

# Symbiosis Institute of Business Management Bangalore

## About the Institute

SIBM since 1978 has been synonymous with progress and it has continued this trend by being the first to set up its offshore campus at Bangalore. This new endeavor taps into the vast experience of SIBM in the field of quality management education. It also takes into account the benefits of being strategically located at Electronics city, the heart of Silicon Valley of India. The focus is on matching global standards of management education and to instill a work culture which is unparalleled among the various institutions.

## About Diploma programs from SIBM

SIBM is launching Diploma from its Bangalore campus for the first time in July 2009. The objective of the course is to enhance managerial skills for current business professionals by providing them with:

- World-class academic environment,
- Top-class faculty drawn from premier institutes,
- Dynamic and contemporary course content that is constantly benchmarked against the course contents of top-rated institutes

With strong emphasis on academic rigor, faculty drawn from premier institutions and regular industry interactions and CEO meets, this program will equip the participants with necessary skills and knowledge needed for surviving and succeeding in a dynamic business environment.

Post Graduate Diploma Programs offered by SIBM are as follows:

- **Post Graduate Diploma in Marketing Management**
- **Post Graduate Diploma in Finance Management**
- **Post Graduate Diploma in Human Resource Management**
- **Post Graduate Diploma in Operations Management**

## Key Dates

<b>Last Date for submission of application forms</b>	<b>25<sup>th</sup> June 2009</b>
<b>Admission process</b>	<b>Last week of June</b>
<b>Intimation to selected candidates</b>	<b>First week of July</b>
<b>Commencement of Program</b>	<b>25<sup>th</sup> July 2009</b>

## Post Graduate Diploma in Marketing Management

- DURATION** : One year (weekend program)
- ELIGIBILITY** : Minimum 50% in graduation for all applicants, **or** Diploma-holders with minimum 5 years work experience.
- PROGRAMME STRUCTURE** : 2 semesters
- FEE STRUCTURE** : Rs. 40,000 per annum.
- ASSESSMENT** : GPA System semester-wise with the following break-up:  
60% Internal marks awarded by SIBM, Bangalore based on continuous assessment.  
40% External marks awarded by SIU.  
This is applicable to all the 4 semesters. The last semester involves company related project - based assessment.

**AWARD OF DEGREE** : Post Graduate Diploma in Marketing Management (PGDMM), will be awarded at the end of 2<sup>nd</sup> semester by taking into consideration the performance of both semesters' examinations subject to securing minimum 2.0 CGPA out of 4.0 CGPA.

### How to apply?

Forms can be downloaded from our website **www.sibm.edu.in**. Fill in the details and send it to the address below along with a Demand draft of Rs.1300/ drawn in favor of Director, Symbiosis Institute of Business Management, payable at Bangalore.

For detailed curriculum, please see Page 3

## Curriculum

### Semester I

<u>SUBJECT</u>	<u>CREDITS</u>
<u>QUANTITATIVE TECHNIQUES</u>	<u>4</u>
<u>MANAGERIAL ECONOMICS</u>	<u>3</u>
<u>ACCOUNTING FOR MANAGERS</u>	<u>3</u>
<u>MANAGERIAL COMMUNICATION AND BUSINESS ETIQUETTE</u>	<u>3</u>
<u>PRINCIPLES OF MANAGEMENT &amp; BUSINESS ENVIRONMENT</u>	<u>3</u>
<u>ORGANISATIONAL BEHAVIOUR</u>	<u>3</u>
<u>INTERNATIONAL BUSINESS</u>	<u>3</u>
<u>TOTAL</u>	<u>21</u>

### Semester II

<u>SUBJECT</u>	<u>CREDITS</u>
<u>CONSUMER BEHAVIOUR</u>	<u>3</u>
<u>PRODUCT &amp; BRAND MANAGEMENT</u>	<u>3</u>
<u>SERVICES MARKETING</u>	<u>3</u>
<u>MARKET RESEARCH</u>	<u>3</u>
<u>SALES &amp; DISTRIBUTION MANAGEMENT</u>	<u>3</u>
<u>B2B MARKETING</u>	<u>3</u>
<u>PROJECT</u>	<u>3</u>
<u>TOTAL</u>	<u>21</u>