

**Symbiosis Centre for Media and Communication, Pune**  
**Bachelor of Business Administration (Media Management)**  
**Honours/ Honours with Research**  
**Programme Structure 2024-28**

1.	OBJECTIVE	Providing the industry with skilled and trained media professionals adept in all fields of communication at an entry level.				
2.	DURATION (IN MONTHS)	48 (Full Time) With Multiple Entry and Multiple Exit Options				
3.	INTAKE	60				
4.	RESERVATION	I. Within the sanctioned intake	a) SC (In Percentage)	b) ST (In Percentage)	c) Differently abled (In Percentage)	d) Defence (In Percentage)
			15	7.5	3	0
		II. Over and above the sanctioned intake	a) Kashmiri Migrants (In Seats)		b) International Students (In Percentage)	
			2		20	
5.	ELIGIBILITY	Passed Standard XII (10+2) or equivalent examination from any recognised Board with a minimum of 50% marks or equivalent grade (45% Marks or equivalent grade for Scheduled Caste / Scheduled Tribes). Students who wish to opt for Honours with Research must earn a 7.5 CGPA and above at the end of Semester-6. Eligibility Criteria for the Multiple entries would be as per University's Lateral Entry Rules for FYUG Programmes.				
6.	SELECTION PROCEDURE	1.SET (Symbiosis Entrance Test), Portfolio/studio test, writing ability test, personal interaction and verification of documents 2.Selection Procedure for the Multiple Entry would be as per the University's Lateral Entry Rules for FYUG Programmes				

7.	<b>MEDIUM OF INSTRUCTION</b>	English; some audio-visual case studies may be screened in Hindi, other regional / foreign languages (with English subtitles)			
8.	<b>PROGRAMME PATTERN</b>	Semester			
9.	<b>COURSE &amp; SPECIALIZATION</b>	As per Annexure A.  <b>Major Offered –</b> 1. Media Management  <b>List of Minors Offered- (Choose any one)</b> 1. Media Entrepreneurship 2. Public Relations and Corporate Communications 3. Digital Marketing and Advertising Management			
10.	<b>FEE</b>		<b>Academic Fee p.a</b>	<b>Institute Deposit</b>	<b>Total</b>
	<b>Indian Students (Amount in INR)</b>		3,50,000	20,000	3,70,000
	<b>International Students</b>	<b>NRI/ PIO/ OCI Category (Amount in US\$)</b>	6850	275	7125
		<b>Foreign National Category (Amount in US\$)</b>	1,300	275	1,575
	<b>Note-</b> The exiting students will have to complete the additional 4 credit vocational course for the award of Certificate/ Diploma by paying additional fees at the time of intimation of the exit. The additional fees of 4 credit vocational course will be informed in due course of time.				
11.	<b>ASSESSMENT</b>	The courses will have 60% Continuous Assessment and 40% Term End [University] examination/ External Jury. However, some courses (not more than 30% of the total programme credits) may have 100% Continuous Assessment.			
12.	<b>STANDARD OF PASSING</b>	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			

13.	AWARD OF DEGREE/ DIPLOMA/ CERTIFICATE	passing will be declared FAIL. The University awards a degree/diploma/certificate to the student who has achieved a minimum CGPA of 4 out of maximum of 10 CGPA for the programme.										
		<b>Certificate in Business Administration (Media Management)</b> will be awarded at the end of semester-2 by taking into consideration the performance of all semester examinations after obtaining minimum 4.00 CGPA out of 10 CGPA and the successful completion of the 4 credit Vocational Course in the summer.										
		<b>Diploma in Business Administration (Media Management)</b> will be awarded at the end of semester-4 by taking into consideration the performance of all semester examinations after obtaining minimum 4.00 CGPA out of 10 CGPA and the successful completion of the 4 credit Vocational Course in the summer.										
		<b>Bachelor of Business Administration (Media Management)</b> with the applicable Major and applicable Minor will be awarded at the end of semester-6 by taking into consideration the performance of all semester examinations after obtaining minimum 4.00 CGPA out of 10 CGPA.										
		<b>Bachelor of Business Administration (Media Management) Honours</b> with the applicable Major and applicable Minor will be awarded at the end of semester-8 by taking into consideration the performance of all semester examinations after obtaining minimum 4.00 CGPA out of 10 CGPA.										
14. CLASSIFICATION OF CREDITS AND NUMBER OF NON-CREDIT COURSES												
	Semester	Major	Minor	Multi-disciplinary	Ability Enhancement	Skill Enhancement	Common Value Added	Summer Internship	Research Project / Dissertation	Total Credits	No. of Mandatory Non-Credit Course/s	No. of Non-Credit Audit Course/s
	1	6	0	3	6	6	0	0	0	21	0	As per the Student's Choice
	2	10	0	6	2	3	2	0	0	23	1	
	3	16	0	0	0	0	4	0	0	20	1	
4	12	8	0	0	0	0	0	0	20	1		
5	8	8	0	0	0	0	4	0	20	1		
6	12	8	0	0	0	0	0	0	20	0		
Total	64	24	9	8	9	6	4	0	124			



