

**Symbiosis Centre for Management Studies, Bengaluru**  
**Bachelor of Business Administration (Honours/ Honours with Research)**  
**Programme Structure 2023-27**

1.	OBJECTIVE	The objective of imparting instructions for this programme is to groom the students and to provide comprehensive inputs and develop an all-round personality that would enable the students to take up the challenges of the professional environment and also become responsible citizens of the society.				
2.	DURATION (IN MONTHS)	48 (Full Time) With Multiple Entry and Multiple Exit Options				
3.	INTAKE	120				
4.	RESERVATION	I.Within the sanctioned intake	a) SC (In Percentage )	b) ST (In Percentage)	c) Differently abled (In Percentage)	d) Defence (In Percentage)
			15	7.5	3	0
		II.Over and above the sanctioned intake	a) Kashmiri Migrants (In Seats)		b) International Students (In Seats)	
			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)  Students who wish to opt for Honours with Research must earn 7.5 CGPA and above at the end of Semester-6  Eligibility Criteria for the Multiple entries would be as per University’s Lateral Entry Rules for FYUG Programmes				
6.	SELECTION PROCEDURE	1. Symbiosis Entrance Test(SET) 2. Personal Interaction and Written Ability Test (PI- WAT) for shortlisted candidates based on SET 3. Selection Procedure for the Multiple Entry would be as per the University’s Lateral Entry Rules for FYUG Programmes				
7.	MEDIUM OF INSTRUCTION	English				

8.	<b>PROGRAM ME PATTERN</b>	Semester			
9.	<b>COURSE &amp; SPECIALIZATI ON</b>	<p>The details of the courses are given in Annexure A.</p> <p><b>List of Majors Offered-</b></p> <ol style="list-style-type: none"> <li>1. Business Analytics</li> <li>2. Finance</li> <li>3. Human Resource Management</li> <li>4. Marketing</li> </ol> <p><b>List of Minors Offered-</b></p> <ol style="list-style-type: none"> <li>1. Business Analytics</li> <li>2. Finance</li> <li>3. Human Resource Management</li> <li>4. Marketing</li> </ol>			
10.	<b>FEE</b>		<b>Academic Fee p.a</b>	<b>Institute Deposit</b>	<b>Total</b>
		<b>Indian Students</b>	3,50,000	20,000	3,70,000
		<b>International Students (USD equivalent to INR)</b>			
11.	<b>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. International exchange students coming to SCMS, Bengaluru will have 100% component as Internal Evaluation for all the courses opted by them.			
12.	<b>STANDARD OF PASSING</b>	The assessment of the student for each examination is done, based on relative performance. Maximum Grade Point (GP) is 10 corresponding to O (outstanding). 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 any 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 programme.			
13.	<b>AWARD OF DEGREE/ DIPLOMA/ CERTIFICATE</b>	<p>Bachelor of Business Administration with the applicable Major and applicable Minor will be awarded at the end of semester VI by taking into consideration the performance of all semester examinations after obtaining minimum 4.00 CGPA out of 10 CGPA.</p> <p>Bachelor of Business Administration Honours with the applicable Major and applicable Minor will be awarded at the end of semester VIII by taking into consideration the performance of all semester examinations after obtaining minimum 4.00 CGPA out of 10 CGPA.</p> <p>Bachelor of Business Administration Honours with Research with the applicable Major and applicable Minor will be awarded at the end of semester VIII by taking into consideration the performance of all semester examinations after obtaining minimum 4.00 CGPA out of 10 CGPA.</p>			



## Annexure A

Semester: I					
Course Title	Major / Minor	Credits	Internal Marks	External Marks	Total Marks
<b>Discipline-Specific Courses/Major Courses- Compulsory</b>					
Management Essentials	Major	4	40	60	<b>100</b>
Business Statistics	Major	4	40	60	<b>100</b>
<b>Minor Courses- Choose ANY ONE (cannot be the same as Major specialization)</b>					
Basics of Database	Minor	4	40	60	<b>100</b>
Business Accounting	Minor	4	40	60	<b>100</b>
Organizational Psychology	Minor	4	40	60	<b>100</b>
Fundamentals of Marketing	Minor	4	40	60	<b>100</b>
<b>Multidisciplinary Courses - (To choose from SIU Basket)</b>					
<b>MD1</b>		3	30	45	<b>75</b>
<b>Ability Enhancement Course- Choose any one</b>					
<b>Technical English &amp; Communication Skill</b>		2	20	30	<b>50</b>
<b>Presentation Skill</b>		2	20	30	<b>50</b>
<b>Skill Enhancement Course- Choose any one</b>					
<b>Creativity and Design Thinking</b>		3	30	45	<b>75</b>
<b>Introduction to Python</b>		3	30	45	<b>75</b>
<b>Common Value-Added Courses (To choose from SIU Basket)</b>					
<b>CVAC1</b>		2	20	30	<b>50</b>
<b>Total</b>		22	220	330	<b>550</b>
<b>Notes:</b>					

