Co		ne me	gram Code	Name	Catalog Course Code		Туре			100000000000000000000000000000000000000	in	Change in Pedagog Y	Change in evaluatio n	Change in instruction	Add on course	Change Yes: Revised No: No
	213 SCMS, Nagpu	r   2	1321	B.B.A.	GEN002	Project	Core	Base P	S No	No		Medical services		method		Revised
	213 SCMS, Nagpu	2	1321	B.B.A.	GEN005	Non Catalog	Core		Chang Added							
	213 SCMS, Nagpu		1321	B.B.A.	T1029	Courses Law of Contract	Core	Base P	S Droppe	ed Yes						
- 2	213 SCMS, Nagpur		1321	B.B.A.	T1133	Business			Added	Yes						
2	13 SCMS, Nagpur	2:	1321	B.B.A.	T1134	Compan y Law	Core	Base PS	the state of the s	No						
2	13 SCMS, Nagpur	21	321	B.B.A.	T2036	Financial Manage	Core	Base PS	Change Droppe							
2	13 SCMS, Nagpur	21	321	B.B.A.		ment	Elective	Base PS	Droppe	d Yes						
2	13 SCMS, Nagpur	21	321	B.B.A.		Security Analysis and Portfolio Manage	Core	Base PS	No Change	No						
2:	SCMS, Nagpur	21:	321 E	3.B.A.		ment	Elective	Base PS	No	No						
21		213	321 F	3.B.A.		Manage ment Accounti ng	Core	Base PS	Dropped	Yes						
21	3 SCMS, Nagpur	213	21 B	B.B.A.			Elective	Base PS	Dropped	Yes						
21	3 SCMS, Nagpur	213	21 B	.B.A. T	2089	Auditing	Core	Base PS	Dropped	Yes						
21	3 SCMS, Nagpur	213	21 B	.B.A.			Elective	Base PS	Dropped	Yes						
21.	3 SCMS, Nagpur	213	21 B	.B.A. T	S	Stateme nt	Core	Base PS	No Change	No						
21.	SCMS, Nagpur	213.	21 B.	.B.A.	-	Analysis	lective		Added	Yes						
213	SCMS, Nagpur	213	21 B.	B.A. T			Core	Base PS	No	No						
213	SCMS, Nagpur	2132	21 B.	B.A.	1	axation E	lective	Base PS	Change No	No						
	SCMS, Nagpur	2132	21 B.	B.A. TZ	R ry Ei	egulato	Core	Base PS	Change Dropped	Yes						
213	SCMS, Nagpur	2132	1 B.I	B.A.		E	lective I	Base PS	Dropped	Yes						
213	SCMS, Nagpur	2132	1 B.	3.A. T2	M	nancial C lanage	ore		Added	Yes						
213	SCMS, Nagpur	2132	1 B.E	3.A. T2	105 M	lergers Cond ad	ore E		No Change	No						
213	SCMS, Nagpur	2132	1 B.B	3,A.			ective B		No Change	No						
	SCMS, Nagpur	2132:	1. B.B	F2:	Fir an Inf ctu	nance	ore	-	-	Yes						
	SCMS, Nagpur	21321	B.B.	.A.		Ele	ective	,	Added	Yes			1-3	118	1.	
213	SCMS, Nagpur	21321	B.B.	A. T21	Car	orking Co pital anage	ere Ba		No I	No .			(32)		5	
-	SCMS, Nagpur	21321	В.В.	Α.			ective Ba		No In Change	No			1/4	NA	3	

	213 SCMS Nagpi	ur	.321	B.B.A.	T2110	Financi and System Fraud	al Core		Added	Yes				
	213 SCMS Nagpu		1321	B.B.A.			Electiv	е	Added	Yes				
2	213 SCMS Nagpu	. 21	321	B.B.A.	T2112	Banking and Financia		Base F	PS Droppe	ed Yes				
2	13 SCMS, Nagpu		321	B.B.A.	T2119	r Behavio r and		Base P	S No Change	No				
2	13 SCMS, Nagpu	21.	321	B.B.A.		Insights	Elective	Base P:		No				
2:	13 SCMS, Nagpui	21:	321	B.B.A.	T2135	Sales an Distribut on Manage ment		Base P	Change S No Change	No				
21	13 SCMS, Nagpur		321 1	B.B.A.	T2158	Fundame ntals of Quality Manage ment	e Core	Base PS	No Change	No				
21	3 SCMS, Nagpur	213	21 E	3.B.A.	T2202	Business Mathem atics	Core	Base PS	No Change	No				
21	3 SCMS, Nagpur	213	21 B	B.B.A.	T2205	Business Statistics	Core	Base PS		No				
21	3 SCMS, Nagpur	213	21 B	5.B.A.	T2207	Operatio ns	Core	Base PS	No Change	No				
213	3 SCMS, Nagpur	2132	21 B	.B.A.	T2208	Research Research Methodo	Core	Base PS	Dropped	Yes				
213	SCMS, Nagpur	2132	21 B.	.B.A.	T2263	tional Behaviou	Core	Base PS	No Change	No				
213	SCMS, Nagpur	2132	1 B.	B.A.	T2264	Human Resource Manage	Core	Base PS	No Change	No				
213	SCMS, Nagpur	2132	1 B.	B,A.	T2266	l Psycholo	Core	Base PS	Dropped	Yes				
213	SCMS, Nagpur	2132	1 B.I	B.A.	T2268	and Develop	Core	Base PS	No Change	No				
213	SCMS, Nagpur	2132	1 B.E	3.A.		ment	Elective	Base PS	No	No				
213	SCMS, Nagpur	21321	L B.E	3.A.	T2269	Organiza tional Develop ment and Change	Core	Base PS	Change No Change	No .				
	SCMS, Nagpur	21321	B.B	.A.		1	lective	Base PS	No Change	No		Was		
	SCMS, Nagpur	21321	B.B	.A.	T2270	Industria ( I Relations	Core	Base PS		Yes	(3	A A	W X	
	SCMS, Nagpur	21321	B.B	.A.			lective	Base PS	Dropped '	Yes	1	* MASS		
13	SCMS, Nagpur	21321	B.B.	.A. 1		Emotion C al Intelligen ce for Personal Growth	ore		No I	No		IN	AGY	
	SCMS, Nagpur	21321	В.В.	Λ.		-	ective E		No No Change	No				

