

PART B
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 Seats)		
			2		10		
5.	ELIGIBILITY	<p>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).</p> <p>Students who wish to opt for Honours with Research must earn a 7.5 CGPA and above at the end of Semester-6.</p> <p>Eligibility Criteria for the Multiple entries would be as per University's Lateral Entry Rules for FYUG Programmes.</p>					
6.	SELECTION PROCEDURE	<p>1.SET (Symbiosis Entrance Test), Portfolio/studio test, writing ability test, personal interaction and verification of documents</p> <p>2.Selection Procedure for the Multiple Entry would be as per the University's Lateral Entry Rules for FYUG Programmes</p>					

7.	MEDIUM OF INSTRUCTION	English; some audio-visual case studies may be screened in Hindi, other regional / foreign languages (with English subtitles)			
8.	PROGRAMME PATTERN	Semester			
9.	COURSE & SPECIALIZATION	<p>The details of the courses are given in Annexure A.</p> <p>Major Offered - Media Management</p> <p>List of Minors Offered- (Choose any one)</p> <ol style="list-style-type: none"> 1. Media Entrepreneurship 2. Public Relations and Corporate Communications 3. Digital Marketing and Advertising Management 			
10.	FEE		Academic Fee p.a	Institute Deposit	Total
	Indian Students (Amount in INR)		3,46,000	20,000	3,85,000
	International Students	NRI/ PIO/ OCI Category (Amount in US\$)	6,775	275	7,450
		Foreign National Category (Amount in US\$)	1,300	275	1,575
	Note- 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.	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/diploma/certificate to the student who has achieved a minimum CGPA of 4 out of maximum of 10 CGPA for the programme.
13.	AWARD OF DEGREE/ DIPLOMA/ CERTIFICATE	<p>Certificate in Business Administration (Media Management) 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.</p> <p>Diploma in Business Administration (Media Management) 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.</p> <p>Bachelor of Business Administration (Media Management) 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.</p> <p>Bachelor of Business Administration (Media Management) -Honours 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.</p> <p>Bachelor of Business Administration (Media Management) -Honours with Research 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.</p>

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	1	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			
	Honours											
7	16	4	0	0	0	0	0	0	20	0		
8	8	4	0	0	0	0	0	8	20	0		
Total	88	32	9	8	9	6	4	12	164	0		
	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		
Total	84	32	9	8	9	6	4	12	164	0		

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.

Note- In the case of missing Catalogue Course Codes in Annexure A, the Course Codes will be incorporated in the revised programme structure subject to the approval of the respective course outlines from the Academic Council.



Celebrating 50 Years of Excellence

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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
Semester - 1								
Discipline-Specific Courses/Major Courses								
T6307	0504230101	Basic Psychology		2	50	0	0	50
T5004	0504230102	Perspectives on Indian Media		4	60	40	0	100
Ability Enhancement Course								
T6105	0504230103	Understanding Modern Theatre: In Theory, Performance and Practice		4	100	0	0	100
T6098	0504230104	Introduction to Better Language Skills		2	30	20	0	50
Skill Enhancement Courses								
T5116	0504230105	Basic Communication Theories		2	50	0	0	50
T6842	0504230106	Writing Skills		4	60	40	0	100
Mandatory Non-Credit Course								
T4005	0504230107	Integrated Disaster		0	0	0	0	0

Catalogue Course Code	Course Code	Course Title	Major / Minor	Credits	Continuous Assessment Marks	Term End Examination Marks	External Jury	Total Marks
		Management						
Multidisciplinary Course								
(Choose Any One Course from the University Basket of Multidisciplinary Courses given in Annexure B)								
--	--	MD1		3	75	0	0	75
Grand Total				21	425	100	0	525
Semester - 2								
Discipline-Specific Courses/Major Courses								
T6358	0504230201	Culture in Making	Major Core	4	60	40	0	100
T6739	0504230202	Media Economics	Major Core	2	30	20	0	50
T2465	0504230203	Fundamentals of Marketing	Major Core	4	60	40	0	100
Ability Enhancement Course								
T5802	0504230204	Project (Regional Language Expression)		2	50	0	0	50
Skill Enhancement Course								
T5117	0504230205	Media Content Review I		3	75	0	0	75
Common Value-Added Courses								
T5227	0504230206	Foundation of Photography		2	50	0	0	50

