

SYMBIOSIS SCHOOL OF MEDIA AND COMMUNICATION-
BENGALURU
MASTER OF BUSINESS ADMINISTRATION (COMMUNICATION
MANAGEMENT)
PROGRAMME STRUCTURE 2017-19

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|---------------------------------|---|
| 1. OBJECTIVES | 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. |
| 2. DURATION | Two Years Full Time |
| 3. INTAKE | 80 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 | Candidate should be a graduate from any statutory university with a minimum of 50% marks (45% for SC/ST) at graduation level. Candidates appearing for final year examinations can also apply, but their admission will be subject to obtaining a minimum of 50% marks (45% for SC/ST) in the qualifying examination.
A candidate who has completed qualifying qualification from any Foreign University must obtain an equivalence certificate from Association of Indian Universities (AIU). |
| 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 Pattern – 4 Semesters |

9. COURSES and SPECIALIZATION

As per Annexure A

10. FEE

Indian Students

Academic Fee p.a.	Rs. 4,15,000
Institute Deposit	Rs. 35,000
Total	Rs. 4,50,000

International Students

Academic Fee p.a.	Rs. 6,22,500
Institute Deposit	Rs. 35,000
Total	Rs. 6,57,500

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.

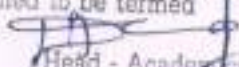
12. STANDARD OF PASSING

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

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.

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

**Annexure A
Semester I**

Catalog Course Code	Course Code	Course Title	Credits	Internal Marks	External Marks	Total Marks
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	100	-	100
T2242	050341105	Principles and Practices of Management	3	90	60	150
T5801	050341106	Social Responsibility Project	1	50	-	50
T2582	050341107	OB and HRM	3	90	60	150
T6009	050341108	The Craft of Writing for Media	2	100	-	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
		Total	27	910	440	1350
T4005	050341112	*Integrated Disaster Management	-	-	-	Letter Grade

Semester II

Catalog Course Code	Course Code	Course Title	Credits	Internal Marks	External Marks	Total Marks
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	-	100
T6002	050341207	Communication Theories	3	90	60	150
T2689	050341208	Research Methodology	2	60	40	100
T6075	050341209	Managerial Economics	2	60	40	100
T5801	050341210	Social Responsibility Project	1	50	-	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 III

Catalog Course Code	Course Code	Course Title	Credits	Internal Marks	External Marks	Total Marks
T5480	050341301	Retail Marketing Communications	2	60	40	100
T2141	050341302	Rural Marketing	2	60	40	100
T5517	050341303	Specialized Qualitative Research and Tools	3	90	60	150
T5087	050341304	Digital Communication Solutions	3	90	60	150
T5090	050341305	Summer Internship	2	100	-	100
T5110	050341306	Advance Communication Research Methods	3	90	60	150
T5076	050341307	Introduction to Syndicated Database and Analysis with Workshop	2	100	-	100
Advertising						
T5085	050341308	Marketing Strategies for Brand Communication	2	60	40	100
T5093	050341309	Advertising Theory and Strategy	2	60	40	100
T5092	050341310	Specialized Advertising Research	2	60	40	100
T5113	050341311	Managing Creative Enterprises	2	60	40	100
T5089	050341312	Campaign Planning	3	90	60	150
Public Relations						
T5446	050341313	Advance PR Writing Skills	3	90	60	150
T5097	050341314	Event Management	2	60	40	100
T5099	050341315	Corporate Communication	3	90	60	150
T5089	050341316	Campaign Planning	3	90	60	150
Media Management						
T5049	050341317	Audio Visual Production Management	3	90	60	150
T5003	050341318	Strategic Media Planning	3	90	60	150
T5102	050341319	Media Investment Management	3	90	60	150
T5086	050341320	Service Process Management for Agency Businesses	2	60	40	100
		Total	28	920	480	1400

Semester IV

Catalog Course Code	Course Code	Course Title	Credits	Internal Marks	External Marks	Total Marks
T5705	050341401	Dissertation	6	180	120	300
T5028	050341402	Media Laws, Ethics and Policies	3	90	60	150
Advertising						
T5094	050341403	Account planning models and practices	3	90	60	150
T5109	050341404	Innovative Communication Solutions	3	90	60	150
T5095	050341405	Communication Design and Evaluation	3	90	60	150
Public Relations						
T5098	050341406	Strategic PR and Reputation Management	3	90	60	150
T2255	050341407	Advanced Strategic Management	2	60	40	100
T5114	050341408	Managing Public Affairs and PR agencies	2	60	40	100
T5096	050341409	Specialized PR Research	2	60	40	100
Media Management						
T5103	050341410	Advance Media Planning and Media Innovation	3	90	60	150
T5108	050341411	Brand Valuation and Return on Marketing Investments (ROMI)	3	90	60	150
T5115	050341412	Managing Media Business	2	60	40	100
T5111	050341413	Business Model for Digital Future	1	50	-	50
Total			18	540/560	360/340	900

Summary

Semester	Internal Credits	External Credits	Total Credits	Total Marks
Semester I	5	22	27	1350
Semester II	3	24	27	1350
Semester III	4	24	28	1400
Semester IV	1/0	17/18	18	900
Total	13/12	87/88	100	5000

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