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Honours										
7	16	4	0	0	0	0	0	0	20	0
8	8	4	0	0	0	0	0	8	20	0
<b>Total</b>	<b>88</b>	<b>32</b>	<b>9</b>	<b>8</b>	<b>9</b>	<b>6</b>	<b>4</b>	<b>8</b>	<b>164</b>	<b>0</b>
Honours with Research										
7	12	4	0	0	0	0	0	4	20	0
8	8	4	0	0	0	0	0	8	20	0
<b>Total</b>	<b>84</b>	<b>32</b>	<b>9</b>	<b>8</b>	<b>9</b>	<b>6</b>	<b>4</b>	<b>12</b>	<b>164</b>	<b>0</b>

The students exiting the programme after Semester-2 OR Semester-4 should complete vocational courses of total 4 credits in the summer to obtain the Certificate/Diploma.

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.

Director - Academics

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## Annexure A

Catalogue Course Code	Course Code	Course Title	Major / Minor	Credits	Continuous Assessment Marks	Term End Examination Marks	External Jury	Total Marks
<b>Semester - 1</b>								
<b>Major Courses</b>								
T6307	0504240101	Basic Psychology		2	50	0	0	50
T5004	0504240102	Perspectives on Indian Media		4	60	40	0	100
<b>Ability Enhancement Course</b>								
T6105	0504240103	Understanding Modern Theatre: In Theory, Performance and Practice		4	100	0	0	100
T6098	0504240104	Introduction to Better Language Skills		2	30	20	0	50
<b>Skill Enhancement Courses</b>								
T5116	0504240105	Basic Communication Theories		2	50	0	0	50
T6842	0504240106	Writing Skills		4	60	40	0	100

Multidisciplinary Course								
(Choose Any One Course from the University Basket of Multidisciplinary Courses given in Annexure B)								
The list of Multidisciplinary courses offered will be updated every semester. The list will be shared on the MDC Registration Portal before the commencement of each semester, and students may choose a course of their choice.								
You can download the list on eduwiz portal.								
--	--	MD1		3	75	0	0	75
Grand Total				21	425	100	0	525
Semester - 2								
Major Courses								
T6358	0504240201	Culture in Making		4	60	40	0	100
T6739	0504240202	Media Economics		2	30	20	0	50
T2465	0504240203	Fundamentals of Marketing		4	60	40	0	100
Ability Enhancement Course								
T5802	0504240204	Project (Regional Language Expression)		2	50	0	0	50
Skill Enhancement Course								
T5117	0504240205	Media Content Review I		3	75	0	0	75
Common Value-Added Courses								
T5227	0504240206	Foundation of Photography		2	50	0	0	50
Mandatory Non-Credit Course								
TH4788	0504240207	Health and Wellness Module I		0	0	0	0	0
Multidisciplinary Courses								
(Choose Courses from the University Basket of Multidisciplinary Courses given in Annexure B)								
The list of Multidisciplinary courses offered will be updated every semester i.e., Semester: 2. The list will be shared on the								



**MDC Registration Portal before the commencement of each semester, and students may choose a course of their choice. You can download the list on eduwiz portal.**

--	--	MD2	3	75	0	0	75
--	--	MD3	3	75	0	0	75
<b>Grand Total</b>			<b>23</b>	<b>475</b>	<b>100</b>	<b>0</b>	<b>575</b>

#### Vocational Courses (Summer)

(Only for students who wish to exit after the First Year with a Certificate)

TMC5203	0504240208	Media Compendium Course I	4	100	0	0	100
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**Note: Students exiting at the end of the second semester and earning 44 credits will be awarded a "Certificate in Business Administration (Media Management)" provided they successfully complete the additional 4 credits of vocational courses offered during the summer term.**

#### Semester – 3

##### Major Courses

T5804	0504240301	Industry Project	4	100	0	0	100
TM2135	0504240302	Retail Marketing	4	60	40	0	100
TM2177	0504240303	Fundamentals of Marketing Research	4	100	0	0	100

