

Institute Code	Institute Name	Program me Code	Program Name	Catalog Course Code	Catalog Course Name	Course Type	Batch 2020	Batch 2021	Change in T-Code Yes / No	Change in course/Nature	Change in Pedagogy	Change in evaluation	Change in instruction method	Add on course	Changes Yes: Revised No: Not Revised
208	SIBM, Bengaluru	20845	M.B.A. (Business Analytics)	GEN001	Global Immersion Programme	Core		Added	Yes						
208	SIBM, Bengaluru	20845	M.B.A. (Business Analytics)	GEN002	Project	Core	Base PS	No Change	No						
208	SIBM, Bengaluru	20845	M.B.A. (Business Analytics)	T0100	Research Publication	Core	Base PS	No Change	No						
208	SIBM, Bengaluru	20845	M.B.A. (Business Analytics)	T2003	Financial Accounting	Core	Base PS	No Change	No						
208	SIBM, Bengaluru	20845	M.B.A. (Business Analytics)	T2034	Financial Management	Core	Base PS	No Change	No						
208	SIBM, Bengaluru	20845	M.B.A. (Business Analytics)	T2057	Financial Econometrics	Core	Base PS	No Change	No						
208	SIBM, Bengaluru	20845	M.B.A. (Business Analytics)	T2116	Marketing Management	Core	Base PS	No Change	No						
208	SIBM, Bengaluru	20845	M.B.A. (Business Analytics)	T2186	Operations Management	Core	Base PS	No Change	No						
208	SIBM, Bengaluru	20845	M.B.A. (Business Analytics)	T2217	Business Statistics	Core	Base PS	No Change	No						
208	SIBM, Bengaluru	20845	M.B.A. (Business Analytics)	T2220	Operations Research	Core	Base PS	No Change	No						
208	SIBM, Bengaluru	20845	M.B.A. (Business Analytics)	T2228	Business Analytics	Core	Base PS	No Change	No						
208	SIBM, Bengaluru	20845	M.B.A. (Business Analytics)	T2236	Corporate Governance and Ethics	Core	Base PS	No Change	No						
208	SIBM, Bengaluru	20845	M.B.A. (Business Analytics)	T2237	Corporate Social Responsibility	Core	Base PS	No Change	No						
208	SIBM, Bengaluru	20845	M.B.A. (Business Analytics)	T2239	Business Communication	Core	Base PS	No Change	No						
208	SIBM, Bengaluru	20845	M.B.A. (Business Analytics)	T2245	Creativity and Innovation	Elective	Base PS	No Change	No						
208	SIBM, Bengaluru	20845	M.B.A. (Business Analytics)	T2290	Leadership and Capacity Building	Elective	Base PS	No Change	No						
208	SIBM, Bengaluru	20845	M.B.A. (Business Analytics)	T2294	Conflict and Negotiation	Elective	Base PS	No Change	No						
208	SIBM, Bengaluru	20845	M.B.A. (Business Analytics)	T2388	Global Business Environment	Core	Base PS	No Change	No						
208	SIBM, Bengaluru	20845	M.B.A. (Business Analytics)	T2569	Strategic Management	Core	Base PS	No Change	No						
208	SIBM, Bengaluru	20845	M.B.A. (Business Analytics)	T2582	OB & HRM	Core	Base PS	No Change	No						
208	SIBM, Bengaluru	20845	M.B.A. (Business Analytics)	T2595	Concepts and Applications in Sustainability	Core	Base PS	No Change	No						
208	SIBM, Bengaluru	20845	M.B.A. (Business Analytics)	T2615	Marketing Strategy	Core	Base PS	No Change	No						
208	SIBM, Bengaluru	20845	M.B.A. (Business Analytics)	T2683	Cloud and Big Data	Core	Base PS	No Change	No						
208	SIBM, Bengaluru	20845	M.B.A. (Business Analytics)	T2742	Digital Marketing	Core	Base PS	No Change	No						

