | 0 | 3 | 0 | 26 |
| | 4 | 18 | 4 | 6 | 0 | 3 | 1* | 31 |
| | 5 | 14 | 0 | 6 | 0 | 3 | 0 | 23 |
| | 6 | 8 | 0 | 6 | 0 | 3 | 0 | 17 |
| | Total | 102 | 12 | 24 | 0 | 12 | 0 | 150 |

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

The revised programme structure supersedes the previously approved programme structure dated 30/08/2022 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.**

Director - 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 |
| T2205 | 0213210203 | Business Statistics | | 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 Course 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 |
| T2207 | 0213210302 | Operations Research | | 4 | 40 | 60 | 100 |
| T2101 | 0213210303 | Financial Management | | 3 | 30 | 45 | 75 |
| T2264 | 0213210304 | Human Resource Management | | 4 | 40 | 60 | 100 |
| Total | | | | 13 | 130 | 195 | 325 |



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|--|-------------|---------------------------------|---------------------------|----------|----------------|----------------|-------------|
| Generic Elective Course Group | | | | | | | |
| T6192 | 0213210305 | French A-1 - Paper 2 | | 4 | 40 | 60 | 100 |
| T6198 | 0213210306 | German A -1 - Paper 2 | | 4 | 40 | 60 | 100 |
| Total Required Credits | | | | 4 | 40 | 60 | 100 |
| Specialization Core Courses : Marketing Management | | | | | | | |
| T2119 | 0213210307 | Consumer Behaviour and Insights | Marketing Management | 3 | 30 | 45 | 75 |
| T2468 | 0213210308 | Fundamentals of Rural Marketing | Marketing Management | 3 | 30 | 45 | 75 |
| Total | | | | 6 | 60 | 90 | 150 |
| Specialization Core Courses : Human Resource Management | | | | | | | |
| T2275 | 0213210309 | Compensation Management | Human Resource Management | 3 | 30 | 45 | 75 |
| T2268 | 0213210310 | Training and Development | Human Resource Management | 3 | 30 | 45 | 75 |
| Total | | | | 6 | 60 | 90 | 150 |
| Specialization Core Courses : Financial Management | | | | | | | |
| T2099 | 0213210311 | Direct Taxation | Financial Management | 3 | 30 | 45 | 75 |
| T2092 | 0213210312 | Financial Statement Analysis | Financial Management | 3 | 30 | 45 | 75 |
| Total | | | | 6 | 60 | 90 | 150 |
| Open Elective Courses Group | | | | | | | |
| T2119 | 0213210307 | Consumer Behaviour and Insights | Marketing Management | 3 | 30 | 45 | 75 |
| T2468 | 0213210308 | Fundamentals of Rural Marketing | Marketing Management | 3 | 30 | 45 | 75 |
| T2275 | 0213210309 | Compensation Management | Human Resource Management | 3 | 30 | 45 | 75 |
| T2268 | 0213210310 | Training and Development | Human Resource Management | 3 | 30 | 45 | 75 |
| T2099 | 0213210311 | Direct Taxation | Financial Management | 3 | 30 | 45 | 75 |
| T2092 | 0213210312 | Financial Statement Analysis | Financial Management | 3 | 30 | 45 | 75 |
| Total Required Credits | | | | 3 | 30 | 45 | 75 |
| Semester : 4 | | | | | | | |
| Generic Core Courses | | | | | | | |



