



[Constituent of Symbiosis International (Deemed University) - Established under section 3 of the UGC Act, 1956 Re-accredited by NAAC with "A" grade 3.58/4 | Awarded Category - I by UGC]

BROCHURE

**MBA-EXECUTIVE
2021-24**

Contents

- About Symbiosis International (Deemed University)
- Chancellor's Message
- Principal Director's Message
- Vice Chancellor's Message
- Director's Message
- About SIBM- Objectives, Infrastructure, Facilities, Faculty Members
- MBA (Executive) Programme
- Application Procedure & Help Desk
- Symbiosis Family Institutes
- Symbiosis Authorities

Symbiosis International (Deemed University)

SIU was built on the principles of Vedic thought "Vasudhaiva Kutumbakam" meaning "World is one Family". Symbiosis is a family of 37 constituents, imparting quality education for last 50 years. It is host to over 40,000 Indian and International students on campus. These campuses epitomize the Symbiosis vision, '**Promoting International Understanding through Quality Education**' and are a beehive of international students from all across the globe, being privy to Indian culture and hospitality.

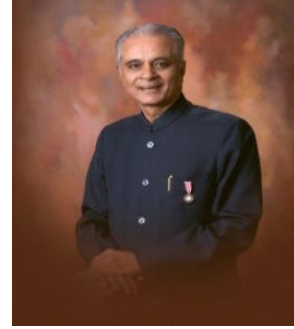
The University also has MOUs/ collaboration with several renowned universities of the world and encourages students & faculty to participate in its programmes. It was given "Deemed to be University" status by the Ministry of Human Resource Development in 2002. It is re-accredited by NAAC with Grade 'A' and CGPA of 3.58 on a four-point scale.

Vision

Promoting international understanding through quality education.

Mission

- to inculcate spirit of 'Vasudhaiva Kutumbakam' (the world is one family)
- to contribute towards knowledge generation and dissemination
- to promote ethical and value-based learning
- to foster the spirit of national development
- to inculcate cross cultural sensitization
- to develop global competencies amongst students
- to nurture creativity and encourage entrepreneurship
- to enhance employability and contribute to human resource development
- to promote health and wellness amongst students, staff, and community
- to instill sensitivity amongst the youth towards the community and environment
- to produce thought-provoking leaders for the society



From the Chancellor's Desk

Dear Students,

For years together, SIBM has been a launchpad of the top-notch careers in various fast-growing sectors of India Inc. As an educational enterprise, it is contributing to make our nation an economic superpower and I am proud to be a part of this progressive journey. Quality education has not been the only attribute of SIBM's character, as every student learning here is exposed to 360 degrees grooming for overall leadership development. Why SIBM's alumni are highly placed corporate tycoons today is because of the solid foundation of their career. The institute encourages you to think differently and to chisel your persona as a composed human being of values, ethics and principles. This is a unique SIBM advantage you will benefit from. It's an absolute metamorphosis! It's an era of cut-throat competition wherein businesses have to struggle to stay afloat and compete with the best. It is inevitable to arm oneself with the latest know-how to innovate and stay ahead of the competition.

I wish you great success in the future!

With best wishes,

Prof. Dr. S. B. Mujumdar

Chancellor, Symbiosis International (Deemed University)



From the Pro Chancellor's Desk

Dear Students,

Today's management skills require qualities to handle more responsibilities, think quickly, strategically and analyse critically. The MBA Executive offered at SIBM Pune attracts professionals from varied sectors creating a cohort of rich, experienced and mature batch of experienced working executives, managers, entrepreneurs, and other business leaders which in turn create an intellectually stimulating and challenging environment in the class. A rigorous curriculum and non-traditional teaching methods, inculcating right values and beliefs, create foundation not only for enhancing careers but demonstrates the University's commitment to inculcating the values of social entrepreneurship and community engagement.

All the specializations focus on imparting knowledge and skill set needed to understand, interpret and apply the concepts in the real world. Having reached this stage wherein you hold a considerable position in your respective organization, SIBM's weekend programmes can be the launchpad for your future career which will empower the leader within you and expand your perspective on life.