208	SIBM, Bengaluru	20845	M.B.A. (Business Analytics)	T2746	Business Analytics for Marketing	Core	Base PS	No Change	No								
208	SIBM, Bengaluru	20845	M.B.A. (Business Analytics)	T2748	Theory of Constraints	Elective	Base PS	No Change	No								
208	SIBM, Bengaluru	20845	M.B.A. (Business Analytics)	T2752	HR Scorecard and Analytics	Core	Base PS	No Change	No								
208	SIBM, Bengaluru	20845	M.B.A. (Business Analytics)	T2795	Supply Chain Analytics	Core	Base PS	No Change	No								
208	SIBM, Bengaluru	20845	M.B.A. (Business Analytics)	T3087	Legal Aspects of IT Business	Core	Base PS	No Change	No								
208	SIBM, Bengaluru	20845	M.B.A. (Business Analytics)	T3310	e-Commerce	Core	Base PS	No Change	No								
208	SIBM, Bengaluru	20845	M.B.A. (Business Analytics)	T3395	Digital Transformation	Core	Base PS	No Change	No								
208	SIBM, Bengaluru	20845	M.B.A. (Business Analytics)	T3447	Machine Learning	Core	Base PS	No Change	No								
208	SIBM, Bengaluru	20845	M.B.A. (Business Analytics)	T3453	Deep learning	Core	Base PS	No Change	No								
208	SIBM, Bengaluru	20845	M.B.A. (Business Analytics)	T3498	Data Warehousing and Business Intelligence	Core	Base PS	No Change	No								
208	SIBM, Bengaluru	20845	M.B.A. (Business Analytics)	T3502	Text Mining	Core	Base PS	No Change	No								
208	SIBM, Bengaluru	20845	M.B.A. (Business Analytics)	T3513	Mathematical Methods for Data science	Core	Base PS	No Change	No								
208	SIBM, Bengaluru	20845	M.B.A. (Business Analytics)	T3550	Project Management	Core	Base PS	No Change	No								
208	SIBM, Bengaluru	20845	M.B.A. (Business Analytics)	T4005	Integrated Disaster Management	Core	Base PS	No Change	No								
208	SIBM, Bengaluru	20845	M.B.A. (Business Analytics)	T5525	Research Methodology	Core	Base PS	No Change	No								
208	SIBM, Bengaluru	20845	M.B.A. (Business Analytics)	T6075	Managerial Economics	Core	Base PS	No Change	No								
208	SIBM, Bengaluru	20845	M.B.A. (Business Analytics)	TE7467	Artificial Intelligence, Augmented Reality and Virtual Reality	Elective	Base PS	No Change	No								
208	SIBM, Bengaluru	20845	M.B.A. (Business Analytics)	TM2010	Creativity and Design Thinking	Core	Base PS	No Change	No								

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**Symbiosis Institute of Business Management, Bengaluru**  
**Master of Business Administration (Business Analytics)**  
**Programme Structure 2021-23**

1.	<b>OBJECTIVE</b>	To create a breed of Techno managers with an analytical approach towards business problems and decision making			
2.	<b>DURATION (IN MONTHS)</b>	24 (Full Time)			
3.	<b>INTAKE</b>	30			
4.	<b>RESERVATION</b>	<b>I. Within the sanctioned intake</b>	<b>a) SC (In Percentage)</b>	<b>b) ST (In Percentage)</b>	<b>c) Differently abled (In Percentage)</b>
			15	7.5	3
		<b>II. Over and above the sanctioned intake</b>	<b>a) Kashmiri Migrants (In Seats)</b>	<b>b) International Students (In Percentage)</b>	
			2	15	
5.	<b>ELIGIBILITY</b>	Graduate from any recognised University/ Institution of National Importance and must have obtained a minimum of 50% marks or equivalent grade (45% marks or equivalent grade for Scheduled Caste/ Scheduled Tribes) at graduation.			
6.	<b>SELECTION PROCEDURE</b>	Performance in SNAP test, Group Exercise, Personal interaction, Written Ability Test (GEPIWAT)			
7.	<b>MEDIUM OF INSTRUCTION</b>	English			
8.	<b>PROGRAMME PATTERN</b>	Semester			
9.	<b>COURSE &amp; SPECIALIZATION</b>	As per Annexure A			
10.	<b>FEE</b>		<b>Academic Fee p.a</b>	<b>Institute Deposit</b>	<b>Total</b>
		<b>Indian Students</b>	730000	20000	750000
		<b>International Students (USD equivalent to INR)</b>	1095000	20000	1115000
11.	<b>ASSESSMENT</b>	All internal courses will have 100% component as internal evaluation at the institute level. All external courses will have 60% internal component and 40% external component [University] examination.			
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 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 programme.			
13.	<b>AWARD OF DEGREE/</b>	Master of Business Administration (Business Analytics) will be awarded at the end			

<b>DIPLOMA/ CERTIFICATE</b>	of semester IV examination by taking into consideration the performance of all semester examinations after obtaining minimum CGPA of 4 out of maximum of 10 CGPA.
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**14. NATURE WISE DISTRIBUTION OF CREDITS**

Semester	Generic Core	Generic Elective	Specialization Core	Specialization Elective	Open Elective	Audit	Total
1	30	0	0	0	0	1*	30
2	25	0	0	0	0	0	25
3	27	4	0	0	0	1*	31
4	14	0	0	0	0	0	14
<b>Total</b>	<b>96</b>	<b>4</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>100</b>

\* Satisfactory completion of the non letter- grade courses 'Integrated Disaster Management' and 'Research Publication' is mandatory for award of degree.