Catalogue Course Code	Course Code	Course Title	Major / Minor	Credits	Continuous Assessment Marks	Term End Examination Marks	External Jury	Total Marks
Mandatory Non-Credit Course								
TH4535	0504230207	Emotional Well-being		0	0	0	0	0
Multidisciplinary Courses (Choose Courses from the University Basket of Multidisciplinary Courses given in Annexure B)								
--	--	MD2		3	75	0	0	75
--	--	MD3		3	75	0	0	75
Grand Total				23	475	100	0	575
Vocational Courses (Summer) (Only for students who wish to exit after the First Year with a Certificate)								
T5804	0504230208	Media Exit Course (SEM II) Project		4	100	0	0	100
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								
Note: At the start of semester 3 students are required to choose Minor from 3 options given below: 1) DMA (Digital Marketing and Advertising Management) OR 2) PRCC (Public Relations and Corporate Communications) OR 3) ME (Media Entrepreneurship)								

Catalogue Course Code	Course Code	Course Title	Major / Minor	Credits	Continuous Assessment Marks	Term End Examination Marks	External Jury	Total Marks
Discipline-Specific Courses/Major Courses								
T5804	0504230301	Industry Project		4	100	0	0	100
Group 1 – Applicable for Major Media Management (Choose Any One Course)								
	0504230302	Introduction to Advertising	Media Management	4	60	40	0	100
	0504230303	Introduction to Public Relations Practice	Media Management	4	60	40	0	100
Total Required Credits				4	60	40	0	100
Group 2 - Applicable for Major Media Management								
	0504230304	Retail Marketing	Media Management	4	60	40	0	100
	0504230305	Business Statistics and Market Research	Media Management	4	100	0	0	100
Total Required Credits				8	160	40	0	200
Common Value-Added Course								
	0504230306	Sustainability and Environmental Awareness/ Photography Workshop		4	100	0	0	100
Mandatory Non-Credit Course								
TH4095	0504230307	Fitness for Life		0	0	0	0	0
Grand Total				20	420	80	0	500

Catalogue Course Code	Course Code	Course Title	Major / Minor	Credits	Continuous Assessment Marks	Term End Examination Marks	External Jury	Total Marks
Semester – 4								
Major Courses								
Group 1 - Applicable for Major Media Management								
(Choose Any One Course)								
T2518	0504230401	Consumer Behaviour	Media Management	4	60	40	0	100
T3680	0504230402	Digital Marketing	Media Management	4	60	40	0	100
Total Required Credits				4	60	40	0	100
Major Courses								
Group-2 - Media Management								
T5634	0504230403	Branding	Media Management	4	60	0	40	100
	0504230404	Sustainable Marketing	Media Management	4	60	40	0	100
Total Required Credits				8	120	40	40	200
Minor Courses								
(Select Minor from the groups given below)								
Group-3 - Media Entrepreneurship								
	0504230405	Entrepreneurial Process	Media Entrepreneurship	4	60	0	40	100
	0504230406	Money, Banking and Finance	Media Entrepreneurship	4	60	40	0	100

Catalogue Course Code	Course Code	Course Title	Major / Minor	Credits	Continuous Assessment Marks	Term End Examination Marks	External Jury	Total Marks
Group-4 - Public Relations and Corporate Communications								
	0504230407	Corporate Communications in Specialised Sectors	Public Relations and Corporate Communications	4	60	40	0	100
	0504230408	Event Management	Public Relations and Corporate Communications	4	60	0	40	100
Group-5 - Digital Marketing and Advertising Management								
	0504230409	Social Media Marketing	Digital Marketing and Advertising Management	4	60	40	0	100
	0504230410	Advertising Strategy	Digital Marketing and Advertising Management	4	60	0	40	100
Total Required Credits				8	120	40	40	200
Mandatory Non-Credit Course								
	0504230411	Vasudhaiva Kutumbakam		0	0	0	0	0
Grand Total				20	300	120	80	500
Vocational Courses (Summer)								
(Only for students who wish to exit after the Second Year with a Diploma)								
	0504230412	Media Exit Course (SEM IV)		4	100	0	0	100
Note: Students exiting at the end of the fourth semester and earning 84 credits will be awarded a "Diploma in Business								

