

Symbiosis Centre for Management Studies, Bengaluru
Bachelor of Business Administration- Honours/ Honours with Research
Dual Degree in collaboration with Deakin University, Australia
Programme Structure 2025-2029

| | | | | |
|----|------------------------------|---|--|--|
| 1. | OBJECTIVE | This program will offer brilliant opportunities for ambitious students to access international academic resources The ease of mobility and accessibility is being facilitated by the two institutions in alignment with their commitment towards providing quality education, skilling and research pathways. | | |
| 2. | DURATION (IN MONTHS) | 48 (Full Time) | | |
| 3. | INTAKE | 15 | | |
| 4. | RESERVATION | I. Within the sanctioned intake | a) SC (In Percentage) | b) ST (In Percentage) |
| | | | 15 | 7.5 |
| | | II. Over and above the sanctioned intake | a) Kashmiri Migrants (In Seats) | b) International Students (In Percentage) |
| | | | 2 | 25 |
| 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). The conditions to transition to Deakin University, Australia are: a) Students successfully completing the first two years at SCMS B with a Weighted Average Mark of 55 (CGPA of 6.25) b) IELTS minimum score of 6 | | |
| 6. | SELECTION PROCEDURE | Candidates shortlisted through the Symbiosis Entrance Test (SET) will undergo a Personal Interaction (PI). Final selection will be determined based on a combined merit list, comprising 70% from the SET score and 30% from the PI. | | |
| 7. | MEDIUM OF INSTRUCTION | English | | |
| 8. | PROGRAMME PATTERN | Semester | | |

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|--|--|---|-------------------------|--------------------------|--------------|
| 9. | COURSE & SPECIALISATION | As per Annexure A List of Minors Offered (Choose any one) 1. Finance 2. Human Resource Management 3. Marketing | | | |
| 10. | FEE | | Academic Fee p.a | Institute Deposit | Total |
| | Indian Students (Amount in INR) | | 700000 | 20000 | 720000 |
| | International Students | NRI/ PIO/ OCI Category (Amount in US\$) | 10027 | 275 | 10302 |
| | | Foreign National Category (Amount in US\$) | 1300 | 275 | 1575 |
| <p>Note: 3rd Year and 4th Year Students opting for Deakin University programme (Students will pay first and second year fees at SCMS, Bengaluru, SIU and third and fourth year fees at Deakin University, Australia)</p> | | | | | |
| 11. | ASSESSMENT | The courses will have 60% Continuous Assessment and 40% Term End [University] examination however, some courses (not more than 30% of the total programme credits) may have 100% Continuous Assessment. For Bachelor of Business Analytics, Deakin University, Australia, the assessment standards will be as per Deakin University norms. | | | |

| | | |
|-----|--|---|
| 12. | STANDARD OF PASSING | <p>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 Continuous Assessment and Term End examinations separately with a minimum Grade Point of 4 corresponding to Grade P. Students securing less than 40% marks in any head of passing will be declared FAIL. The University awards a Certificate/Diploma/ Degree to the student who has achieved a minimum CGPA of 4 out of a maximum of 10 CGPA for the Programme.</p> <p>For Bachelor of Business Analytics Programme, Deakin University, Australia, the Standard of Passing will be as per Deakin University norms.</p> |
| 13. | AWARD OF CERTIFICATE/DIPLOMA/DEGREE | <p>Certificate in Business Administration will be awarded at the end of the semester-2 by taking into consideration the performance of all semester examinations subject to obtaining a minimum 4.00 CGPA out of 10 CGPA and the successful completion of the 4 credit Vocational Course in the summer.</p> <p>Diploma in Business Administration will be awarded at the end of the semester-4 by taking into consideration the performance of all semester examinations subject to obtaining a minimum 4.00 CGPA out of 10 CGPA and the successful completion of the 4 credit Vocational Course in the summer.</p> <p>Bachelor of Business Analytics will be awarded by Deakin University, subject to its applicable rules.</p> <p>Bachelor of Business Administration Honours with the applicable Minor-SIU shall award its degree by taking into consideration the performance of all semester examinations (Year 1 and 2 at SIU and Year 3 and 4 at Deakin University subject to respective university passing criteria</p> |

