

Symbiosis Institute of Media and Communication, Pune
Master of Business Administration (Communication Management)
Programme Structure 2019-21

1.	OBJECTIVE	Providing the industry with skilled and trained media professionals adept in all fields of communication driven businesses viz. Brand Communication, Public Relations, Marketing & Media Analytics and Media Management.			
2.	DURATION (IN MONTHS)	24 (Full Time)			
3.	INTAKE	120			
4.	RESERVATION	I. Within the sanctioned intake	a) SC (In Percentage)	b) ST (In Percentage)	c) Differently abled (In Percentage)
			15	7.5	3
		II. Over and above the sanctioned intake	a) Kashmiri Migrants (In Seats)	b) International Students (In Percentage)	
			2	15	
5.	ELIGIBILITY	Graduate from any recognised 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 Score, Academic Profile Score, Personal Interaction and Writing Ability Test (PI-WAT)			
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	485000	35000	520000
		International Students (USD equivalent to INR)	730000	35000	765000
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 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 CGPA for the programme.					
13.	AWARD OF DEGREE/ DIPLOMA/ CERTIFICATE	Mater of Business Administration (Communication Management) degree will be awarded at the end of semester IV examination by taking into consideration the performance of all semester examinations after obtaining minimum 4 CGPA out of 10 CGPA.					
14.	NATURE WISE DISTRIBUTION OF CREDITS						
Semester	Generic Core	Generic Elective	Specialization Core	Specialization Elective	Open Elective	Audit	Total
1	28	0	0	0	0	1*	28
2	18	3	6	0	0	0	27
3	19	5	8	0	0	0	32
4	13	0	0	0	0	0	13
Total	78	8	14	0	0	0	100
* Satisfactory completion of the letter grade course 'Integrated Disaster Management' is mandatory for award of degree.							
*The revised programme structure supersedes the previously approved programme structure dated 10/06/2019 for the programme.							

Programme Structure is approved by the Academic Council subject to its norms & conditions. Any provision in the Programme Structure which violates the basic rules & regulations is deemed to be termed "Null & Void".

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							
T2217	050143101	Business Statistics		3	90	60	150
T2116	050143102	Marketing Management		3	90	60	150
T2279	050143103	Organizational Behaviour		3	90	60	150
T5545	050143104	Communication Theories and Culture		3	90	60	150
T5067	050143105	Management Perspective in Media and Communication Businesses		3	90	60	150
T5068	050143106	Media and Communication Industry Overview		3	90	60	150
T5622	050143107	Integrated Marketing Communication Planning		3	90	60	150
T2239	050143108	Business Communication		2	100	0	100
T2225	050143109	Research Methodology		2	60	40	100
T6075	050143110	Managerial Economics		2	60	40	100
T5801	050143111	Project - I		1	50	0	50
T4005	050143112	Integrated Disaster Management *		0	0	0	Letter Grade
Total				28	900	500	1400
Semester : 2							
Generic Core Courses							
T2119	050143201	Consumer Behaviour and Insights		3	90	60	150
T2742	050143202	Digital Marketing		3	90	60	150
T5957	050143203	Strategic Brand Management		3	90	60	150
T2777	050143204	Management Accounting		2	60	40	100
T5076	050143205	Introduction to Syndicated Database and Analysis with Workshop		2	100	0	100
T2133	050143206	Sales Management		2	60	40	100
T5956	050143207	Content Marketing		2	100	0	100
T5801	050143208	Social Responsibility Project		1	50	0	50
Total				18	640	260	900
Specialization Core Courses : Brand Communication							
T5094	050143209	Account Planning Models and Practices	Brand Communication	3	150	0	150
T5610	050143210	Advertising Management	Brand Communication	3	90	60	150
Total				6	240	60	300
Specialization Core Courses : Marketing and Media Analytics							
T5948	050143211	Data Visualization	Marketing and Media Analytics	3	150	0	150
T5516	050143212	Consumer, Brand and Media Insights	Marketing and Media Analytics	3	90	60	150