	213 SCMS, Nagpur		321 B.E	.A. T227	74 Perform nce Manage ment System	Core	Base P	S No Chang	e No				
2	213 SCMS,		321 B.B	.A.		Elective	e Base P	S No	No				
2	Nagpur 213 SCMS,		321 B.B	A T227				Change					
	Nagpur		521 6.8	.A. T227	5 Comper ation Manage ment		Base P	S No Change	No .				
2	13 SCMS,	213	321 B.B.	Α.	mene	Elective	Base P	S No	No				
2	Nagpur 13 SCMS,	213	21 B.B.	A. T227	5 Cross	Core		Change					
	Nagpur				Cultural Manage ment	Core	Base PS	No Change	No				
2:	13 SCMS, Nagpur	213	21 B.B.	۸.		Elective	Base PS		No				
21	13 SCMS,	213	21 B.B.	A. T2339	Introduct	Coro	-	Change					
	Nagpur				ion to Entrepre neurship			Added	Yes				
	3 SCMS, Nagpur	213.	21 B.B.A	1. T2340	Business Entrepre neurship	Core	Base PS	Dropped	Yes				
21	3 SCMS, Nagpur	2132	21 B.B.A	T2352	Business Modelin g and Business Plan	Core	Base PS	No Change	No				
21.	3 SCMS,	2132	1 B.B.A	. T2384	Introduct	Core	Base PS	No	No				
	Nagpur				ion to Internati onal Business			Change	*				
213	SCMS, Nagpur	2132	1 B.B.A	. T2451	Introduct ion to Costing	Core	Base PS	Dropped	Yes				
213	SCMS, Nagpur	2132	1 B.B.A.	T2465	Fundame ntals of Marketin	Core	Base PS	No Change	No				
213	SCMS, Nagpur	2132	1 B.B.A.	T2466	Fundame ntals of B2B Marketin	Core	Base PS	No Change	No				
213	SCMS, Nagpur	21321	B.B.A.		g	Elective	Base PS	No	No				
213	SCMS, Nagpur	21321	B.B.A.	T2467	Fundame ntals of Brand Manage	Core	Base PS	No Change	No				
213	SCMS, Nagpur	21321	B.B.A.		ment	Elective	Base PS	No	No				
213	SCMS, Nagpur	21321	B.B.A.	T2468	Fundame ( ntals of Rural Marketin	Core	Base PS	Change No Change	No				
	SCMS, Nagpur	21321	B.B.A.		g E	Elective	Base PS		No	/	WIS		
	SCMS,	21321	B.B.A.	T2471	Introduct (	Core	Base PS	Change No	No	10	TATIO	11/11	
	Nagpur				ion to Digital Marketin			Change	INO	SS		5	
	SCMS, Nagpur	21321	B.B.A.		E	lective			No	1	NA	G//	
13	SCMS, Nagpur	21321	B.B.A.	T2474	Project C Business Develop ment	ore	-	Change Dropped	Yes				
	SCMS, Nagpur	21321	B.B.A.	T2484	Core C Environ mental Studies	ore E	Base PS	Dropped	Yes				

	213 SCMS, Nagpu	r	1321 B		T2530	Supply chain manage ment	Core	Base PS	S No Change	No					
	213 SCMS, Nagpu		1321 B		T2569	Strategio Manage ment		Base PS	Droppe	d Yes					
	SCMS, Nagpu	- 21	1321 B.	B.A.	T2614	Integrated d Marketing Communication		Base PS	No Change	No					
2	213 SCMS, Nagpur		321 B.I	B.A.			Elective	Base PS	No	No					
	13 SCMS, Nagpur		321 B.I	B.A.	T2668	Manage ment Accounti	Core		Change Added	Yes					
	13 SCMS, Nagpur	213	321 B.E	3.A.	T2719	Elemetar y Retail Marketin g	Core	Base PS	No Change	No					
2:	13 SCMS, Nagpur	213	321 B.B	3.A.			Elective	Base PS	No	No					
23	13 SCMS, Nagpur	213	21 B.B	.A.	T2744	Services Marketin	Core	Base PS	No Change	No					
	13 SCMS, Nagpur	213	21 B.B	.A.		g	Elective	Base PS	No Change	No					
	SCMS, Nagpur	213	21 B.B.	.A. 1	2781	Global Business Environ ment	Core	Base PS	No Change	No					
21	3 SCMS, Nagpur	213	21 B.B.	Α. Τ	2782	Workforc e Planning	Core	Base PS	No Change	No .					
21.	3 SCMS, Nagpur	2132	21 B.B.	Α.			Elective	Base PS		No					
213	3 SCMS, Nagpur	2132	21 B.B.	A. T:	2783	Corporat e Governa nce and Ethics	Core	Base PS	Change No Change	No					
213	SCMS, Nagpur	2132	1 B.B./	۱. T2	2825	Fundame ( ntals of Accounti ng	Core		Added	Yes					
213	SCMS, Nagpur	2132	1 B.B.A	Л. Т2		Manage ( ment Essential	Core		Added	Yes					
213	SCMS, Nagpur	2132	1 B.B.A	т. Т2	874		ore		Added	/es					
213	SCMS, Nagpur	21321	B,B,A	. T28	883 ( I		ore	,	Added Y	es					
	SCMS, Nagpur	21321	B.B.A.	T25	968   I		ore	A	Added Y	es	6	2/1	No. No.		
	SCMS, Nagpur	21321	B.B.A.				ective	A	dded Ye	es		190	1		
13	SCMS, Nagpur	21321	B.B.A.	T29	n H	undame Co tals of IR nalytics	re	A	dded Ye	25	1	N	AGR	/	
	SCMS, Nagpur	21321	B.B.A.				ctive	A	dded Ye	S					
13 9	SCMS, Nagpur	21321	B.B.A.	T320	D m us	/eb Ele evelop eent sing MS	ctive	Ai	dded Ye	S					

21	SCMS, Nagpur	2132	B.B.A.	T3218	Basics of Manage ment Informat on		Base PS	No Change	No				
21	3 SCMS, Nagpur	2132	1 B.B.A.	T3258	Systems Current Trends and Practices in IT	Core	Base PS	No Change	No				
21.	3 SCMS, Nagpur	2132	1 B.B.A.	T4005	Integrate d Disaster Manage ment	Core	Base PS	No Change	No ,				
213	SCMS, Nagpur	2132	1 B.B.A.	T5172	Introduct ion to Storytelli	Elective		Added	Yes				
	SCMS, Nagpur	2132	1 B.B.A.	T5228	Fundame ntals of Photogra phy	Elective		Added	Yes				
	SCMS, Nagpur	21321	B.B.A.	T6148	Principle s of Macroec onomics	Core	Base PS	No Change	No				
213	SCMS, Nagpur	21321	B.B.A.	T6156	Principle s of Microeco nomics	Core	Base PS	No Change	No				
	SCMS, Nagpur	21321	B.B.A.	T6191	French A-1 - Paper 1	Elective	Base PS	No Change	No				
	SCMS, Nagpur	21321	B.B.A.	T6192	French A-1 - Paper 2	Elective	Base PS	No Change	No				
	SCMS, Nagpur		B.B.A.	T6193	French A-1 - Paper3	Elective	Base PS	No Change	No °				
213	SCMS, Nagpur	21321	B.B.A.	T6197	German A-1 - Paper 1	Elective	Base PS	No Change	No				
	SCMS, Nagpur	21321	B.B.A.	T6198	German A -1 Paper 2	Elective	Base PS	No Change	No				
	SCMS, Nagpur	21321		T6199	German A-1 Paper 3	Elective		No Change	No				
	SCMS, Nagpur	21321		T6375	Business Commun ication	Core	Base PS	Dropped	Yes				
	SCMS, Nagpur	21321		TH4095	Fitness for Life	Core		No Change	No				
	SCMS, Nagpur	21321		TH4224	and Sports - I	Elective			Yes				
	SCMS, Nagpur	21321	в.в.А.	TH4272	Certificat (e in COVID -19 Care for the Commun ity	Core		Added	Yes *	* S.C.	1.5	*	