Catalogue Course Code	Course Code	Course Title	Major / Minor	Credits	Continuous Assessment Marks	Term End Examination Marks	External Jury	Total Marks
Administration (Media Management),” provided they successfully complete the additional 4 credits of vocational courses offered during the summer term.								
Semester – 5								
Major Courses								
Group-1 - Media Management								
	0504230502	E-Customer Relationship Management	Media Management	4	60	0	40	100
	0504230503	Management Strategy	Media Management	4	60	0	40	100
Total Required Credits				8	120	0	80	200
Minor Courses								
(Select Minor from the groups given below)								
Group-2 - Media Entrepreneurship								
	0504230506	Global Business Environment	Media Entrepreneurship	4	60	0	40	100
	0504230507	Social Entrepreneurship	Media Entrepreneurship	4	60	0	40	100
Group-3 - Public Relations and Corporate Communications								
	0504230504	Corporate Communication Strategy	Public Relations and Corporate	4	60	0	40	100

Catalogue Course Code	Course Code	Course Title	Major / Minor	Credits	Continuous Assessment Marks	Term End Examination Marks	External Jury	Total Marks
			Communications					
	0504230505	Crisis Management in Public Relations	Public Relations and Corporate Communications	4	60	0	40	100
Group-4 – Digital Marketing and Advertising Management								
	0504230508	Influencer and Content Marketing	Digital Marketing and Advertising Management	4	60	0	40	100
	0504230509	Advertising Film Making	Digital Marketing and Advertising Management	4	60	0	40	100
Total Required Credits				8	120	0	80	200
Summer Internship								
	0504230501	Internship and Research Methodology Workshop		4	60	0	40	100
Mandatory Non-Credit Course								
T2883	0504230510	Core Environmental Studies		0	0	0	0	0
Grand Total				20	300	0	200	500

Catalogue Course Code	Course Code	Course Title	Major / Minor	Credits	Continuous Assessment Marks	Term End Examination Marks	External Jury	Total Marks
Semester – 6								
Discipline-Specific Courses/Major Courses								
T5448	0504230601	Practical: Creation of a Newspaper/Film/Marketing/Communication-AD, PR		4	60	0	40	100
Major Courses								
Group-1 - Media Management								
	0504230608	Marketing Analytics with Excel	Media Management	4	60	0	40	100
	0504230609	Measurement Metrics: Brand and Corporate Image	Media Management	4	60	0	40	100
Total Required Credits				8	120	0	80	200
Minor Courses								
(Select Minor from the groups given below)								
Group-2 – Media Entrepreneurship								
	0504230606	Marketing Strategies for Entrepreneurs	Media Entrepreneurship	4	60	0	40	100

Catalogue Course Code	Course Code	Course Title	Major / Minor	Credits	Continuous Assessment Marks	Term End Examination Marks	External Jury	Total Marks
	0504230607	Managing Creative Enterprises	Media Entrepreneurship	4	60	0	40	100
Group-3 – Public Relations and Corporate Communications								
	0504230602	Corporate Governance and CSR	Public Relations and Corporate Communications	4	60	0	40	100
	0504230603	Strategic PR and Campaign Planning	Public Relations and Corporate Communications	4	60	0	40	100
Group-4 – Digital Marketing and Advertising Management								
	0504230604	Advertising Design and Creatives	Digital Marketing and Advertising Management	4	60	0	40	100
	0504230605	Data Analytics using Excel	Digital Marketing and Advertising Management	4	60	0	40	100
Total Required Credits				8	120	0	80	200
Grand Total				20	300	0	200	500
<p>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).</p>								

