

Symbiosis Centre for Management Studies (SCMS), Bengaluru
Bachelor of Business Administration
Programme Structure 2022-25

Annexure A

Semester – I

Catalog Course Code	Course Code	Course Title	Specialization	Credits	Internal Marks	External Marks	Total Marks
Generic Core Courses							
T3218	101	Basics of Management Information Systems		4	40	60	100
TM2054	102	Business Accounting		4	40	60	100
T2340	103	Business Entrepreneurship		4	40	60	100
T2263	104	Organizational Behaviour		4	40	60	100
T6156	105	Principles of Microeconomics		4	40	60	100
T2863	106	Management Essentials		4	40	60	100
T2202	107	Business Mathematics		2	20	30	50
Total Required Credits				26	260	390	650

Semester – II

Catalog Course Code	Course Code	Course Title	Specialization	Credits	Internal Marks	External Marks	Total Marks
Generic Core Courses							
T2720	201	Business Statistics		4	40	60	100
T2484	202	Core Environmental Studies		4	40	60	100
T2465	203	Fundamentals of Marketing		4	40	60	100
T2668	204	Management Accounting		4	40	60	100
T6157	205	Macroeconomic Theory		4	40	60	100
TM2015	206	Human Resource Management		4	40	60	100
T3647	207	Data Analytics Using MS-Excel		2	20	30	50
T4005	208	Integrated Disaster Management *		0	0	0	Non letter Grade
TH4095	209	Fitness for Life *		0	0	0	Non letter Grade
Total Required Credits				26	260	390	650

Semester – III

Catalog Course Code	Course Code	Course Title	Specialization	Credits	Internal Marks	External Marks	Total Marks
Generic Core Courses							
T2208	301	Research Methodology		4	40	60	100
T3675	302	Business Intelligence		3	30	45	75
T6257	303	Foundations of Indian Philosophy		4	40	60	100
TM2103	304	Basics of Strategic Management		2	20	30	50
T2783	305	Corporate Governance and Ethics		2	20	30	50
F001	306	Flexi Credit Course		1	25	0	25
Total Required Credits				16	175	225	400
Generic Elective Courses Group							

T2495	307	Business Communication		2	50	0	50
T2969	308	Personal Finance		2	50	0	50
T3205	309	Web Development using CMS		2	50	0	50
T3198	310	Introduction to Python		2	50	0	50
TE7704	311	Artificial Intelligence and Machine Learning		2	50	0	50
Total Required Credits				2	50	0	50
Specialization Core Courses: Business Analytics							
T7474	312	Basics of Database		3	30	45	75
TE7018	313	Business Analytics		3	30	45	75
Total Required Credits				6	60	90	150
Specialization Core Courses: Marketing							
T2472	314	Promotions and Marketing Communication		3	30	45	75
T2469	315	Fundamentals of Sales & Distribution Management		3	30	45	75
Total Required Credits				6	60	90	150
Specialization Core Courses: Finance							
T2101	316	Financial Management		3	30	45	75
T2092	317	Financial Statement Analysis		3	30	45	75
Total Required Credits				6	60	90	150
Specialization Core Courses : Human Resources							
T2268	318	Training and Development		3	30	45	75
T2782	319	Workforce Planning		3	30	45	75
Total Required Credits				6	60	90	150
Open Elective Courses							
T7474	312	Basics of Database	Business Analytics	3	30	45	75
TE7018	313	Business Analytics	Business Analytics	3	30	45	75
T2472	314	Promotions and Marketing Communication	Marketing	3	30	45	75
T2469	315	Fundamentals of Sales & Distribution Management	Marketing	3	30	45	75
T2101	316	Financial Management	Finance	3	30	45	75
T2092	317	Financial Statement Analysis	Finance	3	30	45	75
T2268	318	Training and Development	Human Resources	3	30	45	75
T2782	319	Workforce Planning	Human Resources	3	30	45	75
Total Required Credits				3	30	45	75

Semester – IV

Catalog Course Code	Course Code	Course Title	Specialization	Credits	Internal Marks	External Marks	Total Marks
Generic Core Courses							
T2207	401	Operations Research		4	40	60	100
T2804	402	Multi-Disciplinary Project		4	40	60	100
T8000	403	Service Learning		4	40	60	100
Total Required Credits				12	120	180	300
Generic Elective Courses Group (Language) - Choose any one Group							
Sanskrit							
T6401	404	Basic Sanskrit I		2	50	0	50
T6402	405	Basic Sanskrit II		2	50	0	50
German							
T6184	406	Basic German I		2	50	0	50
T6185	407	Basic German II		2	50	0	50
French							
T6186	408	Basic French I		2	50	0	50
T6187	409	Basic French II		2	50	0	50
Total Required Credits				4	100	0	100
Generic Elective Courses Group							
T2495	410	Business Communication		2	50	0	50
T2969	411	Personal Finance		2	50	0	50