I am confident that this program will allow you to develop a personal leadership philosophy that reflects greater knowledge, capabilities, and insights in an environment which is cross-cultural and diverse.

I welcome you to Symbiosis and wish you the best for the future!

Dr. Vidya Yeravdekar

Pro Chancellor, Symbiosis International (Deemed University) &
Principal Director, Symbiosis



From the Vice-Chancellor's Desk

Dear Students,

Greetings from Symbiosis Institute of Business Management, an institution that provides opportunities for self-exploration and future-readiness!

Despite enormous career opportunities available to you, the credibility of each new idea & initiative has to pass through stringent tests of environmental uncertainties. On the backdrop of this scenario, ambitious people who can think beyond the horizon emerge as paragons of success stories. They accept every challenge as an opportunity. What you must be sure of, is the fact that to join such a league, you must succeed beyond your expectations. This is the time to raise the bar. Don't hold your dreams back. If you are confident about an action you are about to take, put your best foot forward.

I wish you great success in the future!

Dr. Rajani Gupte
Vice-Chancellor, SIU



From the Director's Desk

MBA (Executive) that SIBM Pune offers for working executives, is designed to develop talent in contemporary Indian settings. The programme will help participants to acquire the managerial knowledge and skills, required for a successful corporate career. Our pedagogy integrates the best of Indian and Western practices and theories. The classroom sessions for intensive programmes are conducted over the weekends and we aim to bridge the gap between the prevailing industry practices and expected industry standards, by creating industry-specific curriculum.

While MBA (Executive) programme helps participants add value to themselves by learning all subjects core to the business, including marketing, strategy, finance, operations, analytics, and human resources; they learn the art of solving real-time business problems. Hence, we are confident that the programme delivers great returns on investment for individuals.

If you wish to look beyond the obvious, enhancing the knowledge and leadership skills, learn the latest management techniques by managing your work and academics, then these programmes are best suited for you. Enroll and get empowered to make a difference.

Dr. R. Raman

Director – SIBM, Pune

Objectives of SIBM, Pune

Synergy: Collaborate for a transformative global experience and follow the philosophy of “The world is one family”

Integrity: Practice and advocate the highest moral and ethical principles

Brilliance: Have a staunch commitment to excellence

Magnificent: Social Commitment: Have a Magnificent social commitment and be compassionate about the environment

Passion: Be passionate to constantly innovate

Infrastructure

Located among lush hills of Lavale, SIBM offers a chance to co-exist with nature as it stands over a valley surrounded by clouds and greenery at its best. Powered by solar sources, its eco-friendly functioning makes for a perfect setting for contemplative and incisive study far from the worries and bustle of the city.

Designed to conserve natural resources, the Lavale campus incorporates a rainwater harvesting project to conserve water and re-use it effectively for various purposes. The facilities provided on the sprawling 300-acre campus go a long way in ensuring productive campus life and a perfect ambiance for academic pursuits.

Library: The students of SIBM Pune have access to the Central Library of Symbiosis International (Deemed University) which has a splendid reference and lending facilities for books, reports, journals, periodicals, CDs and video cassettes. Moreover, the Library has an impressive subscription to Online Databases like EBSCO, Emerald, Scopus, JSTOR, SAGE, Frost and Sullivan, EMIS, etc.

Computer Lab: The Computer lab, with broadband connectivity to the Internet and Intranet boasts of 168 Computers with exclusive lease lines. Apart from general computer labs, there is one Marketing & Behavioural Lab and a Bloomberg Lab which helps students in doing research projects. Additionally, students at SIBM Pune are privy to a unique Wi-Fi campus.

Classrooms: All classrooms are well equipped with the latest audiovisual facilities.

Facilities

Cafeteria & Mess: A multi-cuisine all-day cafeteria and a mess located on campus serve both veg and non-veg food of high quality to ensure refreshments for busy minds.

Shopping Complex & ATM: These are located on campus to take care of items of everyday need and for withdrawing cash.

Faculty, SIBM Pune

SIBM's faculty is a rich mix of experience from industry professionals, consultants, and academicians. Their different backgrounds and experience provide valuable insights into the dynamic and challenging world of business. These faculty members contribute greatly to shape

the students into SIBMites by introducing them to different perspectives and guiding them to think beyond just the curriculum.