##### Major Courses (Choose Any One Course)

TMC5231	0504240304	Introduction to Advertising	4	60	40	0	100
T5976	0504240305	Introduction to Public Relations Practice	4	60	40	0	100

**Total Required Credits 4 60 40 0 100**

##### Common Value-Added Course

TMC5202	0504240306	Sustainability and Environmental	4	100	0	0	100
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		Awareness/Photography Workshop						
<b>Mandatory Non-Credit Course</b>								
TH4789	0504240307	Health and Wellness Module II		0	0	0	0	0
<b>Grand Total</b>				<b>20</b>	<b>420</b>	<b>80</b>	<b>0</b>	<b>500</b>
<b>Semester – 4</b>								
Note: At the start of semester 4 students are required to choose Minor from 3 options given below: 1) ME (Media Entrepreneurship) <b>OR</b> 2) PRCC (Public Relations and Corporate Communications) <b>OR</b> 3) DMA (Digital Marketing and Advertising Management)								
<b>Major Courses</b>								
T5634	0504240401	Branding		4	60	0	40	100
TM2223	0504240402	Sustainable Marketing		4	60	40	0	100
<b>Major Courses (Choose Any One Course)</b>								
T2518	0504240403	Consumer Behaviour		4	60	40	0	100
T3680	0504240404	Digital Marketing		4	60	40	0	100
<b>Total Required Credits</b>				<b>4</b>	<b>60</b>	<b>40</b>	<b>0</b>	<b>100</b>
<b>Minor Courses (Select Minor from the groups given below)</b>								
<b>Group-1 - Media Entrepreneurship</b>								
T2340	0504240405	Business Entrepreneurship	Media Entrepreneurship	4	60	0	40	100



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T6734	0504240406	Money, Banking and Finance	Media Entrepreneurship	4	60	40	0	100
<b>Group-2 - Public Relations and Corporate Communications</b>								
TMC5213	0504240407	Corporate Communication Strategy	Public Relations and Corporate Communications	4	60	40	0	100
TMC5219	0504240408	Event Management	Public Relations and Corporate Communications	4	60	0	40	100
<b>Group-3 - Digital Marketing and Advertising Management</b>								
TMC5216	0504240409	Social Media Marketing	Digital Marketing and Advertising Management	4	60	40	0	100
TMC5201	0504240410	Advertising Strategy	Digital Marketing and Advertising Management	4	60	0	40	100
<b>Total Required Credits</b>				<b>8</b>	<b>120</b>	<b>40</b>	<b>40</b>	<b>200</b>
<b>Mandatory Non-Credit Course</b>								
SMC001	0504240411	Vasudhaiva Kutumbakam		0	0	0	0	0
<b>Grand Total</b>				<b>20</b>	<b>300</b>	<b>120</b>	<b>80</b>	<b>500</b>
<b>Vocational Courses (Summer)</b> <b>(Only for students who wish to exit after the Second Year with a Diploma)</b>								
TMC5197	0504240412	Media Compendium Course II		4	100	0	0	100
<b>Note: Students exiting at the end of the fourth semester and earning 84 credits will be awarded a "Diploma in Business Administration (Media Management)," provided they successfully complete the additional 4 credits of vocational courses offered during the summer term.</b>								

Semester – 5								
Major Courses								
TM2222	0504240501	E-Customer Relationship Management		4	60	0	40	100
TM2221	0504240502	Management Strategy		4	60	0	40	100
Minor Courses (Select Minor from the groups given below)								
Group-1 - Media Entrepreneurship								
T2781	0504240503	Global Business Environment	Media Entrepreneurship	4	60	0	40	100
TH4446	0504240504	Entrepreneurship Development - I	Media Entrepreneurship	4	60	0	40	100
Group-2 - Public Relations and Corporate Communications								
TMC5220	0504240505	Corporate Communications in Specialised Sectors	Public Relations and Corporate Communications	4	60	0	40	100
TMC5211	0504240506	Crisis Management in Public Relations	Public Relations and Corporate Communications	4	60	0	40	100
Group-3 - Digital Marketing and Advertising Management								
TMC5227	0504240507	Influencer and Content Marketing	Digital Marketing and Advertising Management	4	60	0	40	100

