



FOUNDER: PROF.DR.S.B.MUJUMDAR M.Sc.Ph.D.

SYMBIOSIS INTERNATIONAL UNIVERSITY (SIU)

(Established under section 3 of the UGC Act 1956, by notification no.F.9-12/2001-U3 Government of India)

Accredited by NAAC with "A" grade

SYMBIOSIS INSTITUTE OF MEDIA AND COMMUNICATION-PUNE MASTER OF BUSINESS ADMINISTRATION (COMMUNICATION MANAGEMENT) PROGRAM STRUCTURE 2015-17

1. **OBJECTIVE** Providing the industry with skilled and trained media professionals adept in all fields of communication driven businesses viz. Brand Communication, Public Relations and Media Management.
2. **DURATION** Two Years Full Time
3. **INTAKE** 120 Students
4. **RESERVATION**
 - I. Within the sanctioned intake:
 - a) Scheduled Castes - 15%
 - b) Scheduled Tribes – 7.5%
 - c) Differently abled – 3%
 - II. Over and above the sanctioned intake:
 - a) International Students – 15%
 - b) Kashmiri Migrants – 2 Seats
5. **ELIGIBILITY** Graduation in any discipline from any statutory/recognized University with a minimum of 50% marks. (45% for SC/ST candidates).

6. **MBA (GM) 2015-17** **SIMC-B**
SELECTION PROCEDURE Symbiosis National Aptitude Test Score, Academic Profile Score, Personal Interaction and Writing Ability Test (PI-WAT)

7. **MEDIUM OF INSTRUCTION** English

8. **PROGRAM PATTERN** Semester Pattern- 4 Semesters

9. **COURSES & SPECIALIZATION** As per Annexure A

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- 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 students for each examination is done, based on relative performance. Maximum Grade Point (GP) is 4.000 corresponding to A+. For all courses, a student is required to pass both internal and external examination separately with a minimum Grade Point of 2.000 corresponding to Grade D. 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 2.000 out of maximum of 4.000 for the program.
- 13. AWARD OF DEGREE** **MBA (Communication Management) MBA (CM)** will be awarded at the end of semester IV examination by taking into consideration the performance of all semester examinations after obtaining minimum 2.00 CGPA out of 4.000.

Annexure A
Semester I
Brand Communication, Public Relations, Media Management

Temporary Courses	Course Code	Course Title	Credits	Internal Marks	External Marks	Total Mark
T2217	05014310	Business Statistics	3	90	60	150
T6008	05014310	Communication for Creative Industries	3	90	60	150
T2114	05014310 3	Essentials of Marketing Management	2	60	40	100
T5067	05014310 4	Management Perspective in Media and	3	90	60	150
T6075	05014310	Managerial Economics	2	60	40	100
T5068	05014310 6	Overview of Media and Entertainment Industry	3	90	60	150
T6003	05014310	Indian Kaleidoscope	3	90	60	150
T6002	05014310	Communication Theories	3	90	60	150
T2279	05014310	Organizational Behavior	3	90	60	150
T5070	05014311 0	Design Technology and Photography	2	100	-	100
		Industry Project I	1	50	-	50
		Total	28	900	500	1400
T4005	05014311	*Integrated Disaster Management	-	-	-	Letter Grade

**Semester II Brand
Communication**

Temporar Y Cours	Cours e	Course Title	Credit s	Intern al	External Marks	Total Marks
T2225	05014320	Research Methodoloav	2	60	40	100
T2513	05014320	Marketing Research	2	60	40	100
T2127	05014320 3	Integrated Marketing Communicatio	2	60	40	100
T2119	05014320	Consumer Behavior and	3	90	60	150
T5072	05014320	Brand Ecology	3	90	60	150
T5073	05014320 6	Project Management: Communicati on Industries	3	90	60	150
T5074	05014320	Digital Ecosvstem	3	90	60	150
T5078	05014320 8	Innovation, Creativity and Visual	3	15 0	-	150
T5079	05014320 9	Introduction to Advertising Industry and Advertising	3	90	60	150
T5802	05014321	Project- Social Responsibility	1	50	-	50
T5076	05014321 1	Introduction to Syndicated Database and Analysis with	2	10 0	-	100
		Total	27	930	420	1350