SIBM Pune Weekend Programme (Non- residential)

- **Degree Programme:** 30 months - MBA (Executive)

Note: -

- * All admissions are purely on merit basis.
- * No capitation is charged for admission to any course, at any institute of Symbiosis.
- * All disputes subject to Pune Jurisdiction only.

MBA (Executive) Programme

Introduction

True Leaders are those who dare to dream and live to lead. In today's economic climate, a future leader faces a unique set of challenges. A future corporate leader needs in-depth knowledge, strategic thinking, seasoned judgment, international perspective, adaptability, and integrity.

MBA (Executive) at SIBM is an intensive programme with SIX specialisations: Marketing Management, Financial Management, Human Resource Management, Operations & Supply Chain Management, Analytics & IT, and Innovation & Entrepreneurship (*subject to a minimum number of students joining the specialization). This programme focuses on creating industry-specific programme. It is designed to build on current knowledge and skill set. It gives an edge by providing the knowledgeable insights on all the aspects of management and boosts the confidence of students to be successful in the corporate career and to be the leader.

Objectives

- Increase the business skills and leadership capabilities of managers
- Improve capacity for strategic decision making, faster thinking and becoming more creative
- Deepen understanding of organizational dynamics to improve the design and implementation of new initiatives
- Build capabilities for leading cross-border and cross-functional teams
- Develop knowledge in core areas of business, finance, marketing, and strategy, based on current research and best practices

Duration 30 months

(Saturday and Sunday) 9:00 am to 5:00 pm at Lavale campus

Intake: 100 seats

Eligibility for Admission: Graduate from any recognised University/ Institution of National Importance with minimum of 50% marks or equivalent grade and a minimum of Two years full time work experience after graduation in a registered firm/ company/ industry/ educational / government, autonomous organisations as on 31st May 2021.

Important Dates

Admission Process	Dates
Online Registration begins	Jan 30, 2021
Personal Interview	Will be communicated through mail
Results	Will be communicated through mail
Last date for paying fees	Will be communicated through mail
Commencement of the Programme	July 24,2021

Selection Procedure for MBA (Executive): The selection of students shall be based on Personal Interview.

*Fee Structure 2021-24

MBA (Exe.) Batch 2021-24	1st Installment (Rs.)	2nd Installment (Rs.) Nov 2021	Total Fees for 1st Year (Rs.)	3rd Installment (Rs.)	4th Installment (Rs.)	Total Fees for 2nd Year (Rs.)	Total Fees for MBA (Exe.) (Rs.)
Programme Fee	1,57,500	1,57,500	3,15,000	1,57,500	1,57,500	3,15,000	6,30,000
Institute Deposit (Refundable)	10,000		10,000				10,000
Total Fees for MBA (Exe.) (Rs.)	1,67,000		3,25,000			3,15,000	6, 40, 000
Instalments pay by date	At the time of admission	Nov. 25, 2021		Jun 25, 2022	Nov. 25, 2022		

*Academic Fees can be increased up to 10% during the period of the Programme to cater to any changes, introduction of Government taxes as and when applicable.

Procedure for CANCELLATION/ WITHDRAWAL OF ADMISSION:

- i) A student shall apply for the cancellation of admission in the prescribed format to the Constituent Institute / Department.
- ii) The Constituent Institute/ Department, after following due procedure, will cancel the admission of the applicant and shall refund fees to the student within 15 days from the date of his / her application.
- iii) The Constituent Institute/ Department shall cancel the admission of the student in the following situations: -
 - a) Non - payment of fees for more than 1 semester.
 - b) Non - reporting to the institute for more than 30 days, without prior intimation in writing to the concerned authority.

Refund Rules for MBA (Executive) Programme:

If a student applies to withdraw/ cancel his/ her admission from the programme of study in which he/ she is enrolled, the Constituent Institute/ Department concerned shall follow the below mentioned five-tier system for the refund of fees remitted by the student.