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Total				6	240	60	300
Specialization Core Courses : Media Management							
T5003	050143213	Strategic Media Planning	Media Management	3	90	60	150
T5621	050143214	Specialized Media Research	Media Management	3	150	0	150
Total				6	240	60	300
Specialization Core Courses : Public Relations							
T5950	050143217	Cases in Public Relations Strategy	Public Relations	1	50	0	50
T5953	050143215	Public Relations and Corporate Communication	Public Relations	3	90	60	150
T5949	050143216	Writing for Public Relations	Public Relations	2	100	0	100
Total				6	240	60	300
Generic Elective Courses Group							
T2228	050143218	Business Analytics		3	90	60	150
T5958	050143219	Qualitative Research and Analysis		3	90	60	150
Total Required Credits				3	90	60	150
Semester : 3							
Generic Core Courses							
T5087	050143301	Digital Communication Solutions		3	90	60	150
TE7467	050143302	Artificial Intelligence, Augmented Reality and Virtual Reality		2	60	40	100
T2692	050143303	Social Media Analytics		2	60	40	100
T2141	050143304	Rural Marketing		2	60	40	100
F0002	050143305	Flexi-Credit Course		2	100	0	100
T2513	050143306	Marketing Research		2	60	40	100
T5959	050143307	Business Communication - II		1	50	0	50
T5805	050143308	Project - II		5	150	100	250
Total				19	630	320	950
Specialization Core Courses : Brand Communication							
T5611	050143309	Advertising Strategy	Brand Communication	3	90	60	150
T5613	050143310	Communication Design and Innovation Management	Brand Communication	3	150	0	150

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T5092	050143311	Specialised Advertising Research	Brand Communication	2	60	40	100
Total				8	300	100	400
Specialization Core Courses : Marketing and Media Analytics							
T3363	050143312	Multivariate Data Analysis	Marketing and Media Analytics	3	150	0	150
T5517	050143313	Specialised Qualitative Research and Tools	Marketing and Media Analytics	3	90	60	150
T3531	050143314	R Programming	Marketing and Media Analytics	2	60	40	100
Total				8	300	100	400
Specialization Core Courses : Media Management							
T5103	050143315	Advance Media Planning and Media Innovation	Media Management	3	150	0	150
T5102	050143316	Media Investment Management	Media Management	3	90	60	150
T5541	050143317	Economics & Business of Media	Media Management	2	60	40	100
Total				8	300	100	400
Specialization Core Courses : Public Relations							
T5952	050143318	Corporate Communication Strategy	Public Relations	3	90	60	150
T5951	050143319	Strategic PR and Reputation Management	Public Relations	3	150	0	150
T5097	050143320	Event Management	Public Relations	2	60	40	100
Total				8	300	100	400
Generic Elective Courses Group							
F0002	050143321	Flexi-Credit Course		2	100	0	100
F0002	050143322	Flexi-Credit Course		2	100	0	100
Total Required Credits				2	100	0	100
Generic Elective Courses Group							
T2121	050143323	Customer Relationship Management		2	60	40	100
T5963	050143324	Marketing Strategy		2	60	40	100
Total Required Credits				2	60	40	100

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Generic Elective Courses Group							
F0001	050143326	Flexi-Credit Course		1	50	0	50
F0001	050143325	Flexi-Credit Course		1	50	0	50
Total Required Credits				1	50	0	50
Semester : 4							
Generic Core Courses							
T5708	050143401	Dissertation		8	240	160	400
T5108	050143402	Brand Valuation and Return on Marketing Investments (ROMI)		3	150	0	150
F0002	050143403	Flexi-Credit Course		2	100	0	100
Total				13	490	160	650

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Semester	Internal Credits	External Credits	Total Credits	Total Marks
Brand Communication				
Semester1	3	25	28	1400
Semester2	8	19	27	1350
Semester3	11	21	32	1600
Semester4	5	8	13	650
Total	27	73	100	5000
Marketing and Media Analytics				
Semester1	3	25	28	1400
Semester2	8	19	27	1350
Semester3	11	21	32	1600
Semester4	5	8	13	650
Total	27	73	100	5000
Media Management				
Semester1	3	25	28	1400
Semester2	8	19	27	1350
Semester3	11	21	32	1600
Semester4	5	8	13	650
Total	27	73	100	5000
Public Relations				
Semester1	3	25	28	1400
Semester2	8	19	27	1350
Semester3	11	21	32	1600
Semester4	5	8	13	650
Total	27	73	100	5000