**Semester II
Public Relations**

Temporary Course Code	Course Code	Course Title	Credits	Internal Marks	External Marks	Total Marks
T2225	050143201	Research Methodology	2	60	40	100
T2513	050143202	Marketing Research	2	60	40	100
T2127	050143202	Integrated Marketing	2	60	40	100
T2119	050143203	Consumer Behaviour and	3	90	60	150
T5072	050143204	Brand Ecology	3	90	60	150
T5073	050143206	Project Management: Communication	3	90	60	150
T5074	050143207	Digital Ecosystem	3	90	60	150
T5446	050143210	Advanced PR Writing Skills	3	150	-	150
T5081	050143213	Introduction to Public Relation Industry	3	90	60	150
T5802	050143210	Project- Social Responsibility	1	50	-	50
T5076	050143211	Introduction to Syndicated Database and Analysis with	2	100	-	100
		Total	27	930	420	1350

**Semester II Media
Management**

Temporar y Cours	Cours e	Course Title	Credi ts	Internal Marks	External Marks	Total Marks
T2225	05014320	Research Methodology	2	60	40	100
T2513	05014320	Marketing Research	2	60	40	100
T2127	05014320 3	Integrated Marketing Communications	2	60	40	100
T2119	05014320 4	Consumer Behaviour and Insights	3	90	60	150
T5072	05014320	Brand Ecology	3	90	60	150
T5073	05014320 6	Project Management: Communicatio n Industries	3	90	60	150
T5074	05014320	Digital Ecosvstem	3	90	60	150
T5101	05014331	Strategic Media Planning	3	90	60	150
T5083	05014321 5	Evolution of Media, Media Ethics and	2	10 0	-	100
		Media Industry Project I	1	50	-	50
T5802	05014321 6	Project- Social Responsibility	1	50	-	50
T5076	05014321 1	Introduction to Syndicate d Database	2	100	-	100
		Total	27	930	420	1350

**Semester III Brand
Communication**

Temporary Courses	Course Code	Course Title	Credit S	Intern al M	Extern al M	Total Marks
T5084	05014330	Marketing Analytics and CRM	2	60	40	100
OR						
T5085	05014330 2	Marketing Strategies for Brand Communication	2	60	40	100
T5086	05014330 3	Service Process Management for Agency	2	60	40	100
T5087	05014330 4	Digital Communication Solutions	3	90	60	150
T2141	05014330	Rural Marketing	2	60	40	100
T5088	05014330 6	Sports and Entertainment Marketing	2	100	-	100
T5092	05014330 7	Specialized Advertising Research	2	60	40	100
T5093	05014330	Advertising Theory and	2	60	40	100
T5094	05014330	Account Planning Model and Practices	3	150	-	150
T5095	05014331 0	Communication Design and Evaluation	3	90	60	150
T5089	05014331	Campaign Planning	3	150	-	150
T5601	05014331	Industry Project II	1	50	-	50
		Total	25	930	320	1250

**Semester III
Public Relation**

Temporar y Cours	Cours e	Course Title	Credit s	Internal Marks	Externa l	Tota l
T5084	050143301	Marketing Analytics and CRM	2	60	40	100
OR						
T5085	050143302	Marketing Strategies for	2	60	40	100
T5086	050143303	Service Process Management for Agency	2	60	40	100
T5087	050143304	Digital Communication Solutions	3	90	60	150
T2141	050143305	Rural Marketing	2	60	40	100
T5088	050143306	Sports and Entertainment Marketing	2	100	-	100
T5013	050143313	Specialized PR and PR Research	3	150	-	150
T5097	050143314	Event Management	2	60	40	100
T5001	050143315	Strategic PR and Reputation	2	60	40	100
T5099	050143316	Corporate Communication	3	90	60	150
T5089	050143317	Campaign Planning	3	150	-	150
T5601	050143318	Industry Project II	1	50	-	50
Total			25	930	320	125