| 14. CLASSIFICATION OF CREDITS | | | | | | | | | | | |
|---|--|-------|--------------------|---------------------|-------------------|--------------------|-------------------|---------------------------------|--------------------------------------|----------------------------------|---------------|
| Semester | Discipline-Specific Course/s / Major Course/s | Minor | Multi-disciplinary | Ability Enhancement | Skill Enhancement | Common Value Added | Summer Internship | Research Project / Dissertation | No. of Mandatory Non-Credit Course/s | No. of Non-Credit Audit Course/s | Total Credits |
| 1 | 4 | 8 | 0 | 4 | 3 | 2 | 0 | 0 | 0 | As per the student's choice | 21 |
| 2 | 8 | 8 | 3 | 2 | 3 | 2 | 0 | 0 | 0 | | 26 |
| 3 | 8 | 8 | 3 | 2 | 3 | 2 | 0 | 0 | 0 | | 26 |
| 4 | 4 | 8 | 3 | 0 | 0 | 0 | 0 | 0 | 3 * | | 15 |
| 5 | Courses delivered as per the syllabus and structure of Bachelor of Business Analytics degree from Deakin University, Australia | | | | | | | | | | |
| 6 | Courses delivered as per the syllabus and structure of Bachelor of Business Analytics degree from Deakin University, Australia | | | | | | | | | | |
| 7 | Courses delivered as per the syllabus and structure of Bachelor of Business Analytics degree from Deakin University, Australia | | | | | | | | | | |
| 8 | Courses delivered as per the syllabus and structure of Bachelor of Business Analytics degree from Deakin University, Australia | | | | | | | | | | |
| * Satisfactory completion of non credit courses 'Health and Wellness', ' <i>Vasudhaiva Kutumbakam</i> ' and 'Core Environmental Studies' is mandatory for award of degree. | | | | | | | | | | | |
| Additional Note: #Health and Wellness Module I and Module II will be conducted during the semesters mentioned in the programme structure. However, the course will be listed on the students' grade sheets as "Health and Wellness" in the semester in which the institute's course code is officially assigned. | | | | | | | | | | | |

This Programme Structure is aligned with the norms laid down by the University and is approved by the Academic Council and Executive 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 | Major/ Minor | Credits | Continuous Assessment Marks | Term End Examination Marks | Total Marks |
|--|-------------|---------------------------------------|---------------------------|----------|-----------------------------|----------------------------|-------------|
| Semester : 1 | | | | | | | |
| Discipline-Specific Course/s / Major Course/s | | | | | | | |
| T2720 | 0219230101 | Business Statistics | | 4 | 60 | 40 | 100 |
| Total | | | | 4 | 60 | 40 | 100 |
| Minor Course/s (Choose any one Group) | | | | | | | |
| Group 1 - Finance | | | | | | | |
| TM2054 | 0219230102 | Business Accounting | Finance | 4 | 60 | 40 | 100 |
| TM2121 | 0219230103 | Financial Services | Finance | 4 | 60 | 40 | 100 |
| Total Required Credits | | | | 8 | 120 | 80 | 200 |
| Group 2 - Human Resource Management | | | | | | | |
| T6792 | 0219230104 | Organizational Psychology | Human Resource Management | 4 | 60 | 40 | 100 |
| TM2178 | 0219230105 | Organizational Development and Change | Human Resource Management | 4 | 60 | 40 | 100 |
| Total Required Credits | | | | 8 | 120 | 80 | 200 |
| Group 3 - Marketing | | | | | | | |
| T2465 | 0219230106 | Fundamentals of Marketing | Marketing | 4 | 60 | 40 | 100 |

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|--|-------------|---|--------------|-----------|-----------------------------|----------------------------|-------------|
| TM2196 | 0219230107 | Fundamentals of Brand Management | Marketing | 4 | 60 | 40 | 100 |
| Total Required Credits | | | | 8 | 120 | 80 | 200 |
| Ability Enhancement Course/s | | | | | | | |
| T6839 | 0219230108 | Presentation Skills | | 2 | 30 | 20 | 50 |
| THM6018 | 0219230109 | Introduction to Kannada | | 2 | 30 | 20 | 50 |
| Total | | | | 4 | 60 | 40 | 100 |
| Skill Enhancement Course/s (Choose any one course) | | | | | | | |
| TM2010 | 0219230110 | Creativity and Design Thinking | | 3 | 45 | 30 | 75 |
| T3698 | 0219230111 | Introduction to Python | | 3 | 45 | 30 | 75 |
| Total Required Credits | | | | 3 | 45 | 30 | 75 |
| Common Value-Added Course/s (Choose any one course) | | | | | | | |
| TM2005 | 0219230112 | Environmental Studies: Our Common Earth | | 2 | 50 | 0 | 50 |
| TH4228 | 0219230113 | Yoga - II | | 2 | 50 | 0 | 50 |
| Total Required Credits | | | | 2 | 50 | 0 | 50 |
| Grand Total | | | | 21 | 335 | 190 | 525 |