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TMC5226	0504240508	Advertising Film Making	Digital Marketing and Advertising Management	4	60	0	40	100
<b>Total Required Credits</b>				<b>8</b>	<b>120</b>	<b>0</b>	<b>80</b>	<b>200</b>
<b>Summer Internship</b>								
TMC5198	0504240509	Internship and Research Methodology Workshop		4	60	0	40	100
<b>Mandatory Non-Credit Course</b>								
SMC002	0504240510	Core Environmental Studies		0	0	0	0	0
<b>Grand Total</b>				<b>20</b>	<b>300</b>	<b>0</b>	<b>200</b>	<b>500</b>
<b>Semester – 6</b>								
<b>Major Courses</b>								
T5448	0504240601	Practical: Creation of a Newspaper/Film/Marketing/Communication-AD, PR Events with New Media		4	60	0	40	100
TM2133	0504240602	Marketing Analytics		4	60	0	40	100
TMC5185	0504240603	Measurement Metrics: Brand and Corporate Image		4	60	0	40	100
<b>Minor Courses</b>								
<b>(Select Minor from the groups given below)</b>								
<b>Group-1 – Media Entrepreneurship</b>								
T2352	0504240604	Business Modeling and Business Plan	Media Entrepreneurship	4	60	0	40	100
TMC5173	0504240605	Managing Creative	Media	4	60	0	40	100



		Enterprises	Entrepreneurship					
<b>Group-2 – Public Relations and Corporate Communications</b>								
TM2219	0504240606	Corporate Governance and CSR	Public Relations and Corporate Communications	4	60	0	40	100
TMC5218	0504240607	Strategic PR and Campaign Planning	Public Relations and Corporate Communications	4	60	0	40	100
<b>Group-3 – Digital Marketing and Advertising Management</b>								
TMC5176	0504240608	Advertising Design and Creatives	Digital Marketing and Advertising Management	4	60	0	40	100
T3788	0504240609	Data Analytics using Excel	Digital Marketing and Advertising Management	4	60	0	40	100
<b>Total Required Credits</b>				<b>8</b>	<b>120</b>	<b>0</b>	<b>80</b>	<b>200</b>
<b>Grand Total</b>				<b>20</b>	<b>300</b>	<b>0</b>	<b>200</b>	<b>500</b>
<b>Note: Students exiting at the end of the sixth semester and earning 124 credits will be awarded a "Bachelor of Business Administration (Media Management)" degree. Total Credits at the end of the Third year (Major 64, Minor 24, Multidisciplinary 9, Ability Enhancement Courses 8, Skill Enhancement Courses 9, Summer Internship 4, Common Value-Added Courses 6).</b>								
<b>Semester – 7 (Honours)</b>								
<b>Major Courses</b>								
TMC5195	0504240701	Media Industry Internship Project		4	100	0	0	100
THM6082	0504240702	Research Methodology		4	100	0	0	100
T3665	0504240703	Business Analytics		4	60	0	40	100
TM2218	0504240704	Corporate Culture and Organisational Strategy		4	60	0	40	100



Minor Courses (Select Minor from the groups given below)								
Group-1 – Media Entrepreneurship (Choose Any One)								
TMC2248	0504240705	Media Enterprises and Startup Ecosystem	Media Entrepreneurship	4	60	0	40	100
TMC5170	0504240706	Talent Management in Creative Industries	Media Entrepreneurship	4	60	0	40	100
Group-2 – Public Relations and Corporate Communications (Choose Any One)								
TMC5177	0504240707	Political and Advocacy Communication	Public Relations and Corporate Communications	4	60	0	40	100
TMC5175	0504240708	Global Public Relations	Public Relations and Corporate Communications	4	60	0	40	100
Group-3 – Digital Marketing and Advertising Management (Choose Any One)								
TMC5174	0504240709	Digital Branding Strategy	Digital Marketing and Advertising Management	4	60	0	40	100
TD8005	0504240710	User Interface Design and No Code App Development	Digital Marketing and Advertising Management	4	60	0	40	100
Total Required Credits				4	60	0	40	100
Grand Total				20	380	0	120	500
Semester 7 Honours with Research								
Discipline Specific Major Courses								
TMC5195	0504240701	Media Industry Internship Project		4	100	0	0	100
THM6082	0504240702	Research Methodology		4	100	0	0	100
Major Courses								

