

<b>Executive MBA (EMBA)</b>					
<b>2011-2013</b>					
<b>Symbiosis Institute of Business Management, Bengaluru</b>					
<b>Programme Code:020842</b>					
<b>Credit System: 2011 - 2013</b>					
<b>Semester I</b>					
<b><u>Course Code</u></b>	<b><u>Title of the Course</u></b>	<b><u>Credits</u></b>	<b><u>Ext</u></b>	<b><u>Int</u></b>	<b><u>Marks</u></b>
	<b>External courses</b>	<b>18</b>			<b>900</b>
020842101	Quantitative Techniques & Operations Research	3	60	90	150
020842102	Managerial Economics	3	60	90	150
020842103	Accounting for Managers	3	60	90	150
020842104	Diversity Management	3	60	90	150
020842105	Marketing Management	3	60	90	150
020842106	Organisational Behaviour	3	60	90	150
	<b>Internal courses</b>				
020842107	Managerial Communication and Business Etiquette	2		100	100
	<b>Total</b>	<b>20</b>			<b>1000</b>

<b>Semester II</b>					
<b><u>Course Code</u></b>	<b><u>Title of the Course</u></b>	<b><u>Credits</u></b>	<b><u>Ext</u></b>	<b><u>Int</u></b>	<b><u>Marks</u></b>
	<b>External courses</b>	<b>19</b>			<b>950</b>
020842201	Business Law	2	40	60	100
020842202	Business Research	2	40	60	100
020842203	Macro Economics	3	60	90	150
020842204	Human Resources Management	3	60	90	150
020842205	Operations Management	3	60	90	150
020842206	Strategic Management	3	60	90	150
020842207	Financial management	3	60	90	150
	<b>Internal courses</b>	<b>3</b>			<b>150</b>
020842208	Business Ethics and Corporate Governance	3		150	150
	<b>Total</b>	<b>22</b>			<b>1100</b>

<b>Semester III</b>					
<b>Course. Code</b>	<b>Title of the Course</b>	<b>Credits</b>	<b>Ext</b>	<b>Int</b>	<b>Marks</b>
	<b>External Courses</b>	<b>18</b>			<b>900</b>
	<b>Marketing</b>				
020842301M	Retail Marketing	3	60	90	150
020842302M	Consumer Behaviour	3	60	90	150
020842303M	Product and Brand Management	3	60	90	150
020842304 M	Services & Solution Marketing	3	60	90	150
020842305 M	Sales and Distribution management	3	60	90	150
020842306 M	B2B Marketing	3	60	90	150
	<b>Finance</b>				
020842307F	Strategic Cost and Performance Management	3	60	90	150
020842308 F	Commercial Banking and Financial Institutions	3	60	90	150
020842309 F	Personal and Corporate Tax Planning	3	60	90	150
020842310 F	Security Analysis and Portfolio Management	3	60	90	150
020842311 F	Infrastructure and Project Financing	3	60	90	150
020842312F	Investment Banking	3	60	90	150
	<b>HR</b>				
020842313HR	Legal Aspects of Human Relations	3	60	90	150
020842314 HR	Total Rewards Management	3	60	90	150
020842315 HR	Manpower Planning, Recruitment & Selection	3	60	90	150
020842316 HR	Performance Management and Career Planning	3	60	90	150
020842317 HR	Organisational Change and Development	3	60	90	150
020842318 HR	Competency Based HRM	3	60	90	150
	<b>Operations</b>				
020842319O	Logistics and Supply Chain Management	3	60	90	150
020842320 O	Purchasing and Materials Management	3	60	90	150
020842321 O	Technology and Innovation Management	3	60	90	150
020842322 O	Project Management	3	60	90	150
020842323 O	Services Operations Management	3	60	90	150
020842324 O	World Class Manufacturing-I	3	60	90	150
	<b>Total (Per Specialization)</b>	<b>18</b>			<b>900</b>

**Note:**

1. Six courses are offered under each specialization.
2. Student has to opt for any of the four specializations.
3. Total Marks 900.

<b>Semester IV</b>					
<b><u>Course. Code</u></b>	<b><u>Title of the Course</u></b>	<b><u>Credits</u></b>	<b><u>Ext</u></b>	<b><u>Int</u></b>	<b><u>Marks</u></b>
	<b>Marketing</b>				
020842401M	International Marketing	3	60	90	150
020842402M	Marketing Research	3	60	90	150
020842403 M	Marketing of Financial Services	3	60	90	150
020842404 M	Integrated Marketing Communication	3	60	90	150
020842405 M	Customer Relationship Management	3	60	90	150
020842406 M	Digital Marketing	3	60	90	150
	<b>Finance</b>				
020842407F	Strategic Corporate Finance	3	60	90	150
020842408 F	International Finance	3	60	90	150
020842409 F	Options, Futures and Derivatives	3	60	90	150
020842410 F	Working Capital Management	3	60	90	150
020842411 F	Corporate Risk Management & Insurance Management	3	60	90	150
020842412 F	Corporate Control, Mergers and Acquisitions	3	60	90	150
	<b>HR</b>				
020842413HR	Strategic HRM	3	60	90	150
020842414 HR	Training & Development	3	60	90	150
020842415 HR	Technology in HR	3	60	90	150
020842416 HR	Personal Effectiveness & High Performance Leadership				
020842417 HR	HR Audit & Score Card	3	60	90	150
020842418 HR	Coaching, Counselling & Mentoring	3	60	90	150
	<b>Operations</b>				
020842419 O	Management of International Operations	3	60	90	150
020842420 O	Total Quality Management	3	60	90	150
020842421 O	World Class Manufacturing-II	3	60	90	150
020842422O	New Product Development	3	60	90	150
020842423O	Optimization Models for Industry and Corporate Modelling	3	60	90	150
020842424 O	Labour Laws and Labour Management	3	60	90	150
<b>Total (Per Specialization)</b>		<b>18</b>			<b>900</b>

**Note:**

1. Six courses are offered under each specialization.
2. Total Marks 900.

Semester V					
		<u>Credits</u>	<u>Ext</u>	<u>Int</u>	<u>Marks</u>
	<b>Internal courses</b>				
020842501	Project Work	3		150	150
	<b>Total (Per Specialization)</b>	<b>3</b>			<b>150</b>

**Note:**

1. Student has to do a project work in the area of her / his choice of specialization.
2. This is an internal course of 3 credits and no university examination will be conducted for this course.

**EMBA: Credit Summary**

Semester	External	Internal	Credits	Marks
I	18	2	20	1000
II	19	3	22	1100
III	18	0	18	900
IV	18	0	18	900
V		3	03	150
<b>Total</b>	<b>73</b>	<b>8</b>	<b>81</b>	<b>4050</b>