



Symbiosis Institute of Media and Communication, Pune
Master of Business Administration (Communication Management)
Programme Structure 2020-22

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	535000	35000	570000
		International Students (USD equivalent to INR)	805000	35000	840000
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.
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14. NATURE WISE DISTRIBUTION OF CREDITS

Semester	Generic Core	Generic Elective	Specialization Core	Specialization Elective	Open Elective	Audit	Total
1	25	0	0	0	0	1*	25
2	23	0	6	0	0	0	29
3	20	0	8	0	0	1*	28
4	14	4	0	0	0	0	18
Total	82	4	14	0	0	0	100

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

The revised programme structure supersedes the previously approved programme structure dated 08/02/2021 for the programme.

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							
T2217	0501430101	Business Statistics		3	90	60	150
T2116	0501430102	Marketing Management		3	90	60	150
T5545	0501430103	Communication Theories and Culture		3	90	60	150
T5068	0501430104	Media and Communication Industry Overview		3	90	60	150
T5622	0501430105	Integrated Marketing Communication Planning		3	90	60	150
T5964	0501430106	Principles and Practices of Management and Organizational Behaviour		3	90	60	150
T2225	0501430107	Research Methodology		2	60	40	100
T5802	0501430108	Project I		2	100	0	100
T5960	0501430109	Business Communication - I		2	60	40	100
T5962	0501430110	Digital Ecosystem		1	50	0	50
T4005	0501430111	Integrated Disaster Management *		0	0	0	Non Letter Grade
Total				25	810	440	1250
Semester : 2							
Generic Core Courses							
T2119	0501430201	Consumer Behaviour and Insights		3	90	60	150
T2133	0501430202	Sales Management		2	60	40	100
T2742	0501430203	Digital Marketing		3	90	60	150
T5957	0501430204	Strategic Brand Management		3	90	60	150
T2513	0501430205	Marketing Research		2	60	40	100
T2227	0501430206	Business Analytics		2	60	40	100
T6801	0501430207	Economics and Accounting		2	100	0	100
T5956	0501430208	Content Marketing		2	100	0	100
T5801	0501430209	Social Responsibility Project		1	50	0	50
T2840	0501430219	Qualitative Research Methods		2	60	40	100
T5801	0501430220	Project II		1	50	0	50
Total				23	810	340	1150
Specialization Core Courses : Brand Communication							
T5094	0501430210	Account Planning Models and Practices	Brand Communication	3	150	0	150
T5610	0501430211	Advertising Management	Brand Communication	3	90	60	150
Total				6	240	60	300



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Specialization Core Courses : Media Management							
T5102	0501430214	Media Investment Management	Media Management	3	150	0	150
T5003	0501430215	Strategic Media Planning	Media Management	3	90	60	150
Total				6	240	60	300
Specialization Core Courses : Public Relations							
T5953	0501430216	Public Relations and Corporate Communication	Public Relations	3	90	60	150
T5949	0501430217	Writing for Public Relations	Public Relations	2	100	0	100
T5950	0501430218	Cases in Public Relations Strategy	Public Relations	1	50	0	50
Total				6	240	60	300
Specialization Core Courses : Marketing and Media Analytics							
T5516	0501430212	Consumer, Brand and Media Insights	Marketing and Media Analytics	3	90	60	150
T5948	0501430213	Data Visualization	Marketing and Media Analytics	3	150	0	150
Total				6	240	60	300
Semester : 3							
Generic Core Courses							
T5904	0501430301	Internship		5	150	100	250
T5187	0501430302	Evolving Media Technologies		2	60	40	100
T2141	0501430303	Rural Marketing		2	60	40	100
T2777	0501430304	Management Accounting		2	60	40	100
T2692	0501430305	Social Media Analytics		2	60	40	100
T5088	0501430306	Sports and Entertainment Marketing		2	100	0	100
TE7467	0501430307	Artificial Intelligence, Augmented Reality and Virtual Reality		2	60	40	100
T5959	0501430308	Business Communication - II		1	50	0	50
T5076	0501430322	Introduction to Syndicated Database and Analysis with Workshop		2	100	0	100
T0100	0501430309	Research Publication *		0	0	0	Non Letter Grade
Total				20	700	300	1000
Specialization Core Courses : Brand Communication							
T5611	0501430310	Advertising Strategy	Brand Communication	3	90	60	150
T5613	0501430311	Communication Design and Innovation Management	Brand Communication	3	150	0	150



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T5092	0501430312	Specialised Advertising Research	Brand Communication	2	60	40	100
Total				8	300	100	400
Specialization Core Courses : Media Management							
T5103	0501430316	Advance Media Planning and Media Innovation	Media Management	3	150	0	150
T5621	0501430317	Specialized Media Research	Media Management	3	90	60	150
T5541	0501430318	Economics & Business of Media	Media Management	2	60	40	100
Total				8	300	100	400
Specialization Core Courses : Public Relations							
T5951	0501430319	Strategic PR and Reputation Management	Public Relations	3	150	0	150
T5952	0501430320	Corporate Communication Strategy	Public Relations	3	90	60	150
T5097	0501430321	Event Management	Public Relations	2	60	40	100
Total				8	300	100	400
Specialization Core Courses : Marketing and Media Analytics							
T3363	0501430313	Multivariate Data Analysis	Marketing and Media Analytics	3	150	0	150
T3512	0501430314	Data Privacy: Ethics, Law and Technical Considerations	Marketing and Media Analytics	3	90	60	150
T3531	0501430315	R Programming	Marketing and Media Analytics	2	60	40	100
Total				8	300	100	400
Semester : 4							
Generic Core Courses							
T5707	0501430401	Dissertation/Digital/Multimedia Project		8	240	160	400
T5108	0501430402	Brand Valuation and Return on Marketing Investments (ROMI)		3	150	0	150
F0002	0501430403	Flexi-Credit Course		2	100	0	100
F0001	0501430404	Flexi-Credit Course		1	50	0	50
Total				14	540	160	700
Generic Elective Courses Group							
T5963	0501430405	Marketing Strategy		2	60	40	100
T2121	0501430406	Customer Relationship Management		2	60	40	100
Total Required Credits				2	60	40	100



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Generic Elective Courses Group							
F0002	0501430407	Flexi-Credit Course		2	100	0	100
F0002	0501430408	Flexi-Credit Course		2	100	0	100
Total Required Credits				2	100	0	100



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Semester	Internal Credits	External Credits	Total Credits	Total Marks
Brand Communication				
Semester 1	3	22	25	1250
Semester 2	9	21	30	1500
Semester 3	8	21	29	1450
Semester 4	8	10	18	900
Total	28	74	102	5100
Media Management				
Semester 1	3	22	25	1250
Semester 2	9	21	30	1500
Semester 3	8	21	29	1450
Semester 4	8	10	18	900
Total	28	74	102	5100
Public Relations				
Semester 1	3	22	25	1250
Semester 2	9	21	30	1500
Semester 3	8	21	29	1450
Semester 4	8	10	18	900
Total	28	74	102	5100
Marketing and Media Analytics				
Semester 1	3	22	25	1250
Semester 2	9	21	30	1500
Semester 3	8	21	29	1450
Semester 4	8	10	18	900
Total	28	74	102	5100