(Choose Any One)								
THM6085	0504240711	Qualitative Research		4	60	40	0	100
THM6088	0504240712	Quantitative Methods		4	60	40	0	100
<b>Total Required Credits</b>				<b>4</b>	<b>60</b>	<b>40</b>	<b>0</b>	<b>100</b>
Minor Courses (Select Minor from the groups given below)								
Group-1 – Media Entrepreneurship (Choose Any One)								
TMC2248	0504240705	Media Enterprises and Startup Ecosystem	Media Entrepreneurship	4	60	0	40	100
TMC5170	0504240706	Talent Management in Creative Industries	Media Entrepreneurship	4	60	0	40	100
Group-2 – Public Relations and Corporate Communications (Choose Any One)								
TMC5177	0504240707	Political and Advocacy Communication	Public Relations and Corporate Communications	4	60	0	40	100
TMC5175	0504240708	Global Public Relations	Public Relations and Corporate Communications	4	60	0	40	100
Group-3 – Digital Marketing and Advertising Management (Choose Any One)								
TMC5174	0504240709	Digital Branding Strategy	Digital Marketing and Advertising Management	4	60	0	40	100
TD8005	0504240710	User Interface Design and No Code App Development	Digital Marketing and Advertising Management	4	60	0	40	100
<b>Total Required Credits</b>				<b>4</b>	<b>60</b>	<b>0</b>	<b>40</b>	<b>100</b>
Research Project / Dissertation								
T5704	0504240713	Media Research Project Dissertation		4	60	0	40	100
<b>Grand Total</b>				<b>20</b>	<b>380</b>	<b>40</b>	<b>80</b>	<b>500</b>



Semester – 8 (Honours)								
Major Courses								
TMC5212	0504240801	Brand Strategy Campaign Live		8	120	0	80	200
Minor Courses (Select Minor from the groups given below)								
TMC5183	0504240802	Media Brand Campaign Live	Media Entrepreneurship	4	60	0	40	100
TMC5186	0504240803	Corporate Film Production	Public Relations and Corporate Communications	4	60	0	40	100
TMC5184	0504240804	Digital Marketing Campaign Live	Digital Marketing and Advertising Management	4	60	0	40	100
Total Required Credits				4	60	0	40	100
Research Project / Dissertation								
TMC5194	0504240805	Research Project - Peer Review Paper Publication		4	60	0	40	100
THM6084	0504240806	Research and Contemporary Issues: Seminar/Conference		4	100	0	0	100
Grand Total				20	340	0	160	500
Semester 8 Honours with Research								
Major Course								
THM6083	0504240807	Research Project - Paper Publication		4	60	0	40	100
THM6084	0504240806	Research and Contemporary Issues: Seminar/Conference		4	100	0	0	100
Minor Courses (Select Minor from the groups given below)								



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TMC5183	0504240802	Media Brand Campaign Live	Media Entrepreneurship	4	60	0	40	100
TMC5186	0504240803	Corporate Film Production	Public Relations and Corporate Communications	4	60	0	40	100
TMC5184	0504240804	Digital Marketing Campaign Live	Digital Marketing and Advertising Management	4	60	0	40	100
<b>Total Required Credits</b>				<b>4</b>	<b>60</b>	<b>0</b>	<b>40</b>	<b>100</b>
<b>Research Project / Dissertation</b>								
T5708	0504240808	Video Film and Poster Project – Dissertation		8	120	0	80	200
<b>Grand Total</b>				<b>20</b>	<b>340</b>	<b>0</b>	<b>160</b>	<b>500</b>

**Note: Total Credits at the end of Fourth year 164 for "Bachelor of Business Administration (Media Management) Honours" – 164 (Major 88, Minor 32, Multidisciplinary 9, Ability Enhancement Courses 8, Skill Enhancement Courses 9, Summer Internship 4, Research Project 8, Common Value-Added Courses 6).**

**Total Credits at the end of Fourth year for "Bachelor of Business Administration (Media Management) Honours with Research" – 164 (Major 84, Minor 32, Multidisciplinary 9, Ability Enhancement Courses 8, Skill Enhancement Courses 9, Summer Internship 4, Research Project/ Dissertation 12, Common Value-Added Courses 6).**

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## SUMMARY

Semester	100% Continuous Assessment Credits	Term End (University) Examination Credits	Total Credits	Total Marks
1	11	10	21	525
2	13	10	23	575
3	12	8	20	500
4	0	20	20	500
5	0	20	20	500
6	0	20	20	500
<b>Total</b>	<b>36</b>	<b>88</b>	<b>124</b>	<b>3100</b>
(Honours)				
7	8	12	20	500
8	4	16	20	500
<b>Total</b>	<b>48</b>	<b>116</b>	<b>164</b>	<b>4100</b>
(Honours with Research)				
7	8	12	20	500
8	4	16	20	500
<b>Total</b>	<b>48</b>	<b>116</b>	<b>164</b>	<b>4100</b>