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| Catalog Course Code | Course Code | Course Title | Major/ Minor | Credits | Continuous Assessment Marks | Term End Examination Marks | Total Marks |
|--|-------------|--|---------------------------|----------|-----------------------------|----------------------------|-------------|
| Semester : 2 | | | | | | | |
| Discipline-Specific Course/s / Major Course/s | | | | | | | |
| T6775 | 0219230201 | Principles of Microeconomics | | 4 | 60 | 40 | 100 |
| T3218 | 0219230202 | Basics of Management Information Systems | | 4 | 60 | 40 | 100 |
| Total | | | | 8 | 120 | 80 | 200 |
| Minor Course/s (Choose any one Group) | | | | | | | |
| Group 1 - Finance | | | | | | | |
| T2668 | 0219230203 | Management Accounting | Finance | 4 | 60 | 40 | 100 |
| TM2207 | 0219230204 | Financial Statement Analysis | Finance | 4 | 60 | 40 | 100 |
| Total Required Credits | | | | 8 | 120 | 80 | 200 |
| Group 2 - Human Resource Management | | | | | | | |
| TM2015 | 0219230205 | Human Resource Management | Human Resource Management | 4 | 60 | 40 | 100 |
| TM2212 | 0219230206 | Workforce Planning | Human Resource Management | 4 | 60 | 40 | 100 |
| Total Required Credits | | | | 8 | 120 | 80 | 200 |

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|---|-------------|------------------------------------|--------------|----------|-----------------------------|----------------------------|-------------|
| Group 3 - Marketing | | | | | | | |
| TM2131 | 0219230207 | Services Marketing | Marketing | 4 | 60 | 40 | 100 |
| TM2177 | 0219230208 | Fundamentals of Marketing Research | Marketing | 4 | 60 | 40 | 100 |
| Total Required Credits | | | | 8 | 120 | 80 | 200 |
| Ability Enhancement Course/s (Choose any one course) | | | | | | | |
| T6186 | 0219230209 | Basic French I | | 2 | 30 | 20 | 50 |
| T6184 | 0219230210 | Basic German I | | 2 | 30 | 20 | 50 |
| T2239 | 0219230211 | Business Communication | | 2 | 30 | 20 | 50 |
| Total Required Credits | | | | 2 | 30 | 20 | 50 |
| Skill Enhancement Course/s (Choose any one course) | | | | | | | |
| T3325 | 0219230212 | Web Designing | | 3 | 45 | 30 | 75 |
| T2167 | 0219230213 | Supply Chain Management | | 3 | 45 | 30 | 75 |
| Total Required Credits | | | | 3 | 45 | 30 | 75 |
| Common Value-Added Course/s (Choose any one course) | | | | | | | |
| T2835 | 0219230214 | Sustainability Studies | | 2 | 30 | 20 | 50 |
| T6500 | 0219230215 | Ballroom and Latin American Dances | | 2 | 30 | 20 | 50 |
| Total Required Credits | | | | 2 | 30 | 20 | 50 |

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|--|-------------|--------------------------------|--------------|-----------|-----------------------------|----------------------------|-------------|
| Mandatory Non-Credit Course/s | | | | | | | |
| TH4788 | | Health and Wellness Module I # | | 0 | 0 | 0 | 0 |
| Total | | | | 0 | 0 | 0 | 0 |
| Multi-disciplinary Course/s (Choose Any One Course from the University Basket of Multidisciplinary Courses) The list of Multidisciplinary courses offered will be updated every semester. The list will be shared on the MDC Registration Portal before the commencement of each semester, and students may choose a course of their choice. You can download the list on eduwiz portal. | | | | | | | |
| - | - | MD1 | | 3 | 75 | 0 | 75 |
| Total | | | | 3 | 75 | 0 | 75 |
| Vocational Course/s (Only for students who wish to exit after the First year with a Certificate) | | | | | | | |
| T3647 | 0219230216 | Data Analytics using MS-Excel | | 2 | 50 | 0 | 50 |
| TE7894 | 0219230217 | Exploratory Data Analysis | | 2 | 50 | 0 | 50 |
| Total Required Credits | | | | 4 | 100 | 0 | 100 |
| Grand Total | | | | 26 | 420 | 230 | 650 |
| Semester : 3 | | | | | | | |