## SYMBIOSIS CENTRE FOR MANAGEMENT STUDIES - NAGPUR

## Symbiosis International (Deemed University) Pune

(Established under Section 3 of UGC Act 1956 vide Notification No.F.9- 12/2001-U.3 of the Government of India)

Accredited by NAAC with A Grade (3.58/4)

(Founder Prof. Dr. S.B. Mujumdar M Sc, Ph D (Awarded Padma Bhushan and Padma Shri by President of India)

# Percentage of Programmes where syllabus was carried out during AY 2021-2022

Name of the Institute: Symbiosis Centre for Management Studies

Name of the Programme: Bachelor of Business Administration

Academic Year	Particulars	
	1 diticulars	Page No.
2021-2022		
-021 2022	Approved Programme Structure	6-8 and 15-17

Dr. Shrirang Altekar Professor and Director





## Symbiosis Centre for Management Studies, Nagpur Bachelor of Business Administration Programme Structure 2019-22

1.	OBJECTIVE	To build the institute and contemporary mempowering the students of make education a caste or gender.  To provide an environmental personality.  To foster thinking method human be the methodologies.	nanagement educed dents for an early accessible to stude the comment that facilities winds that are sendings and response	cation at the y entry into dents across itates holist asitive to soon asible members.	undergraduate leve the corporate world borders of religion ic development of t cietal needs and issu- pers of society.	el, thus l. , geography, he student nes thus making
2.	DURATION (IN MONTHS)	36 (Full Time)				
3.	INTAKE	120				
4.	RESERVATION	I.Within the sanctioned intake	a) SC (In Percentage)	b) ST (In Percentag	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 M (In Seats)	ligrants	b) International S (In Percentage)	tudents
			2		15	
5.	ELIGIBILITY	Std. XII (10+2) pass minimum of 50% m Scheduled Caste / Scheduled	arks or equivale	nt grade (45		
6.	SELECTION PROCEDURE	Symbiosis Entran     Personal Interacti	ce Test (SET)		(PI-WAT) for short	listed

05/06/2021 (R-02)

SIU



#### Symbiosis Centre for Management Studies, Nagpur Bachelor of Business Administration Programme Structure 2019-22

		candidates based on S	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	280000	10000	290000
		International Students (USD equivalent to INR)	420000	10000	430000
11.	ASSESSMENT	institute level. All ex		nent as internal evaluate 40% internal comportion.	
12.	STANDARD OF PASSING	performance. Maxim courses, a student is a separately with a min securing less than 40 FAIL. The University	um Grade Point (GP) a required to pass both in himum Grade Point of he absolute marks in ear	nation is done, based or is 10.000 correspondin nternal and external exa 4 corresponding to Gra ach head of passing will be student who has achi for the program.	g to O. For all amination ade P. Students Il be declared
13.	AWARD OF DEGREE/ DIPLOMA/			a) will be awarded at the n the performance of al	
	CERTIFICATE			GPA out of 10CGPA.	
14.	NATURE WISE DISTRI	BUTION OF CRED	ITS		

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	0	25
4	20	7	6	0	0	1*	33
5	8	3	6	0	0	0	17
6	5	3	6	0	0	0	14
Total	102	24	24	0	0	0	150

<sup>\*</sup> Satisfactory completion of the non letter grade course 'Integrated Disaster Management' is mandatory for award of degree.

05/06/2021 (R-02)

The revised programme structure supersedes the previously approved programme structure dated 04/11/2020 for the programme.

This Programme Structure is aligned with the norms laid down by the University and is approved by the Academic Council.

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.

Head - Academics

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#### Symbiosis Centre for Management Studies, Nagpur Bachelor of Business Administration Programme Structure 2019-22

#### Annexure A

	October   Control of the Control of												
Catalog Course Code	Course Code	Course Title	Specialization	Credit	Internal Marks	External Marks	Total Marks						
		Se	mester : 1										
		Generio	Core Courses										
T3218	021321101	Basics of Management Information Systems		4	40	60	100						
T2465	021321102	Fundamentals of Marketing		4	40	60	100						
T2264	021321103	Human Resource Management		4	40	60	100						
T6375	021321104	Business Communication		4	40	60	100						
T6156	021321105	Principles of Microeconomics		4	40	60	100						
T1029	021321106	Law of Contract		4	40	60	100						
T2092	021321107	Financial Statement Analysis		3	30	45	75						
T2202	021321108	Business Mathematics		2	20	30	50						
		•	Total	29	290	435	725						
		Se	mester : 2										
			Core Courses										
T2205	021321201	Business Statistics		4	40	60	100						
T2484	021321202	Core Environmental Studies		4	40	60	100						
T2451	021321203	Introduction to Costing		4	40	60	100						
T2263	021321204	Organizational Behaviour		4	40	60	100						
T6148	021321205	Principles of Macroeconomics		4	40	60	100						
T2384	021321206	Introduction to International Business		3	30	45	75						
T2135	021321207	Sales and Distribution Management		3	30	45	75						
T2474	021321208	Project Business Development		2	50	0	50						
			Total	28	310	390	700						
		Generic Elec	tive Courses Group										
T6191	021321209	French A-1 - Paper 1		4	40	60	100						
T6197	021321210	German A-1 - Paper 1		4	40	60	100						
		•	Required Credits	4	40	60	100						
		Se	mester : 3										
		Generio	Core Courses										
T2781	021321301	Global Business Environment		4	40	60	100						
T2112	021321302	Indian Banking and Financial System		4	40	60	100						
T2207	021321303	Operations Research		4	40	60	100						
			Total	12	120	180	300						
		Specialization Core Co	urses : Marketing Ma	nagemen	t	•							
T2119	021321304	Consumer Behaviour and Insights	Marketing Management	3	30	45	75						
		<del></del>											



