

**Symbiosis Institute of Management Studies (SIMS) Khadki Campus Pune, a constituent of Symbiosis International University (SIU)**  
**Masters of Business Administration (Executive) 2018-20 Program Structure**  
**(Specializations Offered: Marketing, Finance, Operations, and Human Resource)**

**MBA (Executive) 2018-20 Batch**  
**Program Structure**

MBA (Executive) is a 30 months program conducted separately on **Weekdays** in the evening – Monday to Friday and **Weekends** – Saturdays & Sundays from morning to evening, so you avail the benefits of the same top-ranked curriculum of our full-time MBA in addition to latest case study discussion and best pool of industry experienced faculty to build a solid foundation in all functional areas of business while gaining global, technology and entrepreneurial perspectives. **Specializations in Marketing, Finance, Operations, and Human Resource** are offered during this program so the executive students will get MBA (Executive) with specialization mentioned in degree certificate.

1. **Objective** : To provide high quality management education to working professionals through advancement of knowledge in all business related disciplines and development of ethos of corporate professionalism in these executive students.
2. **Duration** : 30 Months (Five Semesters)
3. **Intake** : 110 Seats (Including Weekdays & Weekends Batches)
4. **Reservation of Seats** : Open to all
5. **Eligibility** : An executive/professional seeking admission for the programme must possess Bachelor's Degree of any Statutory University or any other recognized Foreign University with 50% marks and **Three Years of Work Experience after graduation.**

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6. **Selection Procedure** : Personal Interaction
7. **Program Pattern** : Specializations in Marketing, Finance, Operations, and HR. Total five semesters.
8. **Fees** : Rs 3,60,000/- for all 5 semesters + Rs 10,000/- refundable deposit.  
1<sup>st</sup> Semester – Rs 90,000/- + Rs 10,000/- (refundable deposit) = Rs 1,00,000/-  
2<sup>nd</sup> Semester – Rs 90,000/-  
3<sup>rd</sup> Semester – Rs 90,000/-  
4<sup>th</sup> Semester – Rs 90,000/-  
5<sup>th</sup> Semester – Nil  
**Total: Rs 3,70,000/-**  
Note: No extra charges such as books, exam fees etc. In short, it includes everything.
9. **Assessment** : All Internal Courses will have 100% component as internal evaluation at the Institute level. All External Courses will have 60% internal component and 40% component as external (University) exam.
10. **Standard of Passing** : 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 for the program.
11. **Award of Degree** : **“Masters of Business Administration (Executive)”** will be awarded at the end of 5th semester examination by taking into consideration the performance of all 5 semesters' examinations after obtaining minimum 4 CGPA out of 10 CGPA.

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**Semester I**

<b>Course Code</b>	<b>Course Name / Subject Name</b>	<b>Credits</b>	<b>Internal Marks</b>	<b>External Marks</b>	<b>Total Marks</b>
020447101	Managerial Economics	2	100	-	100
020447102	Research Methodology	2	100	-	100
020447103	Legal Aspects of Business	2	100	-	100
020447104	Essentials of Marketing Management	2	60	40	100
020447105	Human Resource Management	2	60	40	100
020447106	Management of Operations	2	60	40	100
020447107	Financial Accounting	1	50	-	50
020447108	Cost Accounting	1	50	-	50
020447109	Organizational Behaviour	2	60	40	100
0204471010	Goods and Service Tax	2	60	40	100
<b>Total</b>		<b>18</b>	<b>700</b>	<b>200</b>	<b>900</b>

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**Semester II**

<b>Course Code</b>	<b>Course Name / Subject Name</b>	<b>Credits</b>	<b>Internal Marks</b>	<b>External Marks</b>	<b>Total Marks</b>
020447201	Consumer Behaviour	2	60	40	100
020447202	Strategic Management	2	100	40	100
020447203	Product Management	2	100	-	100
020447204	Leadership and Capacity Building	2	60	40	100
020447205	Fundamentals of Supply Chain Management	2	60	40	100
020447207	Financial Risk Management	2	100	-	100
020447208	Management Accounting	2	60	40	100
020447209	Marketing Research	2	100	-	100
0204471210	Business Statistics	2	100	-	100
<b>Total</b>		<b>18</b>	<b>700</b>	<b>200</b>	<b>900</b>

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**Semester III**

<b>Course Code</b>	<b>Course Name / Subject Name</b>	<b>Credits</b>	<b>Internal Marks</b>	<b>External Marks</b>	<b>Total Marks</b>
020447301	Corporate Governance and Ethics	2	100	-	100
020447302	International Business and Global Strategies	2	60	40	100
020447303	Customer Relationship Management	2	60	40	100
020447304	Financial Management	2	60	40	100
020447305	Six Sigma	2	100	-	100
020447306	Brand Management	2	100	-	100
020447307	Introduction to Financial Markets and Institutions	2	60	40	100
020447308	Training and Development	2	60	40	100
0204471310	Mini Project	8	-	400	400
<b>Total</b>		<b>24</b>	<b>600</b>	<b>600</b>	<b>1200</b>