**Semester III Media
Management**

Temporary Course Code	Course Code	Course Title	Credits	Internal Marks	External Marks	Total Mark
T5084	050143301	Marketing Analytics and	2	60	40	100
OR						
T5085	050143302	Marketing Strategies for Brand	2	60	40	100
T5086	050143303	Service Process Management for Agency Businesses	2	60	40	100
T5087	050143304	Digital Communication Solutions	3	90	60	150
T2141	050143305	Rural Marketing	2	60	40	100
T5088	050143306	Sports and Entertainment Marketing	2	100	-	100
T5100	050143317	Media Research and Applications	2	60	40	100
T5082	050143318	Introduction to Business and Economics of Media	2	60	40	100
T5102	050143319	Media Investment Management	3	90	60	150
T5103	050143320	Advance Media Planning and Media	3	150	-	150
T5089	050143311	Campaign Planning	3	150	-	150
T5601	050143312	Industry Project II	1	50	-	50
		Total	25	930	320	1250

**Semester IV Brand
Communication**

Temporary Courses	Course Code	Course Title	Credits	Internal Marks	External Marks	Total Mark
T5104	050143401	Creativity in Business	2	100	-	100
T5105	050143402	Business Planning for Communication Industries	2	60	40	100
T5106	050143403	Innovative Approaches to Marketing and	2	100	-	100
T5107	050143404	Corporate Citizenship	2	100	-	100
Choose either 405 and 406 or 407 or 408 or 409						
T2148	050143405	Retail Marketing Communications	2	100	-	100
T5601	050143406	Industry Project III	1	50	-	50
OR						
T5108	050143407	Brand Valuation and Return on Marketing Investments(ROMI)	3	150	-	150
OR						
T5109	050143408	Innovative Communication Solutions	3	150	-	150
OR						
T5110	050143409	Advanced Communication Research	3	150	-	150
T5111	050143410	Business Model for Digital Future	1	50	-	50
T5113	050143411	Managing Creative Enterprises	2	100	-	100
T5705	050143412	Dissertation	6	180	120	300
Total			20	840	160	1000

**Semester IV
Public Relations**

Temporar y Cours	Cours e	Course Title	Credit s	Intern al	Extern al	Total Mark
T5104	050143401	Creativity in Business	2	100	-	100
T5105	050143402	Business Planning for Communication Industries	2	60	40	100
T5106	050143403	Innovative Approaches to Marketing and	2	100	-	100
T5107	050143404	Corporate Citizenship	2	100	-	100
Choose either 405 and 406 or 407 or 408 or 409						
T2148	050143405	Retail Marketing Communications	2	100	-	100
T5601	05014340	Industry Project III	1	50	-	50
OR						
T5108	050143407	Brand Valuation and Return on Marketing Investments(ROMI)	3	150	-	150
OR						
T5109	050143408	Innovative Communication Solutions (Elective)	3	150	-	150
OR						
T5110	050143409	Advanced Communication Research Methods	3	150	-	150
T5111	050143410	Business Model for Digital Future	1	50	-	50
T5114	050143413	Managing Public Affairs and PR	2	100		100
T5705	050143412	Dissertation	6	180	120	300
Total			20	840	160	1000

**Semester IV Media
Management**

Temporary Course	Course No.	Course Title	Credit s	Intern al	Extern al	Total Mark
T5104	05014340	Creativity in Business	2	100	-	100
T5105	05014340 2	Business Planning for Communication Industries	2	60	40	100
T5106	05014340 3	Innovative Approaches to Marketing and	2	100	-	100
T5107	05014340	Corporate Citizenship	2	100	-	100
Choose either 405 and 406 or 407 or 408 or 409						
T2148	05014340 5	Retail Marketing Communications	2	100	-	100
T5601	05014340	Industry Project III	1	50	-	50
OR						
T5108	05014340 7	Brand Valuation and Return on Marketing	3	150	-	150
OR						
T5109	05014340 8	Innovative Communication Solutions	3	150	-	150
OR						
T5110	05014340 9	Advanced Communication Research	3	150	-	150
T5111	05014341	Business Model for Digital Future	1	50	-	50
T5115	05014341	Managing Media Business	2	100	-	100
T5705	05014341	Dissertation	6	180	120	300
Total			20	840	160	1000

Summary

Semester	Internal Credits	External	Total Credits	Total
Semester I	03	25	28	140
Semester II	06	21	27	135
Semester	09	16	25	125
Semester	12	08	20	100
Total	30	70	10	5000

*Integrated Disaster Management is mandatory for the award of degree.