## Symbiosis Centre for Management Studies, Nagpur Bachelor of Business Administration Programme Structure 2019-22

#### Annexure A

		1	1		1		
Catalog Course Code	Course Code	Course Title	Specialization	Credit	Internal Marks	External Marks	Total Marks
T2468	021321305	Fundamentals of Rural Marketing	Marketing Management	3	30	45	75
			Total	6	60	90	150
		Specialization Core Cours	es : Human Resource	Manager	nent		
T2270	021321306	Industrial Relations	Human Resource Management	3	30	45	75
T2268	021321307	Training and Development	Human Resource Management	3	30	45	75
			Total	6	60	90	150
		Specialization Core Co	ourses : Financial Ma	nagement			
T2100	021321308	Financial Regulatory Environment	Financial Management	3	30	45	75
T2088	021321309	Management Accounting	Financial Management	3	30	45	75
			Total	6	60	90	150
		Generic Elec	ctive Courses Group				
T6192	021321310	French A-1 - Paper 2		4	40	60	100
T6198	021321311	German A -1 - Paper 2		4	40	60	100
		Total	Required Credits	4	40	60	100
		Generic Elec	ctive Courses Group				
T2119	021321304	Consumer Behaviour and Insights		3	30	45	75
T2468	021321305	Fundamentals of Rural Marketing		3	30	45	75
T2270	021321306	Industrial Relations		3	30	45	75
T2268	021321307	Training and Development		3	30	45	75
T2100	021321308	Financial Regulatory Environment		3	30	45	75
T2088	021321309	Management Accounting		3	30	45	75
		Total	Required Credits	3	30	45	75
		Se	emester : 4		•		
		Generi	c Core Courses				
T2158	021321401	Fundamentals of Quality Management		4	40	60	100
T2208	021321402	Research Methodology		4	40	60	100
T1134	021321403	Company Law		3	75	0	75
T2266	021321404	Industrial Psychology		3	75	0	75
T5226	021321405	Introduction to Photography		2	50	0	50
T1233	021321406	Intellectual Property Laws		2	50	0	50
T8000	021321407	Service Learning		2	50	0	50

SIU 05/06/2021 (R-02)



#### Symbiosis Centre for Management Studies, Nagpur Bachelor of Business Administration Programme Structure 2019-22

#### Annexure A

Catalog Course Code	Course Code	Course Title	Specialization	Credit	Internal Marks	External Marks	Total Marks
T4005	021321408	Integrated Disaster Management *		0	0	0	Non Letter Grade
			Total	20	380	120	500
		Specialization Core Cor	urses : Marketing Ma	nagement	i	•	
T2471	021321409	Introduction to Digital Marketing	Marketing Management	3	30	45	75
T2744	021321410	Services Marketing	Marketing Management	3	30	45	75
			Total	6	60	90	150
		Specialization Core Course	es : Human Resource	Managen	nent	-	-
T2274	021321411	Performance Management System	Human Resource Management	3	30	45	75
T2782	021321412	Workforce Planning	Human Resource Management	3	30	45	75
			Total	6	60	90	150
		Specialization Core Co	urses : Financial Ma	nagement			
T2099	021321413	Direct Taxation	Financial Management	3	30	45	75
T2036	021321414	Financial Management	Financial Management	3	30	45	75
			Total	6	60	90	150
		Comparie Flor	····				
T6193	021321415	French A-1 - Paper3	tive Courses Group	4	40	60	100
T6193	021321415	German A-1 - Paper 3		4	40	60	100
10199	021321410	'	Required Credits	4	40	<b>60</b>	100
			tive Courses Group		40		100
T2471	021321409	Introduction to Digital Marketing	_	3	30	45	75
T2744	021321410	Services Marketing		3	30	45	75
T2274	021321411	Performance Management System		3	30	45	75
T2782	021321412	Workforce Planning		3	30	45	75
T2099	021321413	Direct Taxation		3	30	45	75
T2036	021321414	Financial Management		3	30	45	75
		Total I	Required Credits	3	30	45	75
			GIP				
G2030	021321417	Global Immersion Programme		30	0	750	750



#### Symbiosis Centre for Management Studies, Nagpur Bachelor of Business Administration Programme Structure 2019-22

Celebrating 50 Years of Excellence

#### Annexure A

			Aimexure A							
Catalog Course Code	Course Code	Course Title	Specialization	Credit	Internal Marks	External Marks	Total Marks			
Note: For students under Global Immersion Programme (021321417), courses "Fundamentals of Quality Management" (021321401), "Research Methodology" (021321402), "Company Law" (021321403), "Introduction to Photography" (021321405), "Intellectual Property Laws" (021321406), "Service Learning" (021321407), "Introduction to Digital Marketing" (021321409), "Services Marketing" (021321410), "Performance Management System" (021321411), "Workforce Planning" (021321412), "Direct Taxation" (021321413), "Financial Management" (021321414), "French A-1 - Paper3" (021321415), "German A-1 - Paper 3" (021321416) will be waived off.										
GIP										
G2029	021321418	Global Immersion Programme		29	0	725	725			
Note: For students under Global Immersion Programme (021321418), courses "Fundamentals of Quality Management" (021321401), "Research Methodology" (021321402), "Company Law" (021321403), "Industrial Psychology" (021321404), "Introduction to Photography" (021321405), "Intellectual Property Laws" (021321406), "Service Learning" (021321407), "Introduction to Digital Marketing" (021321409), "Services Marketing" (021321410), "Performance Management System" (021321411), "Workforce Planning" (021321412), "Direct Taxation" (021321413), "Financial Management" (021321414) will be waived off.										
_	1		GIP							
G2033	021321419	Global Immersion Programme		33	0	825	825			
		er Global Immersion Programmerry non-letter grade course "Inte					ved off			
G2027	021321420	Global Immersion Programme		27	0	675	675			
Laws" (0) Marketing Taxation	<mark>21321406),"S</mark> g" (021321410	h Methodology" (021321402),"In ervice Learning" (021321407),"Ir 0),"Performance Management Sy,"Financial Management" (02132 waived off.	ntroduction to Digital M ystem" (021321411),"V	arketing" (( Vorkforce F	02132140 Planning"	9),"Service (02132141)	es 2),"Direct			
	•	Se	emester : 5							
		Generi	c Core Courses							
T2783	021321501	Corporate Governance and Ethics		2	20	30	50			
T2340	021321502	Business Entrepreneurship		4	40	60	100			
T2530	021321503	Supply Chain Management		2	20	30	50			
			Total	8	80	120	200			
		Specialization Core Co	ourses : Marketing Ma	nagement	<u> </u>	<u>.                                      </u>				
	021321504	Fundamentals of Brand	Marketing	3	30	45				
T2467	021321304	Management	Iwanagement				75			
T2467 T2614	021321505	Integrated Marketing Communication	Management Marketing Management	3	30	45	75 75			
		Integrated Marketing	Marketing	3 <b>6</b>	30 <b>60</b>	45 <b>90</b>				
		Integrated Marketing	Marketing Management <b>Total</b>	6	60		75			

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#### Symbiosis Centre for Management Studies, Nagpur Bachelor of Business Administration Programme Structure 2019-22