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| Catalog Course Code | Course Code | Course Title | Major/ Minor | Credits | Continuous Assessment Marks | Term End Examination Marks | Total Marks |
|--|-------------|---|---------------------------|----------|-----------------------------|----------------------------|-------------|
| Discipline-Specific Course/s / Major Course/s | | | | | | | |
| T6148 | 0219230301 | Principles of Macroeconomics | | 4 | 60 | 40 | 100 |
| T3665 | 0219230302 | Business Analytics | | 4 | 60 | 40 | 100 |
| Total | | | | 8 | 120 | 80 | 200 |
| Minor Course/s (Choose any one Group) | | | | | | | |
| Group 1 - Finance | | | | | | | |
| T2456 | 0219230303 | Financial Management | Finance | 4 | 60 | 40 | 100 |
| TM2240 | 0219230304 | Cost Accounting | Finance | 4 | 60 | 40 | 100 |
| Total Required Credits | | | | 8 | 120 | 80 | 200 |
| Group 2 - Human Resource Management | | | | | | | |
| T2263 | 0219230305 | Organizational Behaviour | Human Resource Management | 4 | 60 | 40 | 100 |
| TM2213 | 0219230306 | International Human Resource Management | Human Resource Management | 4 | 60 | 40 | 100 |
| Total Required Credits | | | | 8 | 120 | 80 | 200 |
| Group 3 - Marketing | | | | | | | |

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|---|-------------|---|--------------|----------|-----------------------------|----------------------------|-------------|
| T2519 | 0219230307 | Marketing Communication - Advertising PR and Events | Marketing | 4 | 60 | 40 | 100 |
| T2713 | 0219230308 | Innovation Management and New Product Development | Marketing | 4 | 60 | 40 | 100 |
| Total Required Credits | | | | 8 | 120 | 80 | 200 |
| Ability Enhancement Course/s (Choose any one course) | | | | | | | |
| T6187 | 0219230309 | Basic French II | | 2 | 30 | 20 | 50 |
| T6185 | 0219230310 | Basic German II | | 2 | 30 | 20 | 50 |
| TM2252 | 0219230311 | Building Professional Competencies | | 2 | 30 | 20 | 50 |
| Total Required Credits | | | | 2 | 30 | 20 | 50 |
| Skill Enhancement Course/s (Choose any one course) | | | | | | | |
| T2984 | 0219230312 | Personal Finance | | 3 | 45 | 30 | 75 |
| TMC5033 | 0219230313 | Content Creation and Marketing | | 3 | 45 | 30 | 75 |
| Total Required Credits | | | | 3 | 45 | 30 | 75 |
| Common Value-Added Course/s (Choose any one course) | | | | | | | |
| T2729 | 0219230314 | Indian Ethos and Values for Management | | 2 | 50 | 0 | 50 |
| T6499 | 0219230315 | World Music | | 2 | 50 | 0 | 50 |

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| Catalog Course Code | Course Code | Course Title | Major/ Minor | Credits | Continuous Assessment Marks | Term End Examination Marks | Total Marks |
|--|-------------|---------------------------------|--------------|-----------|-----------------------------|----------------------------|-------------|
| Total Required Credits | | | | 2 | 50 | 0 | 50 |
| Mandatory Non-Credit Course/s | | | | | | | |
| TH4789 | | Health and Wellness Module II # | | 0 | 0 | 0 | 0 |
| Total | | | | 0 | 0 | 0 | 0 |
| Multi-disciplinary Course/s (Choose Any One Course from the University Basket of Multidisciplinary Courses) The list of Multidisciplinary courses offered will be updated every semester. The list will be shared on the MDC Registration Portal before the commencement of each semester, and students may choose a course of their choice. You can download the list on eduwiz portal. | | | | | | | |
| - | - | MD2 | | 3 | 75 | 0 | 75 |
| Total | | | | 3 | 75 | 0 | 75 |
| Grand Total | | | | 26 | 440 | 210 | 650 |
| Semester : 4 | | | | | | | |
| Major Course/s | | | | | | | |
| T8000 | 0219230401 | Service Learning | | 4 | 100 | 0 | 100 |
| Total | | | | 4 | 100 | 0 | 100 |