S.No.	Percentage of Refund of Aggregate fees	Point of time when notice of withdrawal of admission is served to the institute
1	100 %	15 days before the formally-notified last date of admission
2	90 %	Less than 15 days before the formally-notified last date of admission
3	80 %	15 days or less after the formally- notified last date of admission
4	50 %	30 days or less, but more than 15 days, after formally-notified last date of admission
5	00%	More than 30 days after formally-notified last date of admission

NOTE:

- i) In case of (1) in the table above, the University shall deduct an amount not more than 5% of the fees paid by the student, subject to a maximum of Rs. 5,000/- as processing charges from the refundable amount.
- ii) Fees shall be refunded by the University to an eligible student within fifteen days from the date of receiving a written application from him/her in this regard.
- iii) In case of (2) in the table above, the University shall deduct an amount of 10% of the academic fees paid by the student as processing charges

MBA (Executive) - Programme Structure

Course Title	Specialization	Credit	Internal Marks	External Marks	Total Marks
Semester I					
Economics for Managers		3	90	60	150
Marketing Management		3	90	60	150
Human Resource Management		3	90	60	150
Management of Operations		2	60	40	100
Management Accounting		2	60	40	100
Research Methodology		2	60	40	100
Legal Aspects of Business		2	60	40	100
	Total	17	510	340	850
Semester II					
Supply Chain Management		2	60	40	100
Management Information Systems		2	100	0	100
Organizational Behaviour		2	60	40	100
Basic Business Statistics for Data Analysis		2	60	40	100
Management of Diverse Workforce		2	60	40	100
Introduction to Financial Management		2	60	40	100
R Programming		2	60	40	100
Data-Driven Decision Making		2	100	0	100
	Total	16	560	240	800
Semester III					
Advanced Business Communication		3	90	60	150
Fundamentals of Innovation		3	90	60	150
Corporate Governance and Ethics		2	60	40	100
Introduction to Financial Markets and Institutions		2	60	40	100
Business Transformation and Organizational Turnaround		2	60	40	100
Project Management		2	60	40	100
Business Analytics		2	60	40	100
	Total	16	480	320	800

Semester : 4					
Generic Core Courses					
Course Title	Credit	Internal Marks	External Marks	Total Marks	
Indian Ethos and Values for Management	2	100	0	100	
Total	2	100	0	100	
Specialization Core Courses: Marketing					
International Marketing	Marketing	2	60	40	100
Business to Business Marketing	Marketing	2	60	40	100
Sales Force and Channel Management	Marketing	2	60	40	100
Customer Relationship Management	Marketing	2	100	0	100
Total	8	280	120	400	
Specialization Core Courses: Human Resource					
International Human Resource Management	Human Resource	2	60	40	100
Labour Laws	Human Resource	2	60	40	100
Talent Management	Human Resource	2	60	40	100
Assessment Centres and HRD Instruments	Human Resource	2	100	0	100
Total	8	280	120	400	
Specialization Core Courses: Finance					
Security Analysis and Portfolio Management	Finance	2	60	40	100
Derivative Markets	Finance	2	60	40	100
Advanced Corporate Finance	Finance	2	60	40	100
International Finance	Finance	2	100	0	100
Total	8	280	120	400	
Specialization Core Courses: Operations					
Operations Strategy and Control	Operations	2	60	40	100
Technology in Supply Chain	Operations	2	100	0	100
Logistics Management	Operations	2	60	40	100
Procurement Management	Operations	2	60	40	100
Total	8	280	120	400	
Specialization Core Courses: Analytics and IT					
Machine learning	Analytics and IT	2	60	40	100
Data Mining	Analytics and IT	2	60	40	100
Internet of Things	Analytics and IT	2	60	40	100
Mobile Analytics	Analytics and IT	2	100	0	100
Total	8	280	120	400	
Specialization Core Courses: Innovation and Entrepreneurship					