#### Annexure A

Aimexure A									
Catalog Course Code	Course Code	Course Title	Specialization	Credit	Internal Marks	External Marks	Total Marks		
T2269	021321507	Organizational Development and Change	Human Resource Management	3	30	45	75		
			Total	6	60	90	150		
		Specialization Core Co	urses : Financial Ma	nagement	•				
T2089	021321508	Auditing	Financial Management	3	30	45	75		
T2044	021321509	Security Analysis and Portfolio Management	Financial Management	3	30	45	75		
			Total	6	60	90	150		
		•	tive Courses Group		1	1			
T2467	021321504	Fundamentals of Brand Management		3	30	45	75		
T2614	021321505	Integrated Marketing Communication		3	30	45	75		
T2275	021321506	Compensation Management		3	30	45	75		
T2269	021321507	Organizational Development and Change		3	30	45	75		
T2089	021321508	Auditing		3	30	45	75		
T2044	021321509	Security Analysis and Portfolio Management		3	30	45	75		
		Total	Required Credits	3	30	45	75		
		Se	mester : 6		•				
		Generio	Core Courses						
T2802	021321601	Project I		2	50	0	50		
T2569	021321602	Strategic Management		3	30	45	75		
			Total	5	80	45	125		
		Specialization Core Co		nagemen	t				
T2719	021321603	Elementary Retail Marketing	Marketing Management	3	30	45	75		
T2466	021321604	Fundamentals of B2B Marketing	Marketing Management	3	30	45	75		
			Total	6	60	90	150		
		Specialization Core Course	es : Human Resource	Managen	nent				
T2276	021321605	Cross Cultural Management	Human Resource Management	3	30	45	75		
T2273	021321606	Emotional Intelligence for Personal Growth	Human Resource Management	3	30	45	75		
			Total	6	60	90	150		
		Specialization Core Co	ourses : Financial Ma	nagement	•				
T2105	021321607	Mergers and Acquisitions	Financial Management	3	30	45	75		

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## Symbiosis Centre for Management Studies, Nagpur Bachelor of Business Administration Programme Structure 2019-22

#### **Annexure A**

Catalog Course Code	Course Code	Course Title	Specialization	Credit	Internal Marks	External Marks	Total Marks			
T2107	021321608	Working Capital Management	Financial Management	3	30	45	75			
			Total	6	60	90	150			
	Generic Elective Courses Group									
T2719	021321603	Elementary Retail Marketing		3	30	45	75			
T2466	021321604	Fundamentals of B2B Marketing		3	30	45	75			
T2276	021321605	Cross Cultural Management		3	30	45	75			
T2273	021321606	Emotional Intelligence for Personal Growth		3	30	45	75			
T2105	021321607	Mergers and Acquisitions		3	30	45	75			
T2107	021321608	Working Capital Management		3	30	45	75			
	Total Required Credits					45	75			



#### Symbiosis Centre for Management Studies, Nagpur Bachelor of Business Administration Programme Structure 2019-22

Semester	Internal Credits	External Credits	Total Credits	Total Marks				
	Ma	rketing Managemer	nt	•				
Semester 1	0	29	29	725				
Semester 2	2	30	32	800				
Semester 3	0	25	25	625				
Semester 4	12	21	33	825				
Semester 5	0	17	17	425				
Semester 6	2	12	14	350				
Total	16	134	150	3750				
Human Resource Management								
Semester 1	0	29	29	725				
Semester 2	2	30	32	800				
Semester 3	0	25	25	625				
Semester 4	12	21	33	825				
Semester 5	0	17	17	425				
Semester 6	2	12	14	350				
Total	16	134	150	3750				
	Fir	nancial Managemen	t					
Semester 1	0	29	29	725				
Semester 2	2	30	32	800				
Semester 3	0	25	25	625				
Semester 4	12	21	33	825				
Semester 5	0	17	17	425				
Semester 6	2	12	14	350				
Total	16	134	150	3750				



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

1.	OBJECTIVE	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.  To make education accessible to students across borders of religion, geography, caste or gender.  To provide an environment that facilitates holistic development of the student personality.  To foster thinking minds that are sensitive to societal needs and issues thus making them good human beings and responsible members of society.  To stimulate in students an interest in research and initiate them into research methodologies.							
		methodologies.							
2.	DURATION (IN MONTHS)	36 (Full Time)							
3.	INTAKE	180							
4.	RESERVATION	I.Within the sanctioned intake	a) SC (In Percentage)	b) ST (In Percentag	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 M (In Seats)	ligrants	b) International S (In Percentage)	tudents			
			2		15				
5.	ELIGIBILITY	Passed Standard XII with a minimum of for Scheduled Caste	50% marks or ec	quivalent gra					
6.	SELECTION PROCEDURE	Symbiosis Entran     Personal Interacti		Ability Test	(PI-WAT) for short	listed			

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

		candidates based on S	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	300000	10000	310000			
		International Students (USD equivalent to INR)	450000	10000	460000			
	6 Concession in the academ grammes to be offered at Na				cile students to all			
11.	ASSESSMENT	institute level. All ex	ternal courses will hav	nent as internal evalua re 40% internal compo on.				
12.	STANDARD OF PASSING	external component [University] examination.  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 VI examination by ta	Administration (BBA king into consideration	a) will be awarded at the number of a GPA out of 10CGPA.				

## 14. CLASSIFICATION 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	14	3	6	0	0	2*	23
4	23	0	6	0	0	1*	29
5	8	3	6	0	0	0	17
6	8	3	6	0	0	0	17
Total	110	13	24	0	0	0	147

<sup>\*</sup> Satisfactory completion of the non letter grade courses 'Integrated Disaster Management', 'Fitness for Life', 'Certificate in COVID-19 Care for the Community' is mandatory for the award of degree.

SAA.

The revised programme structure supersedes the previously approved programme structure dated 15/07/2021 for the programme.

This Programme Structure is aligned with the norms laid down by the University and is approved by the Academic Council.

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.

Head - Academics

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

#### Annexure A

Catalog Course Code	Course Code	Course Title	Specialization	Credit	Internal Marks	External Marks	Total Marks			
		Sei	mester : 1		•					
		Generic	Core Courses							
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			
			Total	29	290	435	725			
Semester : 2										
Generic Core Courses										
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			
			Total	28	310	390	700			
		Generic Elec	tive Courses Group							
T6191	0213210209	French A-1 - Paper 1		4	40	60	100			
T6197	0213210210	German A-1 - Paper 1		4	40	60	100			
		Total F	Required Credits	4	40	60	100			
		Se	mester : 3							
		Generic	Core Courses							
T1134	0213210301	Company Law		3	75	0	75			
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			
T3258	0213210313	Current Trends and Practices in IT		3	30	45	75			