Semester: II					
Course Title	Major/ Minor	Credits	Internal Marks	External Marks	Total Marks
<b>Discipline-Specific Courses/Major Courses- Compulsory</b>					
Principles of Microeconomics	Major	4	40	60	<b>100</b>
Basics of Management Information Systems	Major	4	40	60	<b>100</b>
<b>Minor Courses- Choose any one (cannot be the same as Major specialization)</b>					
Business Intelligence for Management	Minor	4	40	60	<b>100</b>
Financial Services	Minor	4	40	60	<b>100</b>
Fundamentals of Services Marketing	Minor	4	40	60	<b>100</b>
Human Resource Management	Minor	4	40	60	<b>100</b>
<b>Multidisciplinary Courses - (To choose from SIU Basket)</b>					
<b>MD2</b>		3	30	45	<b>75</b>
<b>Ability Enhancement Course- Choose any one</b>					
Kannada		2	20	30	<b>50</b>
Communicative English		2	20	30	<b>50</b>
<b>Skill Enhancement Course- Choose any one</b>					
Web Designing		3	30	45	<b>75</b>
Supply Chain Management		3	30	45	<b>75</b>
<b>Common Value-Added Courses (To choose from SIU Basket)</b>					
<b>CVAC1</b>		2	20	30	<b>50</b>
<b>Total</b>		22	220	330	<b>550</b>
<b>Vocational Courses (Summer): Only for students who wish to exit after the First Year with a Certificate</b>					
Data Analytics using MS-Excel		2	20	30	<b>50</b>
Exploratory Data Analysis		2	20	30	<b>50</b>
<b>Total</b>		<b>2</b>	<b>20</b>	<b>30</b>	<b>50</b>
<b>Notes:</b>					

Semester: III					
Course Title	Major/ Minor	Credits	Internal Marks	External Marks	Total Marks
<b>Discipline-Specific Courses/Major Courses- Compulsory</b>					
Macroeconomic Theory	Major	4	40	60	<b>100</b>
<b>Major Courses- Students to Choose ANY ONE</b>					
Machine learning	Major	4	40	60	<b>100</b>
Financial Statement	Major	4	40	60	<b>100</b>
Consumer Behavior	Major	4	40	60	<b>100</b>
Organizational Behavior	Major	4	40	60	<b>100</b>
<b>Minor Courses- Choose any one (cannot be the same as Major specialization)</b>					
Machine learning	Minor	4	40	60	<b>100</b>
Introduction to R Programming	Minor	4	40	60	<b>100</b>
Management Accounting	Minor	4	40	60	<b>100</b>
Introduction to Corporate Finance	Minor	4	40	60	<b>100</b>
Consumer Behaviour	Minor	4	40	60	<b>100</b>
Innovation Management and New Product development	Minor	4	40	60	<b>100</b>
Training and Development	Minor	4	40	60	<b>100</b>
Introduction to Psychology	Minor	4	40	60	<b>100</b>
<b>Multidisciplinary Courses - (To choose from SIU Basket)</b>					
<b>MD3</b>		3	30	45	<b>75</b>
<b>Ability Enhancement Course- Choose any one</b>					
Basic French I		2	20	30	<b>50</b>
Basic German I		2	20	30	<b>50</b>
Business Communication		2	20	30	<b>50</b>
<b>Skill Enhancement Course- Choose any one</b>					
Personal Finance		3	30	45	<b>75</b>
Content Creation in Marketing		3	30	45	<b>75</b>
<b>Common Value-Added Courses (To choose from SIU Basket)</b>					
<b>CVAC1</b>		2	20	30	<b>50</b>
<b>Total</b>		<b>22</b>	<b>220</b>	<b>330</b>	<b>550</b>
<b>Notes:</b>					