Global and Indian Mega Trends	Innovation and Entrepreneurship	2	60	40	100
Lean Startup	Innovation and Entrepreneurship	2	100	0	100
Marketing Innovation	Innovation and Entrepreneurship	2	60	40	100
Technology Innovation	Innovation and Entrepreneurship	2	60	40	100
Total		8	280	120	400
Choose any one group					
Specialization: Marketing					
Integrated Marketing Communication	Marketing	2	60	40	100
Consumer Behaviour	Marketing	2	60	40	100
Total Required Credits		4	120	80	200
Specialization: Human Resource					
Compensation and Reward Management	Human Resource	2	60	40	100
Performance Management System	Human Resource	2	60	40	100
Total Required Credits		4	120	80	200
Specialization: Finance					
Corporate Valuation	Finance	2	60	40	100
Introduction to Financial Markets and Institutions	Finance	2	60	40	100
Total Required Credits		4	120	80	200
Specialization: Operations					
Lean Six Sigma	Operations	2	60	40	100
Operations Research	Operations	2	60	40	100
Total Required Credits		4	120	80	200
Specialization: Analytics and IT					
Information Risk Management	Analytics and IT	2	60	40	100
Digital Transformation	Analytics and IT	2	60	40	100
Total Required Credits		4	120	80	200
Specialization: Innovation and Entrepreneurship					
Design Thinking	Innovation and Entrepreneurship	2	60	40	100
Creativity and Innovation	Innovation and Entrepreneurship	2	60	40	100
Total Required Credits		4	120	80	200
Semester : 5					
Generic Core Courses					
Research Project		20	600	400	1000
Strategic Management		3	150	0	150
Leadership and Capacity Building		2	100	0	100
Total		25	850	400	1250

Specialization Core Courses: Marketing					
Retail Marketing	Marketing	2	60	40	100
Sports and Entertainment Marketing	Marketing	2	60	40	100
Brand Management	Marketing	2	100	0	100
Marketing Strategy	Marketing	2	60	40	100
Total		8	280	120	400
Specialization Core Courses: Human Resource					
Industrial Relations	Human Resource	2	100	0	100
Strategic Human Resource Management	Human Resource	2	60	40	100
Organizational Development and Change	Human Resource	2	60	40	100
Learning and Development	Human Resource	2	60	40	100
Total		8	280	120	400
Specialization Core Courses: Finance					
Investment Banking	Finance	2	60	40	100
Mergers and Acquisitions	Finance	2	60	40	100
Fixed Income Markets	Finance	2	60	40	100
Financial Analytics	Finance	2	100	0	100
Total		8	280	120	400
Specialization Core Courses: Operations					
Operations Analytics	Operations	2	100	0	100
Supply Chain Strategy	Operations	2	60	40	100
Service Operations Management	Operations	2	60	40	100
Warehouse Management	Operations	2	60	40	100
Total		8	280	120	400
Specialization Core Courses: Analytics and IT					
Data Visualization and modeling	Analytics and IT	2	60	40	100
Security Management through VAPT	Analytics and IT	2	60	40	100
IT Business Analysis	Analytics and IT	2	60	40	100
Social Media Analytics	Analytics and IT	2	100	0	100
Total		8	280	120	400
Specialization Core Courses : Innovation and Entrepreneurship					
Business Modeling and Planning	Innovation and Entrepreneurship	2	100	0	100
Service and Process Innovation	Innovation and Entrepreneurship	2	60	40	100
Venture and Private Equity Funding	Innovation and Entrepreneurship	2	60	40	100
Product Design	Innovation and Entrepreneurship	2	60	40	100
Total		8	280	120	400
Specialization Group					

Specialization: Marketing					
Services Marketing	Marketing	2	60	40	100
Digital Marketing	Marketing	2	60	40	100
Total Required Credits		4	120	80	200
Specialization: Human Resource					
Cross Cultural Management	Human Resource	2	60	40	100
HR Analytics	Human Resource	2	60	40	100
Total Required Credits		4	120	80	200
Specialization: Finance					
Wealth Management	Finance	2	60	40	100
Commercial Banking	Finance	2	60	40	100
Total Required Credits		4	120	80	200
Specialization: Operations					
Quality Management	Operations	2	60	40	100
Enterprise Risk Management	Operations	2	60	40	100
Total Required Credits		4	120	80	200
Specialization: Analytics and IT					
ERP Modules and their Integration	Analytics and IT	2	60	40	100
IT Consulting	Analytics and IT	2	60	40	100
Total Required Credits		4	120	80	200
Specialization: Innovation and Entrepreneurship					
Innovation and Entrepreneurship in India	Innovation and Entrepreneurship	2	60	40	100
Social Entrepreneurship	Innovation and Entrepreneurship	2	60	40	100
Total Required Credits		4	120	80	200

Integrated Project: During the 5th semester, students will be required to complete a Research Project in the area of their specialization. They would be required to submit a report on the same.