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

#### Annexure A

Catalog Course Code	Course Code	Course Title	Specialization	Credit	Internal Marks	External Marks	Total Marks
TH4272	0213210314	Certificate in COVID-19 Care for the Community *		0	0	0	Non Letter Grade
			Total	14	185	165	350
		Specialization Core Co		nagement			
T2119	0213210304	Consumer Behaviour and Insights	Marketing Management	3	30	45	75
T2468	0213210305	Fundamentals of Rural Marketing	Marketing Management	3	30	45	75
			Total	6	60	90	150
		Specialization Core Course	es : Human Resource	Managen	nent	-	
T2270	0213210306	Industrial Relations	Human Resource Management	3	30	45	75
T2268	0213210307	Training and Development	Human Resource Management	3	30	45	75
			Total	6	60	90	150
		Specialization Core Co	urses : Financial Ma	nagement	•	•	
T2100	0213210308	Financial Regulatory Environment	Financial Management	3	30	45	75
T2088	0213210309	Management Accounting	Financial Management	3	30	45	75
	•		Total	6	60	90	150
					•	•	
	ī		tive Courses Group		1		
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
		Total	Required Credits	3	30	45	75
		Generic Elec	tive Courses Group				
T6192	0213210310	French A-1 - Paper 2		4	40	60	100
T6198	0213210311			4	40	60	100
	•	Total	Required Credits	4	40	60	100
		Se	mester : 4		·		
		Generio	Core Courses				
T2158	0213210401	Fundamentals of Quality Management		4	40	60	100

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

#### Annexure A

Catalog Course Code	Course Code	Course Title	Specialization	Credit	Internal Marks	External Marks	Total Marks			
T2208	0213210402	Research Methodology		4	40	60	100			
T2803		Project - I		3	75	0	75			
T8000	0213210404	Service Learning		4	100	0	100			
T4005	0213210405	Integrated Disaster Management *		0	0	0	Non Letter Grade			
			Total	15	255	120	375			
		Specialization Core Cor	urses : Marketing Ma	nagement						
T2471	0213210406	Introduction to Digital Marketing	Marketing Management	3	30	45	75			
T2744	0213210407	Services Marketing	Marketing Management	3	30	45	75			
			Total	6	60	90	150			
	Specialization Core Courses : Human Resource Management									
T2274	0213210408	Performance Management System	Human Resource Management	3	30	45	75			
T2782	0213210409	Workforce Planning	Human Resource Management	3	30	45	75			
			6	60	90	150				
		Specialization Core Co		nagement						
T2099	0213210410	Direct Taxation	Financial Management	3	30	45	75			
T2036	0213210411	Financial Management	Financial Management	3	30	45	75			
			Total	6	60	90	150			
		Generic Elec	tive Courses Group							
T6193	0213210412	French A-1 - Paper3		4	40	60	100			
T6199	0213210413	German A-1 - Paper 3		4	40	60	100			
		Total I	Required Credits	4	40	60	100			
		Generic Elec	tive Courses Group							
T2471	0213210406	Introduction to Digital Marketing		3	30	45	75			
T2744	0213210407	Services Marketing		3	30	45	75			
T2274	0213210408	Performance Management System		3	30	45	75			
T2782	0213210409	Workforce Planning		3	30	45	75			
T2099	0213210410	Direct Taxation		3	30	45	75			
T2036	0213210411	Financial Management		3	30	45	75			
		Total I	Required Credits	3	30	45	75			
			GIP		1	T				
G2020	0213210414	Global Immersion Programme		20	0	500	500			

STATE STATES



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

Celebrating 50 Years of Excellence

#### Annexure A

Catalog												
Course Code	Course Code	Course Title	Specialization	Credit	Internal Marks	External Marks	Total Marks					
Manager	Note: For students under Global Immersion Programme (0213210414), courses "Fundamentals of Quality Management" (0213210401), "Project - I" (0213210403), "Service Learning" (0213210404), "Introduction to Digital Marketing" (0213210406), "Services Marketing" (0213210407), "Financial Management" (0213210411) will be waived off.											
	GIP											
G2020	0213210415	Global Immersion Programme		20	0	500	500					
Note: For students under Global Immersion Programme (0213210415), courses "Fundamentals of Quality Management" (0213210401), "Project - I" (0213210403), "Service Learning" (0213210404), "Introduction to Digital Marketing" (0213210406), "Direct Taxation" (0213210410), "Financial Management" (0213210411) will be waived off.  GIP												
G2018	0213210416	Global Immersion Programme		18	0	450	450					
Manager	Note: For students under Global Immersion Programme (0213210416), courses "Fundamentals of Quality Management" (0213210401), "Research Methodology" (0213210402), "Project - I" (0213210403), "Service Learning" (0213210404), "Workforce Planning" (0213210409) will be waived off.  GIP											
G2020	0213210417	Global Immersion Programme		20	0	500	500					
	<mark>g" (021321040</mark>	0401),"Project - I" (0213210403) 06),"Services Marketing" (021322 Global Immersion Programme										
Manager	ment" (021321	Note: For students under Global Immersion Programme (0213210418), courses "Fundamentals of Quality Management" (0213210401), "Project - I" (0213210403), "Service Learning" (0213210404), "Introduction to Digital Marketing" (0213210406), "French A-1 - Paper3" (0213210412) will be waived off.  Semester: 5										
T2783	0213210501	Generic Corporate Governance and	c Core Courses	2	20	30	50					
T2783	0213210501	Generic Corporate Governance and Ethics		2								
T2804	0213210502	Generic Corporate Governance and Ethics Project II		4	100	0	100					
	0213210502	Generic Corporate Governance and Ethics	c Core Courses	4 2	100	0 30	100 50					
T2804	0213210502	Corporate Governance and Ethics Project II Supply Chain Management	C Core Courses Total	4 2 8	100 20 <b>140</b>	0	100					
T2804	0213210502	Corporate Governance and Ethics Project II Supply Chain Management  Specialization Core Co	C Core Courses  Total urses : Marketing Ma	4 2 8	100 20 <b>140</b>	0 30	100 50					
T2804	0213210502	Corporate Governance and Ethics Project II Supply Chain Management  Specialization Core Co Fundamentals of Brand Management	Total urses: Marketing Ma Marketing Management	4 2 8	100 20 <b>140</b>	0 30	100					
T2804 T2530	0213210502 0213210503	Corporate Governance and Ethics Project II Supply Chain Management  Specialization Core Co Fundamentals of Brand	Total  Warketing  Marketing	4 2 8 nagement	100 20 <b>140</b>	0 30 <b>60</b>	100 50 <b>200</b>					
T2804 T2530 T2467	0213210502 0213210503 0213210504	Corporate Governance and Ethics Project II Supply Chain Management  Specialization Core Co Fundamentals of Brand Management Integrated Marketing	Total  urses: Marketing Ma  Marketing  Management  Marketing	4 2 8 nagement	100 20 <b>140</b>	0 30 <b>60</b>	100 50 <b>200</b>					
T2804 T2530 T2467	0213210502 0213210503 0213210504	Corporate Governance and Ethics Project II Supply Chain Management  Specialization Core Co Fundamentals of Brand Management Integrated Marketing	Total  Warketing Management Marketing Management Marketing Management Total	4 2 8 nagement 3 3	100 20 140 : : : : : : : : : : : : : : : : : : :	0 30 <b>60</b> 45 45	100 50 <b>200</b> 75					
T2804 T2530 T2467	0213210502 0213210503 0213210504 0213210505	Corporate Governance and Ethics Project II Supply Chain Management  Specialization Core Co Fundamentals of Brand Management Integrated Marketing Communication	Total  Warketing Management Marketing Management Marketing Management Total	4 2 8 nagement 3 3	100 20 140 : : : : : : : : : : : : : : : : : : :	0 30 <b>60</b> 45 45	100 50 <b>200</b> 75					