Catalogue Course Code	Course Code	Course Title	Major / Minor	Credits	Continuous Assessment Marks	Term End Examination Marks	External Jury	Total Marks
Semester – 7 (Honours)								
Discipline-Specific Courses/Major Courses								
	0504230701	Media Industry Internship Project		4	100	0	0	100
	0504230702	Research Methodology		4	100	0	0	100
Major Courses								
Group-1 - Media Management								
	0504230709	Value Proposition and Marketing Analytics	Media Management	4	60	0	40	100
	0504230710	Corporate Culture and Organisational Strategy	Media Management	4	60	0	40	100
		Total Required Credits		8	120	0	80	200
Minor Courses								
(Select Minor from the groups given below)								
Group-2 – Public Relations and Corporate Communications								
(Choose Any One)								
	0504230703	Political and Advocacy	Public Relations and	4	60	0	40	100

Catalogue Course Code	Course Code	Course Title	Major / Minor	Credits	Continuous Assessment Marks	Term End Examination Marks	External Jury	Total Marks
		Communication	Corporate Communications					
	0504230704	Global Public Relations	Public Relations and Corporate Communications	4	60	0	40	100
Group-3 – Digital Marketing and Advertising Management								
(Choose Any One)								
	0504230705	Digital Branding Strategy	Digital Marketing and Advertising Management	4	60	0	40	100
	0504230706	User Design Experience and App Development	Digital Marketing and Advertising Management	4	60	0	40	100
Group-4 – Media Entrepreneurship								
(Choose Any One)								
	0504230707	Media Enterprises and Startup Ecosystem	Media Entrepreneurship	4	60	0	40	100
	0504230708	Talent Management in Creative Industries	Media Entrepreneurship	4	60	0	40	100
		Total Required Credits		4	60	0	40	100
		Grand Total		20	380	0	120	500

Catalogue Course Code	Course Code	Course Title	Major / Minor	Credits	Continuous Assessment Marks	Term End Examination Marks	External Jury	Total Marks
Semester 7								
Honours with Research								
Discipline Specific Major Courses								
	0504230701	Media Industry Internship Project		4	100	0	0	100
	0504230702	Research Methodology		4	100	0	0	100
Major Courses (Choose Any One)								
	0504230712	Qualitative Research		4	60	40	0	100
	0504230713	Quantitative Methods		4	60	40	0	100
Total Required Credits				4	60	40	0	100
Minor Courses (Select Minor from the groups given below)								
Group-1 – Public Relations and Corporate Communications								

Catalogue Course Code	Course Code	Course Title	Major / Minor	Credits	Continuous Assessment Marks	Term End Examination Marks	External Jury	Total Marks
(Choose Any One)								
	0504230703	Political and Advocacy Communication	Public Relations and Corporate Communications	4	60	0	40	100
	0504230704	Global Public Relations	Public Relations and Corporate Communications	4	60	0	40	100
Group-2 – Digital Marketing and Advertising Management								
(Choose Any One)								
	0504230705	Digital Branding Strategy	Digital Marketing and Advertising Management	4	60	0	40	100
	0504230706	User Design Experience and App Development	Digital Marketing and Advertising Management	4	60	0	40	100
Group-3 – Media Entrepreneurship								
(Choose Any One)								
	0504230707	Media Enterprises and Startup Ecosystem	Media Entrepreneurship	4	60	0	40	100
	0504230708	Talent Management in Creative Industries	Media Entrepreneurship	4	60	0	40	100
Total Required Credits				4	60	0	40	100
Research Project / Dissertation								
	0504230711	Media Research Project		4	60	0	40	100