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**Semester IV – Specializations**

**Note:** Students have to select any one of the FOUR specializations as mentioned below.

E.g. Marketing OR Finance OR Operations OR Human Resource

**Marketing**

Course Code	Subject Name	Credits	Internal Marks	External Marks	Total Marks
<b>Compulsory Subjects</b>					
020447401	Entrepreneurship	2	60	40	100
020447402	Management Information System	2	60	40	100
020447403	Business Analytics	2	100	-	100
020447404	Merger and Acquisition	2	100	-	100
020447405	Security Analysis and Portfolio Management	2	100	-	100
<b>Marketing Specialization Subjects</b>					
020447406	Business to Business Marketing	2	60	40	100
020447407	International Marketing	2	100	-	100
020447408	Integrated Marketing Communication	2	60	40	100
020447409	Marketing Strategy	2	100	-	100
020447410	Digital Marketing	2	60	40	100
<b>Total</b>		<b>20</b>	<b>800</b>	<b>200</b>	<b>1000</b>

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**Finance**

Course Code	Subject Name	Credits	Internal Marks	External Marks	Total Marks
<b>Compulsory Subjects</b>					
020447401	Entrepreneurship	2	60	40	100
020447402	Management Information System	2	60	40	100
020447403	Business Analytics	2	100	-	100
020447404	Merger and Acquisition	2	100	-	100
020447405	Security Analysis and Portfolio Management	2	100	-	100
<b>Finance Specialization Subjects</b>					
020447411	Advanced Corporate Finance	2	60	40	100
020447412	Derivative Markets	2	100	-	100
020447413	Financial Modelling	2	60	40	100
020447414	International Finance	2	100	-	100
020447415	Project & Infrastructure Finance	2	60	40	100
<b>Total</b>		<b>20</b>	<b>800</b>	<b>200</b>	<b>1000</b>

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**Operations**

Course Code	Subject Name	Credits	Internal Marks	External Marks	Total Marks
<b>Compulsory Subjects</b>					
020447401	Entrepreneurship	2	60	40	100
020447402	Management Information System	2	60	40	100
020447403	Business Analytics	2	100	-	100
020447404	Merger and Acquisition	2	100	-	100
020447405	Security Analysis and Portfolio Management	2	100	-	100
<b>Operations Specialization Subjects</b>					
020447416	Service Operations Management	2	60	40	100
020447417	Operations Research	2	100	-	100
020447418	IT for Managers II	2	60	40	100
020447419	Game Theory for Strategic Thinking	2	100	-	100
020447420	Project Management	2	60	40	100
<b>Total</b>		<b>20</b>	<b>800</b>	<b>200</b>	<b>1000</b>



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**Human Resource**

<b>Course Code</b>	<b>Subject Name</b>	<b>Credits</b>	<b>Internal Marks</b>	<b>External Marks</b>	<b>Total Marks</b>
<b>Compulsory Subjects</b>					
020447401	Entrepreneurship	2	60	40	100
020447402	Management Information System	2	60	40	100
020447403	Business Analytics	2	100	-	100
020447404	Merger and Acquisition	2	100	-	100
020447405	Security Analysis and Portfolio Management	2	100	-	100
<b>Human Resource Specialization Subjects</b>					
020447421	Talent Management	2	60	40	100
020447422	Performance Management System	2	100	-	100
020447423	Organizational Development & Change	2	60	40	100
020447424	Employment Related Laws	2	100	-	100
020447425	Compensation & Reward Management	2	60	40	100
<b>Total</b>		<b>20</b>	<b>800</b>	<b>200</b>	<b>1000</b>

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**Semester V**

<b>Course Code</b>	<b>Subject Name</b>	<b>Credits</b>	<b>Internal Marks</b>	<b>External Marks</b>	<b>Total Marks</b>
020447501	Dissertation	20	-	1000	1000
<b>Total</b>		<b>20</b>	<b>-</b>	<b>1000</b>	<b>1000</b>

**Important:**

- 1. The Meanings of Internal Marks:** The subjects are taught and evaluated by the same respective faculty members. No University exam for those subjects.
- 2. Internal Evaluation Components:** Assignment, Presentation, Quizzes, Case Study etc.
- 3. The Meaning of External Marks:** Symbiosis International University will conduct subjective exam for that subject (40%) besides 60% internal marks as stated above.
- 4. Mini Project / Dissertation:** Exam would be in the form of Viva / Presentation for 100% marks besides hard copy submission.
- 4. Credit:** 1 credit means 15 hours class room teaching and 50 marks. 2 credits means 30 hours class room teaching and 100 marks.

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**For more details please contact**  
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