This Programme Structure is aligned with the norms laid down by the University and is approved by the Academic Council. Hereafter changes (if any) which conform to the policy on "Curriculum Development and Review" would be permissible, subject to revision of the Programme Structure, following the specified processes.

Head - Academics

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Celebrating 50 Years of Excellence

**Symbiosis Institute of Business Management, Bengaluru**  
**Master of Business Administration (Business Analytics)**  
**Programme Structure 2021-23**

**Annexure A**

Catalog Course Code	Course Code	Course Title	Specialization	Credit	Internal Marks	External Marks	Total Marks
<b>Semester : 1</b>							
<b>Generic Core Courses</b>							
T2217	0208450101	Business Statistics		3	90	60	150
T2388	0208450102	Global Business Environment		3	150	0	150
T2116	0208450103	Marketing Management		3	90	60	150
T2186	0208450104	Operations Management		3	90	60	150
T5525	0208450105	Research Methodology		3	90	60	150
T2582	0208450106	OB & HRM		3	90	60	150
T3513	0208450107	Mathematical Methods for Data science		3	90	60	150
T2239	0208450108	Business Communication		2	100	0	100
T3395	0208450109	Digital Transformation		2	60	40	100
T2003	0208450110	Financial Accounting		2	60	40	100
T6075	0208450111	Managerial Economics		2	60	40	100
T2237	0208450112	Corporate Social Responsibility		1	50	0	50
T4005	0208450113	Integrated Disaster Management *		0	0	0	Non Letter Grade
<b>Total</b>				<b>30</b>	<b>1020</b>	<b>480</b>	<b>1500</b>
<b>Semester : 2</b>							
<b>Generic Core Courses</b>							
T2228	0208450201	Business Analytics		3	90	60	150
T2615	0208450202	Marketing Strategy		3	90	60	150
T2569	0208450203	Strategic Management		3	90	60	150
T3498	0208450204	Data Warehousing and Business Intelligence		3	90	60	150
TM2010	0208450205	Creativity and Design Thinking		3	90	60	150
T2236	0208450206	Corporate Governance and Ethics		2	60	40	100
T3310	0208450207	e-Commerce		2	60	40	100
T2034	0208450208	Financial Management		2	60	40	100
T3087	0208450209	Legal Aspects of IT Business		2	60	40	100
T2220	0208450210	Operations Research		2	60	40	100
<b>Total</b>				<b>25</b>	<b>750</b>	<b>500</b>	<b>1250</b>
<b>Semester : 3</b>							
<b>Generic Core Courses</b>							
T2812	0208450301	Project		12	600	0	600
T2795	0208450302	Supply Chain Analytics		3	90	60	150
T2683	0208450303	Cloud and Big Data		3	90	60	150
T2746	0208450304	Business Analytics for Marketing		3	90	60	150



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**Annexure A**

Catalog Course Code	Course Code	Course Title	Specialization	Credit	Internal Marks	External Marks	Total Marks
T3447	0208450305	Machine learning		3	90	60	150
T3502	0208450306	Text Mining		3	90	60	150
T0100	0208450307	Research Publication *		0	0	0	Non Letter Grade
<b>Total</b>				<b>27</b>	<b>1050</b>	<b>300</b>	<b>1350</b>
<b>Generic Elective Courses Group</b>							
T2245	0208450308	Creativity and Innovation		2	100	0	100
T2290	0208450309	Leadership and Capacity Building		2	100	0	100
T2294	0208450310	Conflict and Negotiation		2	100	0	100
TE7467	0208450311	Artificial Intelligence, Augmented Reality and Virtual Reality		2	100	0	100
T2748	0208450312	Theory of Constraints		2	100	0	100
<b>Total Required Credits</b>				<b>4</b>	<b>200</b>	<b>0</b>	<b>200</b>
<b>Semester : 4</b>							
<b>Generic Core Courses</b>							
T2595	0208450401	Concepts and Applications in Sustainability		1	50	0	50
T2742	0208450402	Digital Marketing		3	90	60	150
T2057	0208450403	Financial Econometrics		3	90	60	150
T3453	0208450404	Deep learning		3	90	60	150
T2752	0208450405	HR Scorecard and Analytics		3	90	60	150
T3550	0208450406	Project Management		1	50	0	50
<b>Total</b>				<b>14</b>	<b>460</b>	<b>240</b>	<b>700</b>



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Semester	Internal Credits	External Credits	Total Credits	Total Marks
Semester 1	6	24	30	1500
Semester 2	0	25	25	1250
Semester 3	16	15	31	1550
Semester 4	2	12	14	700
<b>Total</b>	<b>24</b>	<b>76</b>	<b>100</b>	<b>5000</b>