

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 Executive MBA program from SIBM

SIBM is launching Executive MBA 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. Other details of the program are as follows:

DURATION	: 2.5 years (30 months weekend program)
ELIGIBILITY	: Minimum 50% in graduation, with at least 5 years work experience.
PROGRAMME STRUCTURE	: 4 semesters (for teaching) + 1 semester (for company-related project)
SPECIALIZATIONS	: Marketing, Finance, Human Resources and Operations

FEE STRUCTURE : Rs. 1.25 lakhs 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.

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.

Key Dates

Last Date for submission of application forms

25th June 2009

Admission process

Last week of June

Intimation to selected candidates

First week of July

Commencement of Program

25th July 2009

For detailed curriculum, please see Page 3

Semester I

Semester II

CORE

<u>SUBJECT</u>	<u>CREDITS</u>
<u>QUANTITATIVE TECHNIQUES & OPERATIONS RESEARCH</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>MARKETING MANAGEMENT</u>	<u>3</u>
<u>ORGANISATIONAL BEHAVIOUR</u>	<u>3</u>
<u>MANAGEMENT INFORMATION SYSTEMS</u>	<u>2</u>
<u>TOTAL</u>	<u>21</u>

<u>SUBJECT</u>	<u>CREDITS</u>
<u>BUSINESS LAW</u>	<u>3</u>
<u>BUSINESS RESEARCH</u>	<u>3</u>
<u>MACRO ECONOMICS</u>	<u>3</u>
<u>HUMAN RESOURCES MANAGEMENT</u>	<u>3</u>
<u>OPERATIONS MANAGEMENT</u>	<u>3</u>
<u>FINANCIAL MANAGEMENT</u>	<u>3</u>
<u>BUSINESS ETHICS AND CORPORATE GOVERNANCE</u>	<u>3</u>
<u>TOTAL</u>	<u>21</u>

Semester III

Semester IV

<u>SUBJECT</u>	<u>CREDITS</u>
<u>STRATEGIC MANAGEMENT</u>	<u>3</u>

<u>SUBJECT</u>	<u>CREDITS</u>
<u>INTERNATIONAL BUSINESS AND CROSS CULTURAL MANAGEMENT</u>	<u>3</u>

Semester III

SPECIALIZATION

MARKETING

<u>SUBJECT</u>	<u>CREDITS</u>
<u>CONSUMER BEHAVIOUR</u>	<u>3</u>
<u>PRODUCT AND BRAND MANAGEMENT</u>	<u>3</u>
<u>SERVICES MARKETING</u>	<u>3</u>
<u>SALES AND DISTRIBUTION MANAGEMENT</u>	<u>3</u>
<u>B2B MARKETING</u>	<u>3</u>

FINANCE

<u>SUBJECT</u>	<u>CREDITS</u>
<u>STRATEGIC COST AND PERFORMANCE MANAGEMENT</u>	<u>3</u>
<u>COMMERCIAL BANKING AND FINANCIAL INSTITUTIONS</u>	<u>3</u>
<u>PERSONAL AND CORPORATE TAX PLANNING</u>	<u>3</u>
<u>SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT</u>	<u>3</u>
<u>INFRASTRUCTURE AND PROJECT FINANCING</u>	<u>3</u>

OPERATIONS

<u>SUBJECT</u>	<u>CREDITS</u>
<u>LOGISTICS AND SUPPLY CHAIN MANAGEMENT</u>	<u>3</u>
<u>PURCHASING AND MATERIALS MANAGEMENT</u>	<u>3</u>
<u>TECHNOLOGY AND INNOVATION MANAGEMENT</u>	<u>3</u>
<u>PROJECT MANAGEMENT</u>	<u>3</u>
<u>SERVICES OPERATIONS MANAGEMENT</u>	<u>3</u>

HR

<u>SUBJECT</u>	<u>CREDITS</u>
<u>LEGAL ASPECTS OF EMPLOYEE RELATIONS</u>	<u>3</u>
<u>COMPENSATION MANAGEMENT</u>	<u>3</u>
<u>MANPOWER PLANNING, RECRUITMENT & SELECTION</u>	<u>3</u>
<u>PERFORMANCE MANAGEMENT AND CAREER PLANNING</u>	<u>3</u>
<u>ORGANISATIONAL CHANGE AND DEVELOPMENT</u>	<u>3</u>

Semester IV

SPECIALIZATION

MARKETING

<u>SUBJECT</u>	<u>CREDITS</u>
<u>MARKET RESEARCH</u>	<u>3</u>
<u>MARKETING OF FINANCIAL SERVICES</u>	<u>3</u>
<u>INTEGRATED MARKETING COMMUNICATION</u>	<u>3</u>
<u>CUSTOMER RELATIONSHIP MANAGEMENT</u>	<u>3</u>
<u>E -MARKETING</u>	<u>3</u>

FINANCE

<u>SUBJECT</u>	<u>CREDITS</u>
<u>STRATEGIC CORPORATE FINANCE</u>	<u>3</u>
<u>INTERNATIONAL FINANCE</u>	<u>3</u>
<u>OPTIONS FUTURES AND DERIVATIVES</u>	<u>3</u>
<u>WORKING CAPITAL MANAGEMENT</u>	<u>3</u>
<u>CORPORATE RISK MANAGEMENT & INSURANCE MANAGEMENT</u>	<u>3</u>

OPERATIONS

<u>SUBJECT</u>	<u>CREDITS</u>
<u>OPERATIONS STRATEGY</u>	<u>3</u>
<u>TOTAL QUALITY MANAGEMENT</u>	<u>3</u>
<u>WORLD CLASS MANUFACTURING</u>	<u>3</u>
<u>NEW PRODUCT DEVELOPMENT</u>	<u>3</u>
<u>MANAGEMENT OF INTERNATIONAL OPERATIONS</u>	<u>3</u>

HR

<u>SUBJECT</u>	<u>CREDITS</u>
<u>STRATEGIC HRM</u>	<u>3</u>
<u>TRAINING & DEVELOPMENT</u>	<u>3</u>
<u>COMPETENCY BASED HRM</u>	<u>3</u>
<u>HR AUDIT & SCORE CARD</u>	<u>3</u>
<u>COACHING, COUNSELLING & MENTORING</u>	<u>3</u>

SEMESTER V

PROJECT WORK

TOTAL CREDITS -6

MARKS : 300

SUMMARY

<u>SEMESTER</u>	<u>CORE PAPER</u>	<u>CREDITS</u>	<u>SPECIALIZATION PAPER</u>	<u>CREDITS</u>	<u>TOTAL CREDITS</u>	<u>TOTAL MARKS</u>
<u>I</u>	<u>7</u>	<u>21</u>	<u>0</u>	<u>0</u>	<u>21</u>	<u>1050</u>
<u>II</u>	<u>7</u>	<u>21</u>	<u>0</u>	<u>0</u>	<u>21</u>	<u>1050</u>
<u>III</u>	<u>1</u>	<u>3</u>	<u>5</u>	<u>15</u>	<u>18</u>	<u>900</u>
<u>IV</u>	<u>1</u>	<u>3</u>	<u>5</u>	<u>15</u>	<u>18</u>	<u>900</u>
<u>V</u>			<u>PROJECT</u>	<u>6</u>	<u>6</u>	<u>300</u>
<u>TOTAL</u>	<u>16</u>	<u>48</u>	<u>10+PROJECT</u>	<u>36</u>	<u>84</u>	<u>4200</u>