Project Guidelines:

- The project preferably should be a primary research project
- The project should include conceptualization of the topic, proposal writing, research, analysis, and drafting the report
- Students must do their projects under the guidance and supervision of the mentor faculty
- Interim project progress reports have to be submitted to the mentor faculty
- The project report has to be submitted to the faculty (mentor from SIBM) before end of the semester.
- The project report will be evaluated for 600 marks (Internal evaluation) and 400 marks as Viva (External evaluation). Total 1000 marks.

Blended Learning:

Considering the students' profile and their work experience, classroom teaching will be supplemented by:

1. Course assignments
2. Fieldwork
3. Integrated projects
4. Workshops
5. Industry Guest Lectures
6. Hands-on experience in research
7. Experiential Learning
8. Supplementary subjects for each sector to develop Business / Managerial/ Personal competencies

Examination Rules and Standard of Passing

The assessment of the student for each examination is done, based on relative performance. Maximum Grade Point (GP) is 10.000 corresponding to A+. For all courses, a student is required to pass both internal and external examinations separately, with minimum Grade Point of 4.000 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 4.000 out of a maximum of 10.000 for the programme.

Backlog

A student of first-year (Sem I & II) will be allowed to go to next year irrespective of backlogs in the first year. However, he/she will be permitted to take Sem III examination only if Sem I is cleared. Similarly, Sem IV examination can be given only if the student has cleared Sem I & II. When a student clears his/her Sem III then only he/she would be eligible to complete his/her Sem V. If there is a backlog, the student has to reappear for the exam and extra fees shall be charged per subject (course).

Award of Degree

Masters of Business Administration (MBA - Executive) will be awarded at the end of Semester V, taking into consideration the performance of all 5 semester examinations, after obtaining minimum 4.000 CGPA out of 10.

Application Procedure for SIBM Pune Weekend Programmes

Candidates applying to 30-month MBA (Executive) Programme need to apply online and pay the application fee (non-refundable) of Rs. 1000/-.

Application Procedure is as follows -

- Candidates must register themselves online by filling the Online Application Form
- Online payment can be made using Credit Card/Debit Card or NEFT/RTGS.

Code of conduct:

- If found at a later stage that the admission is taken by resorting to fraudulent means or illegal gratification, it shall lead to cancellation of admission at any point in time.
- Every student is expected to attend 100% lectures. However, with work obligation, special case would be considered for 75% mandatory attendance.

Help Desk:

Write to: weekendprogramme@sibmpune.edu.in

Ms. Poorva Zende: 020-28116066

Ms. Pradnya Gugale: 020-28116044

Mr. Santosh Pise: 020-28116090

Symbiosis Committees

Board of Management

- Dr. Rajani Gupte, Vice Chancellor - Chairperson
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- Dr. Abhijit Deshpande, Associate Professor, SSSS, Pune- Member
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- Dr. M. S. Shejul, Registrar - Non-Member Secretary

Academic Council

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- Dr. Manisha Ketkar, Director, SSBF, Pune- Member
- Dr. Venugopala Rao K, Director, SCMS, NOIDA- Member
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- Dr. Jatinder Kumar R Saini, Director, SICS, Pune – Member
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- Dr. Poornima S. Tapas, Professor, SIBM, Pune- Member
- Dr. Yogesh B. Patil, Professor, SIIB, Pune- Member
- Dr. Manoj D. Hudnurkar, Professor, SCMHRD, Pune-Member
- Dr. Anand Kumar Pandey, Professor, SIT, Pune- Member
- Dr. Prakash Rao, Professor, SIIB, Pune-Member
- Dr. A. Jaganmohan Reddy, Professor, SIBM, Hyderabad- member
- Dr. Sheela Upendra, Associate Professor, SCON, Pune- member
- Dr. Deepa Gupta, Associate Professor, SSE, Pune-Member
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