T3205	412	Web Development using CMS		2	50	0	50
T3198	413	Introduction to Python		2	50	0	50
TE7704	414	Artificial Intelligence and Machine Learning		2	50	0	50
Total Required Credits				2	50	0	50
Specialization Core Courses : Business Analytics							
TE7292	415	R Programming		3	30	45	75
TE7255	416	Data Warehousing and Mining		3	30	45	75
Total Required Credits				6	60	90	150
Specialization Core Courses : Marketing							
T2460	417	Advertising and Public Relations		3	30	45	75
T2464	418	Fundamentals of Market Research		3	30	45	75
Total Required Credits				6	60	90	150
Specialization Core Courses : Finance							
T2044	419	Security Analysis and Portfolio Management		3	30	45	75
T2968	420	Introduction to Behavioral Finance		3	30	45	75
Total Required Credits				6	60	90	150
Specialization Core Courses : Human Resources							
T2977	421	Fundamentals of HR Analytics		3	30	45	75
T2274	422	Performance Management System		3	30	45	75
Total Required Credits				6	60	90	150
Open Elective Courses							
TE7292	415	R Programming	Business Analytics	3	30	45	75
TE7255	416	Data Warehousing and Mining	Business Analytics	3	30	45	75
T2460	417	Advertising and Public Relations	Marketing	3	30	45	75
T2464	418	Fundamentals of Market Research	Marketing	3	30	45	75
T2044	419	Security Analysis and Portfolio Management	Finance	3	30	45	75
T2968	420	Introduction to Behavioral Finance	Finance	3	30	45	75
T2977	421	Fundamentals of HR Analytics	Human Resources	3	30	45	75
T2274	422	Performance Management System	Human Resources	3	30	45	75
Total Required Credits				3	30	45	75

Semester – V

Catalog Course Code	Course Code	Course Title	Specialization	Credits	Internal Marks	External Marks	Total Marks
Generic Core Courses							
T2804	501	Specialization Based Project		4	40	60	100
T1133	502	Business Laws		4	40	60	100
TE7246	503	Block Chain		4	40	60	100
Total Required Credits				12	120	180	300
Generic Elective Courses Group							
T1296	504	International Trade and Economics		2	50	0	50
T1328	505	Gender Justice and Feminist Jurisprudence		2	50	0	50
TMC5073	506	Story of Brands		2	50	0	50
T6183	507	History of Indian Cinema		2	50	0	50
T4771	508	Fitness and Lifestyle Management		2	50	0	50
Total Required Credits				2	50	0	50
Specialization Core Courses : Business Analytics							
TE7101	509	Internet of Things		3	30	45	75
T3697	510	Advanced Programming in Python		3	30	45	75

Total Required Credits				6	60	90	150
Specialization Core Courses : Marketing							
T2119	511	Consumer Behaviour and Insights		3	30	45	75
T2471	512	Introduction to Digital Marketing		3	30	45	75
Total Required Credits				6	60	90	150
Specialization Core Courses : Finance							
T6161	513	Basic Econometrics		3	30	45	75
F003	514	Flexi Credit Course		3	75	0	75
Total Required Credits				6	105	45	150
Specialization Core Courses : Human Resources							
T2273	515	Emotional Intelligence for Personal Growth		3	30	45	75
T2275	516	Compensation Management		3	30	45	75
Total Required Credits				6	60	90	150
Open Elective Courses							
TE7101	509	Internet of Things	Business Analytics	3	30	45	75
T3697	510	Advanced Programming in Python	Business Analytics	3	30	45	75
T2119	511	Consumer Behaviour and Insights	Marketing	3	30	45	75
T2471	512	Introduction to Digital Marketing	Marketing	3	30	45	75
T6161	513	Basic Econometrics	Finance	3	30	45	75
F003	514	Flexi Credit Course	Finance	3	75	0	75
T2275	515	Compensation Management	Human Resources	3	30	45	75
T2273	516	Emotional Intelligence for Personal Growth	Human Resources	3	30	45	75
Total Required Credits				3	30	45	75

Semester –VI

Catalog Course Code	Course Code	Course Title	Specialization	Credits	Internal Marks	External Marks	Total Marks
Generic Core Courses							
T2781	601	Global Business Environment		4	40	60	100
T2903	602	Corporate Internship		4	40	60	100
T4788	603	Yoga Therapy Training		2	20	30	50
Total Required Credits				10	100	150	250
Generic Elective Courses Group							
T1296	604	International Trade and Economics		2	50	0	50
T1328	605	Gender Justice and Feminist Jurisprudence		2	50	0	50
TMC5073	606	Story of Brands		2	50	0	50
T6183	607	History of Indian Cinema		2	50	0	50
T4771	608	Fitness and Lifestyle Management		2	50	0	50
Total Required Credits				2	50	0	50
Specialization Core Courses: Business Analytics							
TE7103	609	Natural Language Processing		3	30	45	75
TE7552	610	Big Data Analytics		3	30	45	75
Total Required Credits				6	60	90	150
Specialization Core Courses: Marketing							
T2882	611	Services Marketing		3	30	45	75
T5987	612	Brand Management		3	30	45	75
Total Required Credits				6	60	90	150
Specialization Core Courses: Finance							
T2099	613	Direct Taxation		3	30	45	75
T2105	614	Mergers and Acquisitions		3	30	45	75
Total Required Credits				6	60	90	150
Specialization Core Courses: Human Resources							

T2269	615	Organizational Development and Change		3	30	45	75
T2276	616	Cross Cultural Management		3	30	45	75
Total Required Credits				6	60	90	150
Open Elective Courses							
TE7103	609	Natural Language Processing	Business Analytics	3	30	45	75
TE7552	610	Big Data Analytics	Business Analytics	3	30	45	75
T2882	611	Services Marketing	Marketing	3	30	45	75
T5987	612	Brand Management	Marketing	3	30	45	75
T2099	613	Direct Taxation	Finance	3	30	45	75
T2105	614	Mergers and Acquisitions	Finance	3	30	45	75
T2269	615	Organizational Development and Change	Human Resources	3	30	45	75
T2276	616	Cross Cultural Management	Human Resources	3	30	45	75
Total Required Credits				3	30	45	75

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Semester	Internal Credits	External Credits	Total Credits	Total Marks
Semester 1	0	26	26	650
Semester 2	0	26	26	650
Semester 3	3	24	27	675
Semester 4	6	21	27	675
Semester 5	5	18	23	575
Semester 6	2	19	21	525
Total	16	134	150	3750