Semester: IV					
Course Title	Major/ Minor	Credits	Internal Marks	External Marks	Total Marks
<b>Discipline-Specific Courses/Major Courses- Compulsory</b>					
Research Methodology	Major	4	40	60	<b>100</b>
<b>Major Courses- Students to Choose ANY ONE GROUP</b>					
Internet of Things	Major	4	40	60	<b>100</b>
Business Analytics	Major	4	40	60	<b>100</b>
Strategic Financial Management	Major	4	40	60	<b>100</b>
Security Analysis and Portfolio Management	Major	4	40	60	<b>100</b>
Digital Marketing	Major	4	40	60	<b>100</b>
Marketing Communication - Advertising PR and Events	Major	4	40	60	<b>100</b>
Compensation Management	Major	4	40	60	<b>100</b>
Training and Development	Major	4	40	60	<b>100</b>
<b>Minor Courses- Choose any one (cannot be the same as Major specialization)</b>					
Cloud Applications for Business Processes	Minor	4	40	60	<b>100</b>
Data Warehousing and Mining	Minor	4	40	60	<b>100</b>
Money, Banking and Finance	Minor	4	40	60	<b>100</b>
Financial Modelling	Minor	4	40	60	<b>100</b>
B2B marketing	Minor	4	40	60	<b>100</b>
From Products to Self: Personal, Image & Reputation Brand Management	Minor	4	40	60	<b>100</b>
Fundamentals of Quality Management	Minor	4	40	60	<b>100</b>
Team Building and Inclusive Leadership	Minor	4	40	60	<b>100</b>
<b>Ability Enhancement Course-Choose any one – whichever is applicable</b>					
Effective Communication Skills		2	20	30	<b>50</b>
Basic French II or		2	20	30	<b>50</b>
Basic German II		2	20	30	<b>50</b>
<b>Common Value-Added Courses (To choose from SIU Basket)</b>					

<b>CVAC1</b>					
<b>Total</b>		18	180	270	<b>450</b>
<b>Vocational Courses (Summer): Only for students who wish to exit after the Second Year with a Diploma</b>					
Data Analytics using MS-Excel		2	20	30	<b>50</b>
Exploratory Data Analysis		2	20	30	<b>50</b>
<b>Total</b>		2	20	30	<b>50</b>
<b>Notes:</b>					



Semester: V								
	Course Title			Major/ Minor	Credits	Internal Marks	External Marks	Total Marks
Discipline-Specific Courses/Major Courses- Compulsory								
	Business Law			Major	4	40	60	100
Major Courses- Students to Choose ANY ONE GROUP								
	Python for Data Science			Major	4	40	60	100
	Operations Research			Major	4	40	60	100
	Introductory Econometrics			Major	4	40	60	100
	Theory and Application of Public Finance			Major	4	40	60	100
	Business Modeling and Business Plan Fundamentals			Major	4	40	60	100
	Business Marketing			Major	4	40	60	100
	Introduction HR Analytics			Major	4	40	60	100
	Labor and Industrial Law			Major	4	40	60	100
Minor Courses- Choose any one Group (cannot be the same as Major specialization)								
	Statistical Data Analysis Using Microsoft Excel			Minor	4	40	60	100
	Internet of Things			Minor	4	40	60	100
	Product Design and Development			Minor	4	40	60	100
		Designing for apps and websites		Minor	4	40	60	100
		Investment Banking		Minor	4	40	60	100
		Sustainable Finance and Responsible Investment		Minor	4	40	60	100
		Professional Writing Skills		Minor	4	40	60	100
		Cross Cultural Management		Minor	4	40	60	100
Summer Internship								
			Summer Internship	Major	4	100	0	100
Total					24	300	300	600
Notes:								

Inter

**Semester: VI**

			Major/ Minor	Credits	Internal Marks	External Marks	Total Marks
Discipline-Specific Courses/Major Courses- Compulsory							
		Project	Major	4	100	0	100
Major Courses- Students to Choose ANY ONE GROUP							
		Introduction to Artificial Intelligence	Major	4	40	60	100
		Big Data Analytics	Major	4	40	60	100
		Social Media marketing and analytics	Major	4	40	60	100
		Sales and Distribution Management	Major	4	40	60	100
		Mergers and Acquisitions	Major	4	40	60	100
		Financial Risk Management	Major	4	40	60	100
		Cross Cultural Management	Major	4	40	60	100
		Advanced HR Analytics	Major	4	40	60	100
Minor Courses- Choose any one Group (cannot be the same as Major specialization)							
		Neural Network	Minor	4	40	60	100
		Data Visualization	Minor	4	40	60	100
		Global Business Environment	Minor	4	40	60	100
		Project Finance and Infrastructure Financing	Minor	4	40	60	100
		Gender Labour and Work	Minor	4	40	60	100
		Specialized HR Research	Minor	4	40	60	100
		Creativity and Innovations	Minor	4	40	60	100
		International Marketing	Minor	4	40	60	100
Total				20	260	240	500