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

#### Annexure A

Catalog Course Code	Course Code	Course Title	Specialization	Credit	Internal Marks	External Marks	Total Marks		
			Total	6	60	90	150		
		Specialization Core Co	urses : Financial Ma	nagement					
T2089	0213210508	Auditing	Financial Management	3	30	45	75		
T2044	0213210509	Security Analysis and Portfolio Management	Financial Management	3	30	45	75		
			Total	6	60	90	150		
	Generic Elective Courses Group								
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		
		Total	Required Credits	3	30	45	75		
		Se	mester : 6						
		Generio	Core Courses						
T2781	0213210601	Global Business Environment		4	40	60	100		
T2352	0213210602	Business Modeling and Business Plan Fundamentals		4	40	60	100		
			Total	8	80	120	200		
		Specialization Core Co	urses : Marketing Ma	nagement					
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 Course	es : Human Resource	Managen	nent				
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 Co	urses : Financial Ma	nagement					
T2105	0213210607	Mergers and Acquisitions	Financial Management	3	30	45	75		

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

#### **Annexure A**

Catalog Course Code	Course Code	Course Title	Specialization	Credit	Internal Marks	External Marks	Total Marks	
T2107	0213210608	Working Capital Management	Financial Management	3	30	45	75	
	Total 6						150	
	Generic Elective Courses Group							
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		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	
		3	30	45	75			





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

Semester	Internal Credits	External Credits	<b>Total Credits</b>	Total Marks
	Ma	rketing Managemen	t	1
Semester 1	0	29	29	725
Semester 2	2	30	32	800
Semester 3	3	24	27	675
Semester 4	7	21	28	700
Semester 5	4	13	17	425
Semester 6	0	17	17	425
Total	16	134	150	3750
	Humai	n Resource Manager	ment	
Semester 1	0	29	29	725
Semester 2	2	30	32	800
Semester 3	3	24	27	675
Semester 4	7	21	28	700
Semester 5	4	13	17	425
Semester 6	0	17	17	425
Total	16	134	150	3750
	Fi	nancial Management	t	
Semester 1	0	29	29	725
Semester 2	2	30	32	800
Semester 3	3	24	27	675
Semester 4	7	21	28	700
Semester 5	4	13	17	425
Semester 6	0	17	17	425
Total	16	134	150	3750





## Symbiosis Centre for Management Studies, Nagpur Bachelor of Business Administration Programme Structure 2021-24

1.	OBJECTIVE	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.  To make education accessible to students across borders of religion, geography, caste or gender.  To provide an environment that facilitates holistic development of the student personality.  To foster thinking minds that are sensitive to societal needs and issues thus making						
		To foster thinking methodologies.	eings and respon	nsible memb	ers of society.			
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 M (In Seats)	ashmiri Migrants b) International Students				
		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 Entran 2. Personal Interacti		Ability Test	(PI-WAT) for short	listed		



#### Symbiosis Centre for Management Studies, Nagpur Bachelor of Business Administration Programme Structure 2021-24

				candidates	andidates based on SET					
7.		UM OF RUCTION		English						
8.	PROG PATT	RAMME ERN		Semester						
9.	COUF SPEC	RSE & IALIZATION	N	As per An	nexure A					
10.	FEE					Aca	demic Fee p.a	Institute Dep	osit	Total
	Indian Students		ther than Domic			300000	10000		310000	
				Nagpur Do	omicile		255000	10000		265000
	Inter	national Stud	lents ( INR)		alent to		450000	10000		460000
11.	ASSE	SSMENT		institute le	evel. All ex	ternal	ve 100% compo courses will haversity] examination	e 40% internal o		
12.	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						O. For all nation P. Students e declared			
13.	AWARD OF DEGREE/ 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.	NATU	RE WISE D	STRI	BUTION	OF CRED	ITS				
Sen	nester	Generic Core		eneric ective	Specializa Core		Specialization Elective	Open Elective	Audit	Total

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	17	4	6	0	3	1*	30
4	12	6	6	0	3	1*	27
5	14	0	6	0	3	0	23
6	8	0	6	0	3	0	17
Total	100	14	24	0	12	0	150

<sup>\*</sup> Satisfactory completion of the non letter grade courses 'Integrated Disaster Management' and 'Fitness for Life' and 'Core Environmental Studies' is mandatory for the award of degree.

This Programme Structure is aligned with the norms laid down by the University and is approved by the Academic Council.

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.

Head - Academics

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### Symbiosis Centre for Management Studies, Nagpur Bachelor of Business Administration Programme Structure 2021-24

#### Annexure A

Catalog Course Code	Course Code	Course Title	Specialization	Credit	Internal Marks	External Marks	Total Marks
		Sei	mester : 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
		Sei	mester : 2				
		Generio	Core Courses				
T2668	0213210201	Management Accounting		4	40	60	100
T3258	0213210202	Current Trends and Practices in IT		3	75	0	75
T2264	0213210203	Human Resource Management		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 Elec	tive Courses Group				
T6191	0213210209	French A-1 - Paper 1		4	40	60	100
T6197	0213210210	German A-1 - Paper 1		4	40	60	100
			Required Credits	4	40	60	100
			mester : 3				•
			Core Courses				
T2783	0213210301	Corporate Governance and Ethics		2	20	30	50
T1133	0213210302	Business Laws		4	40	60	100
T2207		Operations Research		4	40	60	100
T2101		Financial Management		3	30	45	75
T2205		Business Statistics		4	40	60	100
T2883	0213210306	Core Environmental Studies *		0	0	0	Non Letter Grade



