

Symbiosis School of Media and Communication, Bengaluru
Master of Business Administration (Communication Management)
Programme Structure 2018-20

1.	OBJECTIVE	Providing the industry with skilled and trained media professionals adept in all fields of communication driven businesses with a specific reference to advertising and public relations and media management.			
2.	DURATION (IN MONTHS)	24 (Full Time)			
3.	INTAKE	80			
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, 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	460000	35000	495000
		International Students (USD equivalent to INR)	690000	35000	725000
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 maxim			

13. AWARD OF DEGREE	Master of Business Administration (Communication Management) 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 CGPA.						
14. NATURE WISE DISTRIBUTION OF CREDITS							
Semester	Generic Core	Generic Elective	Specialization Core	Specialization Elective	Open Elective	Audit	Total
1	27	0	0	0	0	1*	27
2	27	0	0	0	0	0	27
3	17	0	11	0	0	0	28
4	9	0	9	0	0	0	18
Total	80	0	20	0	0	0	100

* Satisfactory completion of the letter grade course 'Integrated Disaster Management' is mandatory for award of degree.

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

Symbiosis School of Media and Communication, Bengaluru
Master of Business Administration (Communication Management)
Programme Structure 2018-20

Annexure A

Catalog Course Code	Course Code	Course Title	Specialization	Credit	Internal Marks	External Marks	Total Marks
Semester : 1							
Generic Core Courses							
T2217	050341101	Business Statistics		3	90	60	150
T6001	050341102	Media and Culture Studies		2	60	40	100
T5068	050341103	Media and Communication Industry Overview		3	90	60	150
T6007	050341104	Business Communication		2	60	40	100
T2560	050341105	Principles and Practices of Management		2	60	40	100
T2647	050341106	Introduction to Entrepreneurship		1	50	0	50
T2582	050341107	OB & HRM		3	90	60	150
T6009	050341108	The Craft of Writing for Media		2	100	0	100
T5079	050341109	Introduction to Advertising Industry and Advertising Management		3	90	60	150
T5107	050341110	Corporate Citizenship		2	60	40	100
T5081	050341111	Introduction to Public Relation Industry		3	90	60	150
T4005	050341112	Integrated Disaster Management *					Letter Grade
T5801	050341113	Social Responsibility Project		1	50	0	50
Total				27	890	460	1350
Semester : 2							
Generic Core Courses							
T2114	050341201	Essentials of Marketing Management		2	60	40	100
T2127	050341202	Integrated Marketing Communication		2	60	40	100
T2119	050341203	Consumer Behaviour and Insights		3	90	60	150
T5072	050341204	Brand Ecology		3	90	60	150
T2139	050341205	Digital Marketing		2	60	40	100
T5070	050341206	Design Technology and Photography Workshop		2	100	0	100
T6002	050341207	Communication Theories		3	90	60	150
T2225	050341208	Research Methodology		2	60	40	100
T6075	050341209	Managerial Economics		2	60	40	100
T5801	050341210	Social Responsibility Project		1	50	0	50
T5105	050341211	Business Planning for Communication Industries		2	60	40	100
T2124	050341212	Marketing Research		3	90	60	150
Total				27	870	480	1350
Semester : 3							
Generic Core Courses							
T5480	050341301	Retail Marketing Communications		2	60	40	100
T2141	050341302	Rural Marketing		2	60	40	100
T5517	050341303	Specialised Qualitative Research and Tools		3	90	60	150
T5087	050341304	Digital Communication Solutions		3	90	60	150
T5090	050341305	Summer Internship		2	100	0	100
T5110	050341306	Advanced Communication Research Methods		3	90	60	150

Symbiosis School of Media and Communication, Bengaluru
Master of Business Administration (Communication Management)
Programme Structure 2018-20

Annexure A

Catalog Course Code	Course Code	Course Title	Specialization	Credit	Internal Marks	External Marks	Total Marks
T5076	050341307	Introduction to Syndicated Database and Analysis with Workshop		2	100	0	100
Total				17	590	260	850
Specialization Core Courses : Advertising							
T5085	050341308	Marketing Strategies for Brand Communication	Advertising	2	60	40	100
T5093	050341309	Advertising Theory and Strategy	Advertising	2	60	40	100
T5092	050341310	Specialised Advertising Research	Advertising	2	60	40	100
T5113	050341311	Managing Creative Enterprises	Advertising	2	60	40	100
T5089	050341312	Campaign Planning	Advertising	3	90	60	150
Total				11	330	220	550
Specialization Core Courses : Public Relations							
T5446	050341313	Advanced PR Writing Skills	Public Relations	3	90	60	150
T5097	050341314	Event Management	Public Relations	2	60	40	100
T5099	050341315	Corporate Communication	Public Relations	3	90	60	150
T5089	050341316	Campaign Planning	Public Relations	3	90	60	150
Total				11	330	220	550
Specialization Core Courses : Media Management							
T5049	050341317	Audio Visual Production Management	Media Management	3	90	60	150
T5003	050341318	Strategic Media Planning	Media Management	3	90	60	150
T5102	050341319	Media Investment Management	Media Management	3	90	60	150
T5086	050341320	Service Process Management for Agency Businesses	Media Management	2	60	40	100
Total				11	330	220	550
Semester : 4							
Generic Core Courses							
T5705	050341401	Dissertation		6	180	120	300
T5028	050341402	Media Laws, Ethics and Policies		3	90	60	150
Total				9	270	180	450
Specialization Core Courses : Advertising							
T5109	050341403	Innovative Communication Solutions	Advertising	3	90	60	150
T5095	050341404	Communication Design and Evaluation	Advertising	3	90	60	150
T5094	050341405	Account Planning Models and Practices	Advertising	3	90	60	150
Total				9	270	180	450
Specialization Core Courses : Public Relations							
T5114	050341406	Managing Public Affairs and PR Agencies	Public Relations	2	60	40	100
T5096	050341407	Specialized PR Research	Public Relations	2	60	40	100
T5098	050341408	Strategic PR and Reputation Management	Public Relations	3	90	60	150
T2255	050341409	Advanced Strategic Management	Public Relations	2	60	40	100
Total				9	270	180	450
Specialization Core Courses : Media Management							
T5115	050341410	Managing Media Business	Media Management	2	60	40	100

Symbiosis School of Media and Communication, Bengaluru
Master of Business Administration (Communication Management)
Programme Structure 2018-20

Annexure A

Catalog Course Code	Course Code	Course Title	Specialization	Credit	Internal Marks	External Marks	Total Marks
T5111	050341411	Business Model for Digital Future	Media Management	1	50	0	50
T5103	050341412	Advance Media Planning and Media Innovation	Media Management	3	90	60	150
T5108	050341413	Brand Valuation and Return on Marketing Investments (ROMI)	Media Management	3	90	60	150
Total				9	290	160	450

Symbiosis School of Media and Communication, Bengaluru
Master of Business Administration (Communication Management)
Programme Structure 2018-20

Semester	Internal Credits	External Credits	Total Credits	Total Marks
Advertising				
Semester 1	4	23	27	1350
Semester 2	3	24	27	1350
Semester 3	4	24	28	1400
Semester 4	0	18	18	900
Total	11	89	100	5000
Media Management				
Semester 1	4	23	27	1350
Semester 2	3	24	27	1350
Semester 3	4	24	28	1400
Semester 4	1	17	18	900
Total	12	88	100	5000
Public Relations				
Semester 1	4	23	27	1350
Semester 2	3	24	27	1350
Semester 3	4	24	28	1400
Semester 4	0	18	18	900
Total	11	89	100	5000