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| Catalog Course Code | Course Code | Course Title | Major/ Minor | Credits | Continuous Assessment Marks | Term End Examination Marks | Total Marks |
|--|-------------|---|---------------------------|----------|-----------------------------|----------------------------|-------------|
| Minor Course/s (Choose any one Group) | | | | | | | |
| Group 1 - Finance | | | | | | | |
| TM2203 | 0219230402 | Strategic Financial Management | Finance | 4 | 60 | 40 | 100 |
| T2934 | 0219230403 | Security Analysis and Portfolio Management | Finance | 4 | 60 | 40 | 100 |
| Total Required Credits | | | | 8 | 120 | 80 | 200 |
| Group 2 - Human Resource Management | | | | | | | |
| TM2140 | 0219230404 | Compensation Management | Human Resource Management | 4 | 60 | 40 | 100 |
| TM2142 | 0219230405 | Learning and Development | Human Resource Management | 4 | 60 | 40 | 100 |
| Total Required Credits | | | | 8 | 120 | 80 | 200 |
| Group 3 - Marketing | | | | | | | |
| T3680 | 0219230406 | Digital Marketing | Marketing | 4 | 60 | 40 | 100 |
| T6862 | 0219230407 | From Products to Self : Personal, Image and Reputation Brand Management | Marketing | 4 | 60 | 40 | 100 |
| Total Required Credits | | | | 8 | 120 | 80 | 200 |
| Mandatory Non-Credit Course/s | | | | | | | |

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| Catalog Course Code | Course Code | Course Title | Major/ Minor | Credits | Continuous Assessment Marks | Term End Examination Marks | Total Marks |
|---|-------------|-------------------------------|--------------|----------|-----------------------------|----------------------------|-----------------------------|
| SMC001 | 0219230408 | Vasudhaiva Kutumbakam * | | 0 | 0 | 0 | Mandatory Non-Credit Course |
| SMC002 | 0219230409 | Core Environmental Studies * | | 0 | 0 | 0 | Mandatory Non-Credit Course |
| SMC003 | 0219230410 | Health and Wellness * | | 0 | 0 | 0 | Mandatory Non-Credit Course |
| Total | | | | 0 | 0 | 0 | 0 |
| Multi-disciplinary Course/s (Choose Any One Course from the University Basket of Multidisciplinary Courses) The list of Multidisciplinary courses offered will be updated every semester. The list will be shared on the MDC Registration Portal before the commencement of each semester, and students may choose a course of their choice. You can download the list on eduwiz portal. | | | | | | | |
| - | - | MD3 | | 3 | 75 | 0 | 75 |
| Total | | | | 3 | 75 | 0 | 75 |
| Vocational Course/s (Only for students who wish to exit after the Second year with a Diploma) | | | | | | | |
| T3647 | 0219230411 | Data Analytics using MS-Excel | | 2 | 50 | 0 | 50 |

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|---|-------------|---------------------------|--------------|-----------|-----------------------------|----------------------------|-------------|
| TE7894 | 0219230412 | Exploratory Data Analysis | | 2 | 50 | 0 | 50 |
| Total Required Credits | | | | 4 | 100 | 0 | 100 |
| Grand Total | | | | 15 | 295 | 80 | 375 |
| Note: Semester 5,6,7 and 8 Courses delivered as per the syllabus and structure of the Bachelor of Business Analytics Programme, Deakin University, Australia. | | | | | | | |
| Grand Total | | | | 0 | 0 | 0 | 0 |
| Note: Courses delivered as per the syllabus and structure of the Bachelor of Business Analytics Programme, Deakin University, Australia. | | | | | | | |
| Grand Total | | | | 0 | 0 | 0 | 0 |
| Note: Courses delivered as per the syllabus and structure of the Bachelor of Business Analytics Programme, Deakin University, Australia. | | | | | | | |
| Grand Total | | | | 0 | 0 | 0 | 0 |
| Note: Courses delivered as per the syllabus and structure of the Bachelor of Business Analytics Programme, Deakin University, Australia. | | | | | | | |

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| Semester | 100% Continuous Assessment Credits | Term End (University) Examination Credits | Total Credits | Total Marks |
|------------|--|---|---------------|-------------|
| Semester 1 | 2 | 19 | 21 | 525 |
| Semester 2 | 3 | 23 | 26 | 650 |
| Semester 3 | 5 | 21 | 26 | 650 |
| Semester 4 | 7 | 8 | 15 | 375 |
| Semester 5 | Courses delivered as per the syllabus and structure of the Bachelor of Business Analytics, Deakin University, Australia. | | | |
| Semester 6 | Courses delivered as per the syllabus and structure of the Bachelor of Business Analytics, Deakin University, Australia. | | | |
| Semester 7 | Courses delivered as per the syllabus and structure of the Bachelor of Business Analytics, Deakin University, Australia. | | | |
| Semester 8 | Courses delivered as per the syllabus and structure of the Bachelor of Business Analytics, Deakin University, Australia. | | | |