#### Symbiosis Centre for Management Studies, Nagpur Bachelor of Business Administration Programme Structure 2021-24

#### Annexure A

Catalog Course Code	Course Code	Course Title	Specialization	Credit	Internal Marks	External Marks	Total Marks
	ı		Total	17	170	255	425
		Generic Elec	ctive Courses Group				
T6192	0213210307	French A-1 - Paper 2		4	40	60	100
T6198	0213210308	German A -1 - Paper 2		4	40	60	100
		Total	Required Credits	4	40	60	100
		Specialization Core Co	<del></del>	anagemen	t		
T2119	0213210309	Consumer Behaviour and Insights	Marketing Management	3	30	45	75
T2468	0213210310	Fundamentals of Rural Marketing	Marketing Management	3	30	45	75
			Total	6	60	90	150
					_		
		Specialization Core Cours		e Manager	nent		
T2275	0213210311	Compensation Management	Human Resource Management	3	30	45	75
T2268	0213210312	Training and Development	Human Resource Management	3	30	45	75
			Total	6	60	90	150
		Specialization Core Co	ourses : Financial Ma	nagement			
T2099	0213210313	Direct Taxation	Financial Management	3	30	45	75
T2092	0213210314	Financial Statement Analysis	Financial Management	3	30	45	75
			Total	6	60	90	150
		Open E	lective Courses				
T2119	0213210309	Consumer Behaviour and Insights	Marketing Management	3	30	45	75
T2468	0213210310	Fundamentals of Rural Marketing	Marketing Management	3	30	45	75
T2275	0213210311	Compensation Management	Human Resource Management	3	30	45	75
T2268	0213210312	Training and Development	Human Resource Management	3	30	45	75
T2099	0213210313	Direct Taxation	Financial Management	3	30	45	75
T2092	0213210314	Financial Statement Analysis	Financial Management	3	30	45	75
		Total	Required Credits	3	30	45	75
		Se	emester : 4				



#### Symbiosis Centre for Management Studies, Nagpur Bachelor of Business Administration Programme Structure 2021-24

#### Annexure A

Catalog Course Code	Course Code	Course Title	Specialization	Credit	Internal Marks	External Marks	Total Marks
		Generio	Core Courses				
T8000	0213210401	Service Learning		4	100	0	100
T2803	0213210402	Project - I		3	75	0	75
TL003	0213210403	Liberal Arts		3	75	0	75
T2339	0213210404	Introduction to Entrepreneurship		2	20	30	50
T4005	0213210405	Integrated Disaster Management *		0	0	0	Non Letter Grade
		,	Total	12	270	30	300
		Generic Elec	tive Courses Group		•		
T6193	0213210406	French A-1 - Paper3		4	40	60	100
T6199	0213210407	German A-1 - Paper 3		4	40	60	100
		Total I	Required Credits	4	40	60	100
		Generic Elec	tive Courses Group		•		
TH4224	0213210408	Fitness and Sports - I		2	50	0	50
T3205	0213210409	Web Development using CMS		2	50	0	50
T5228	0213210410	Fundamentals of Photography		2	50	0	50
T5172	0213210411	Introduction to Storytelling		2	50	0	50
	•	Total	Required Credits	2	50	0	50
				•	•	•	
		Specialization Core Co	urses : Marketing Ma	nagemen	1		
T2471	0213210412	Introduction to Digital Marketing	Marketing Management	3	30	45	75
T2744	0213210413	Services Marketing	Marketing Management	3	30	45	75
			Total	6	60	90	150
					•	•	
		Specialization Core Course	es : Human Resource	Manager	nent		
T2274	0213210414	Performance Management System	Human Resource Management	3	30	45	75
T2782	0213210415	Workforce Planning	Human Resource Management	3	30	45	75
	•		Total	6	60	90	150
				ı	•		
		Specialization Core Co	urses : Financial Ma	nagement			J
T2044	0213210416	Security Analysis and Portfolio Management	Financial Management	3	30	45	75
T2968	0213210417	Introduction to Behavioral Finance	Financial Management	3	30	45	75
	•	,	Total	6	60	90	150



#### Symbiosis Centre for Management Studies, Nagpur Bachelor of Business Administration Programme Structure 2021-24

#### Annexure A

Catalog Course Code	Course Code	Course Title	Specialization	Credit	Internal Marks	External Marks	Total Marks
		Open El	ective Courses				
T2471	0213210412	Introduction to Digital Marketing	Marketing Management	3	30	45	75
T2744	0213210413	Services Marketing	Marketing Management	3	30	45	75
T2274	0213210414	Performance Management System	Human Resource Management	3	30	45	75
T2782	0213210415	Workforce Planning	Human Resource Management	3	30	45	75
T2044	0213210416	Security Analysis and Portfolio Management	Financial Management	3	30	45	75
T2968	0213210417	Introduction to Behavioral Finance	Financial Management	3	30	45	75
		Total	Required Credits	3	30	45	75
		Se	mester : 5				
		Generio	Core Courses				
T2781	0213210501	Global Business Environment		4	40	60	100
T2805	0213210502	Project II		5	125	0	125
T2530	0213210503	Supply Chain Management		2	20	30	50
T2874	0213210504	MSME and Family Managed Business		3	30	45	75
			Total	14	215	135	350
		Specialization Core Co	urses : Marketing M	anagemen	t		
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 Course		e Manager	ment		
T2977	0213210507	Fundamentals of HR Analytics	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
	1	Specialization Core Co		anagement	<u> </u>	<del>                                     </del>	
T2107	0213210509	Working Capital Management	Financial Management	3	30	45	75



#### Symbiosis Centre for Management Studies, Nagpur Bachelor of Business Administration Programme Structure 2021-24

#### Annexure A

Catalog Course Code	Course Code	Course Title	Specialization	Credit	Internal Marks	External Marks	Total Marks
T2110	0213210510	Financial and Systemic Fraud	Financial Management	3	30	45	75
			Total	6	60	90	150
		Open E	ective Courses				
T2467	0213210505	Fundamentals of Brand Management	Marketing Management	3	30	45	75
T2614	0213210506	Integrated Marketing Communication	Marketing Management	3	30	45	75
T2977	0213210507	Fundamentals of HR Analytics	Human Resource Management	3	30	45	75
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
		Se	mester : 6		<u> </u>	<u> </u>	
		Generio	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 Co	urses : Marketing Ma	anagemen	t		
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 Course		e Manager	nent		
T2276	0213210605	, and the second	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 Co	ourses : Financial Ma	anagement			



## Symbiosis Centre for Management Studies, Nagpur Bachelor of Business Administration Programme Structure 2021-24

#### Annexure A

	1	1		i	1	1		
Catalog Course Code	Course Code	Course Title	Specialization	Credit	Internal Marks	External Marks	Total Marks	
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 E	lective Courses					
T2719	0213210603	Elemetary 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	
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							



## Symbiosis Centre for Management Studies, Nagpur Bachelor of Business Administration Programme Structure 2021-24

Semester	Internal Credits	External Credits	Total Credits	Total Marks
	Ma	rketing Managemen	t	1
Semester 1	0	25	25	625
Semester 2	3	25	28	700
Semester 3	0	30	30	750
Semester 4	12	15	27	675
Semester 5	5	18	23	575
Semester 6	0	17	17	425
Total	20	130	150	3750
	Humai	n Resource Manage	ment	
Semester 1	0	25	25	625
Semester 2	3	25	28	700
Semester 3	0	30	30	750
Semester 4	12	15	27	675
Semester 5	5	18	23	575
Semester 6	0	17	17	425
Total	20	130	150	3750
	Fii	nancial Managemen	t	
Semester 1	0	25	25	625
Semester 2	3	25	28	700
Semester 3	0	30	30	750
Semester 4	12	15	27	675
Semester 5	5	18	23	575
Semester 6	0	17	17	425
Total	20	130	150	3750