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|--|-------------|--|---------------------------|-----------|----------------|----------------|--------------------|
| T8000 | 0213210401 | Service Learning | | 4 | 100 | 0 | 100 |
| T2804 | 0213210402 | Project I | | 4 | 100 | 0 | 100 |
| T2484 | 0213210403 | Core Environmental Studies | | 4 | 40 | 60 | 100 |
| T2339 | 0213210404 | Introduction to Entrepreneurship | | 2 | 20 | 30 | 50 |
| T1133 | 0213210405 | Business Laws | | 4 | 40 | 60 | 100 |
| T4005 | 0213210406 | Integrated Disaster Management * | | 0 | 0 | 0 | Non - Letter Grade |
| Total | | | | 18 | 300 | 150 | 450 |
| Generic Elective Courses Group | | | | | | | |
| T6193 | 0213210407 | French A-1 - Paper3 | | 4 | 40 | 60 | 100 |
| T6199 | 0213210408 | German A-1 - Paper 3 | | 4 | 40 | 60 | 100 |
| Total Required Credits | | | | 4 | 40 | 60 | 100 |
| Specialization Core Courses : Marketing Management | | | | | | | |
| T2471 | 0213210409 | Introduction to Digital Marketing | Marketing Management | 3 | 30 | 45 | 75 |
| T2744 | 0213210410 | Services Marketing | Marketing Management | 3 | 30 | 45 | 75 |
| Total | | | | 6 | 60 | 90 | 150 |
| Specialization Core Courses : Human Resource Management | | | | | | | |
| T2274 | 0213210411 | Performance Management System | Human Resource Management | 3 | 30 | 45 | 75 |
| T2782 | 0213210412 | Workforce Planning | Human Resource Management | 3 | 30 | 45 | 75 |
| Total | | | | 6 | 60 | 90 | 150 |
| Specialization Core Courses : Financial Management | | | | | | | |
| T2044 | 0213210413 | Security Analysis and Portfolio Management | Financial Management | 3 | 30 | 45 | 75 |
| T2968 | 0213210414 | Introduction to Behavioral Finance | Financial Management | 3 | 30 | 45 | 75 |
| Total | | | | 6 | 60 | 90 | 150 |
| Open Elective Courses Group | | | | | | | |
| T2471 | 0213210409 | Introduction to Digital Marketing | Marketing Management | 3 | 30 | 45 | 75 |
| T2744 | 0213210410 | Services Marketing | Marketing Management | 3 | 30 | 45 | 75 |
| T2274 | 0213210411 | Performance Management System | Human Resource Management | 3 | 30 | 45 | 75 |



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| Catalog Course Code | Course Code | Course Title | Specialization | Credit | Internal Marks | External Marks | Total Marks |
|--|-------------|--|---------------------------|-----------|----------------|----------------|-------------|
| T2782 | 0213210412 | Workforce Planning | Human Resource Management | 3 | 30 | 45 | 75 |
| T2044 | 0213210413 | Security Analysis and Portfolio Management | Financial Management | 3 | 30 | 45 | 75 |
| T2968 | 0213210414 | 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 |
| T2804 | 0213210502 | Project II | | 4 | 100 | 0 | 100 |
| T2530 | 0213210503 | Supply Chain Management | | 2 | 20 | 30 | 50 |
| T2208 | 0213210504 | Research Methodology | | 4 | 40 | 60 | 100 |
| Total | | | | 14 | 200 | 150 | 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 | | | | | | | |
| TM2053 | 0213210507 | Talent Management | 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 |
| T2110 | 0213210510 | Financial and Systemic Fraud | Financial Management | 3 | 30 | 45 | 75 |
| Total | | | | 6 | 60 | 90 | 150 |
| Open Elective Courses Group | | | | | | | |
| T2467 | 0213210505 | Fundamentals of Brand Management | Marketing Management | 3 | 30 | 45 | 75 |
| T2614 | 0213210506 | Integrated Marketing Communication | Marketing Management | 3 | 30 | 45 | 75 |
| TM2053 | 0213210507 | Talent Management | Human Resource Management | 3 | 30 | 45 | 75 |



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| Catalog Course Code | Course Code | Course Title | Specialization | Credit | Internal Marks | External Marks | Total Marks |
|--|-------------|--|---------------------------|----------|----------------|----------------|-------------|
| 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 | | | | | | | |
| 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 Group | | | | | | | |
| 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 |



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| Catalog Course Code | Course Code | Course Title | Specialization | Credit | Internal Marks | External Marks | Total Marks |
|-------------------------------|-------------|--|---------------------------|----------|----------------|----------------|-------------|
| 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 |
|---------------|------------------|------------------|---------------|-------------|
| Common | | | | |
| Semester 1 | 0 | 25 | 25 | 625 |
| Semester 2 | 3 | 25 | 28 | 700 |
| Semester 3 | 0 | 26 | 26 | 650 |
| Semester 4 | 8 | 23 | 31 | 775 |
| Semester 5 | 4 | 19 | 23 | 575 |
| Semester 6 | 0 | 17 | 17 | 425 |
| Total | 15 | 135 | 150 | 3750 |