



Symbiosis Institute of Computer Studies and Research, Pune

Master of Business Administration (Digital Transformation)

Programme Structure 2022-24

1.	OBJECTIVE	1. To prepare students to lead and drive digital transformation initiatives for the business. 2. To make students understand best operational and strategic management technology drivers for the business processes. 3. To enable students to lead business transformation initiatives by understanding applications of leading technologies including AI, Cloud, Business Intelligence, and Data visualization for the organisations. 4. To prepare students to understand and design digital business models.				
2.	DURATION (IN MONTHS)	24 (Full Time)				
3.	INTAKE	30				
4.	RESERVATION	I.Within the sanctioned intake	a) SC (In Percentage)	b) ST (In Percentage)	c) Differently abled (In Percentage)	d) Defence (In Percentage)
			15	7.5	3	0
		II.Over and above the sanctioned intake	a) Kashmiri Migrants (In Seats)		b) International Students (In Percentage)	
			2		15	
5.	ELIGIBILITY	Graduate from any recognized University/ Institution of National Importance with a minimum of 50% marks or equivalent grade (45% marks or equivalent grade for Scheduled Caste / Scheduled Tribes).				
6.	SELECTION PROCEDURE	Symbiosis National Aptitude Test, Group Exercise, Personal Interaction and Writing Ability Test (GE-PIWAT)				
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	550000	20000	570000	
		International Students (USD equivalent to INR)	825000	20000	845000	
11.	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) examination.				
12.	STANDARD OF	The assessment of the student for each examination is done, based on relative				

	PASSING	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.	AWARD OF DEGREE/ DIPLOMA/ CERTIFICATE	Master of Business Administration (Digital Transformation) will be awarded at the end of Semester IV examination by taking into consideration the performance of all semester examinations after obtaining minimum 4.00 CGPA out of 10.00 CGPA									
14.	CLASSIFICATION OF CREDITS										
Semester	Generic Core	Generic Elective	Specialization Core	Specialization Elective	Open Elective	Audit	Total				
1	28	0	0	0	0	1*	28				
2	27	3	0	0	0	0	30				
3	27	3	0	0	0	1*	30				
4	12	0	0	0	0	0	12				
Total	94	6	0	0	0	0	100				

* Satisfactory completion of the non letter grade courses 'Integrated Disaster Management', '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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Annexure A

Catalog Course Code	Course Code	Course Title	Specialization	Credit	Internal Marks	External Marks	Total Marks
Semester : 1							
Generic Core Courses							
T3665	0301440101	Business Analytics		4	120	80	200
T2036	0301440102	Financial Management		3	90	60	150
T2742	0301440103	Digital Marketing		3	90	60	150
T3682	0301440104	Business Agile Practices		3	90	60	150
T3677	0301440105	Digital Business Models		3	90	60	150
T3676	0301440106	Electronic Customer Relationship Management		3	90	60	150
T2216	0301440107	Business Statistics		2	60	40	100
T2843	0301440108	Research Methodology		2	60	40	100
TM2031	0301440109	Internet of Things		2	60	40	100
T3662	0301440110	Web Design Technologies		2	60	40	100
T2219	0301440111	Operations Research		1	50	0	50
T4005	0301440112	Integrated Disaster Management *		0	0	0	Non Letter Grade
Total				28	860	540	1400
Semester : 2							
Generic Core Courses							
F0004	0301440201	Flexi-Credit Course		4	200	0	200
T3673	0301440202	Enterprise Resource Planning and Supply Chain Management		4	120	80	200
T3674	0301440203	Cloud Applications for Business Processes		4	120	80	200
T2618	0301440204	Project Management		3	90	60	150
T2758	0301440205	Talent Acquisition and Retention		3	90	60	150
T3664	0301440206	Data Management and Visualization		3	90	60	150
T3672	0301440207	Blockchain and It's Applications		3	90	60	150
T3667	0301440208	Digital transformation in Health Care		3	90	60	150
Total				27	890	460	1350
Generic Elective Courses Group							
T3431	0301440209	DevOps Services		3	90	60	150
T3499	0301440210	Data Analysis Using Python		3	90	60	150
T3666	0301440211	AI Applications in Business		3	90	60	150
Total Required Credits				3	90	60	150
Semester : 3							
Generic Core Courses							



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Catalog Course Code	Course Code	Course Title	Specialization	Credit	Internal Marks	External Marks	Total Marks
F0004	0301440301	Flexi-Credit Course		4	200	0	200
T3675	0301440302	Business Intelligence		3	90	60	150
T3668	0301440303	Digital Branding and Promotion with Social Media		3	90	60	150
T3679	0301440304	Digital Audit and Quality Control		3	90	60	150
T3670	0301440305	Digital Transformation Frameworks		3	90	60	150
T3671	0301440306	Smart Industries and Digital Trends		3	90	60	150
T2397	0301440307	International Business and Global Strategy		2	60	40	100
T3525	0301440308	System Dynamics		2	60	40	100
F0002	0301440309	Flexi-Credit Course		2	100	0	100
T3678	0301440310	Regulatory Perspectives for Digital Business		2	60	40	100
T0100	0301440311	Research Publication *		0	0	0	Non Letter Grade
Total				27	930	420	1350
Generic Elective Courses Group							
T3309	0301440312	Big Data Analytics		3	90	60	150
T3490	0301440313	Applied Data Analytics with Python		3	90	60	150
T3669	0301440314	Applications of Augmented Reality and Technology Trends		3	90	60	150
T3040	0301440315	GRC and Industry Standards		3	90	60	150
Total Required Credits				3	90	60	150
Semester : 4							
Generic Core Courses							
T3912	0301440401	Industry Internship		12	360	240	600
Total				12	360	240	600



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Semester	Internal Credits	External Credits	Total Credits	Total Marks
Semester 1	1	27	28	1400
Semester 2	4	26	30	1500
Semester 3	6	24	30	1500
Semester 4	0	12	12	600
Total	11	89	100	5000