Semester: VII (Honours)							
		Course Title	Major/ Minor	Credits	Internal Marks	External Marks	Total Marks
Discipline-Specific Courses/Major Courses- Compulsory							
		International Economics	Major	4	40	60	100
Major Courses- Students to Choose ANY ONE							
		Multivariate data analysis	Major	4	40	60	100
		Introduction to Deep Learning	Major	4	40	60	100
		HRD Instruments	Major	4	40	60	100
		Conflict management and Negotiation Skills	Major	4	40	60	100
		Retail Marketing	Major	4	40	60	100
		Marketing analytics	Major	4	40	60	100
		Mastering Python for Finance	Major	4	40	60	100
		International Financial Management	Major	4	40	60	100
Minor Courses- Choose any one (cannot be the same as Major specialization)							
		Open Source Tools for Data Science	Minor	4	40	60	100
		IT Applications for Business Vertices	Minor	4	40	60	100
		Indian Economy I	Minor	4	40	60	100
		Corporate Valuation	Minor	4	40	60	100
		IT Product and Sales Management	Minor	4	40	60	100
		Marketing analytics and CRM	Minor	4	40	60	100
		Global Mental Health	Minor	4	40	60	100
		Industrial Jurisprudence & ILO Jurisprudence (Legal Method, Indian Legal System and Basic Theory of Law)	Minor	4	40	60	100
Total				20	200	300	500
Notes:							
Semester: VII (Honours with research )							

		Course Title	Major/ Minor	Credits	Internal Marks	External Marks	Total Marks
<b>Discipline-Specific Courses/Major Courses- Compulsory</b>							
		International Economics	Major	4	40	60	<b>100</b>
<b>Major Courses- Students to Choose ANY ONE</b>							
		Multivariate data analysis	Major	4	40	60	<b>100</b>
		Introduction to Deep Learning	Major	4	40	60	<b>100</b>
		HRD Instruments	Major	4	40	60	<b>100</b>
		Conflict management and Negotiation Skills	Major	4	40	60	<b>100</b>
		Retail Marketing	Major	4	40	60	<b>100</b>
		Marketing analytics	Major	4	40	60	<b>100</b>
		Mastering Python for Finance	Major	4	40	60	<b>100</b>
		International Financial Management	Major	4	40	60	<b>100</b>
<b>Minor Courses- Choose any one (cannot be the same as Major specialization)</b>							
		Open Source Tools for Data Science	Minor	4	40	60	<b>100</b>
		IT Applications for Business Vertices	Minor	4	40	60	<b>100</b>
		Indian Economy I	Minor	4	40	60	<b>100</b>
		Corporate Valuation	Minor	4	40	60	<b>100</b>
		IT Product and Sales Management	Minor	4	40	60	<b>100</b>
		Marketing analytics and CRM	Minor	4	40	60	<b>100</b>
		Global Mental Health	Minor	4	40	60	<b>100</b>
		Industrial Jurisprudence & ILO Jurisprudence (Legal Method, Indian Legal System and Basic Theory of Law)	Minor	4	40	60	<b>100</b>
<b>Total</b>				<b>20</b>	<b>200</b>	<b>300</b>	<b>500</b>
Notes:							

Semester: VIII (Honours)							
		Course Title	Major/ Minor	Credits	Internal Marks	External Marks	Total Marks
Discipline-Specific Courses/Major Courses- Compulsory							
		Behavioral and Experimental Economics	Major	4	40	60	100
Major Courses- Students to Choose ANY ONE GROUP							
		Advanced Programming in Python	Major	4	40	60	100
		Intermediary Econometrics	Major	4	40	60	100
		Equity Research and Valuation	Major	4	40	60	100
		Fixed Income Market	Major	4	40	60	100
		Content Marketing	Major	4	40	60	100
		Rural Marketing	Major	4	40	60	100
		Global HRM	Major	4	40	60	100
		Organizational Development and Change	Major	4	40	60	100
Minor Courses- Choose any one Group (cannot be the same as Major specialization)							
		Enterprise Resource Planning and Supply Chain Management	Minor	4	40	60	100
		Social Media Analytics	Minor	4	40	60	100
		Urban Economics	Minor	4	40	60	100
		Banking and Fintech	Minor	4	40	60	100
		Labor Economics	Minor	4	40	60	100
		State, Civil Society and Market	Minor	4	40	60	100
		Marketing Information System	Minor	4	40	60	100
		Neuro and Simulation Marketing	Minor	4	40	60	100
Total				20	200	300	500
Notes:							