Catalogue Course Code	Course Code	Course Title	Major / Minor	Credits	Continuous Assessment Marks	Term End Examination Marks	External Jury	Total Marks
		Dissertation						
Grand Total				20	380	40	80	500
Semester – 8 (Honours)								
Major Courses								
Media Management								
	0504230805	Brand Strategy Campaign Live	Media Management	8	120	0	80	200
Total Required Credits				8	120	0	80	200
Minor Courses								
(Select Minor from the groups given below)								
	0504230806	Corporate Film Production M	Public Relations and Corporate Communications	4	60	0	40	100
	0504230807	Digital Marketing Campaign Live M	Digital Marketing and Advertising Management	4	60	0	40	100
	0504230808	Media Brand Campaign Live M	Media Entrepreneurship	4	60	0	40	100
Total Required Credits				4	60	0	40	100

Catalogue Course Code	Course Code	Course Title	Major / Minor	Credits	Continuous Assessment Marks	Term End Examination Marks	External Jury	Total Marks
Research Project / Dissertation								
	0504230804	Research Project - Peer Review Paper Publication		4	60	0	40	100
	0504230803	Research and Contemporary Issues: Seminar/Conference		4	100	0	0	100
Grand Total				20	340	0	160	500
Semester 8 Honours with Research								
Discipline Specific Major Course								
	0504230801	Research Project - Paper Publication		4	60	0	40	100
	0504230803	Research and Contemporary Issues: Seminar/Conference		4	100	0	0	100
Minor Courses (Select Minor from the groups given below)								
	0504230806	Corporate Film Production M	Public Relations and Corporate Communications	4	60	0	40	100

Catalogue Course Code	Course Code	Course Title	Major / Minor	Credits	Continuous Assessment Marks	Term End Examination Marks	External Jury	Total Marks
	0504230807	Digital Marketing Campaign Live M	Digital Marketing and Advertising Management	4	60	0	40	100
	0504230808	Media Brand Campaign Live M	Media Entrepreneurship	4	60	0	40	100
Total Required Credits				4	60	0	40	100
Research Project / Dissertation								
	0504230802	Video Film and Poster Project – Dissertation		8	120	0	80	200
Grand Total				20	340	0	160	500



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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
Total	36	88	124	3100
(Honours)				
7	8	12	20	500
8	4	16	20	500
Total	48	116	164	4100
(Honours with Research)				
7	8	12	20	500
8	4	16	20	500
Total	48	116	164	4100



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Annexure B

List of Multidisciplinary Courses

S. No.	Catalogue Course Code	Semester 1	Semester 2	Course Title	Credit
1	T3757	0504230108	0504230209	Applications of Spreadsheets in Business Statistics	3
2	T1454	0504230109	0504230210	Constitutional Law I	3
3	TH4542	0504230110	0504230211	Dancercise	3
4	T3499	0504230111	0504230212	Data Analysis Using Python	3
5	TH4541	0504230112	0504230213	Data Analytics in Sports	3
6	T5787	0504230113	0504230214	Digital Design Tools - Visual Media	3
7	T4589	0504230114	0504230215	Fitness and Sports	3
8	T3754	0504230115	0504230216	Fundamentals of Cloud Computing	3
9	TE7456	0504230116	0504230217	Fundamentals of Cyber Security	3
10	THM6023	0504230117	0504230218	Games of Uncertainty	3
11	T4729	0504230118	0504230219	Intellectual Property Rights	3
12	T1471	0504230119	0504230220	Law of Contracts	3
13	TE7680	0504230120	0504230221	Mathematics-I	3

14	T2489	0504230121	0504230222	Renewable Energy Sources	3
15	TH4540	0504230122	0504230223	Self-Defence	3
16	TE7223	0504230123	0504230224	Smart Urban Planning	3
17	THM6037	0504230124	0504230225	Statistics of Nature	3
18	TH4538	0504230125	0504230226	Weight Training and Conditioning	3
19	TH4537	0504230126	0504230227	Well for Life	3
20	TH4536	0504230127	0504230228	Yoga and Stress Management	3
21	T6767	0504230128	0504230229	Public Policy in India	3
22	T6769	0504230129	0504230230	India's Foreign Policy	3
23	T6754	0504230130	0504230231	Business and Managerial Communication	3
24	T6763	0504230131	0504230232	Political Science I	3