

SYMBIOSIS



**SYMBIOSIS INSTITUTE OF
BUSINESS MANAGEMENT
BENGALURU**

**CORPORATE
BROCHURE
2024**

Accredited by NAAC with A++

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ABOUT US

Symbiosis Institute of Business Management (SIBM) in Bengaluru was founded in 2008 as part of Symbiosis International University (Deemed). Its goal is to facilitate and impart students with a top-quality education and expose them to the best practices in the business world. SIBM-B hosts distinguished faculty from all over the country in various capacities to provide its passionate students with a platform to integrate their zeal with the pragmatism of the world, shaping them into future leaders.

Since its inception, **SIBM-B** has become one of India's fastest-growing management institutes and is well-positioned to cater to the intersection of eastern and western cultures due to its location in Bengaluru, a hub for businesses around the globe.

SIBM-B places a strong emphasis on providing high-quality education that helps students develop holistically and become successful corporate leaders. It also has a culture that promotes the development of leadership skills and fosters students' decision-making and analytical abilities through the use of case studies and simulations.

SIU VISION AND MISSION

Vision

Promoting International understanding through quality education.

Mission

To inculcate the 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.

Vision

Empowering tomorrow's global leaders and promoting international understanding through excellence in education.

Mission

To equip students for dynamic business environments.

To cultivate problem-solving and leadership skills.

To promote collaboration in diverse teams.

To inspire entrepreneurship and leadership through practical experience.

To integrate theory and practice for versatile managerial decision-making.

To drive global collaboration for academic and research excellence.

PROGRAMME EDUCATIONAL OBJECTIVES

PEO 1

To equip management students with the ability to understand the requirements of ever-changing business environment along with skilful implementation of strategies to take businesses to greater heights.

PEO 2

To equip students with a systematic and hands-on problem-solving mind-set, enabling them to adeptly operate as proficient managers capable of navigating dynamic social and global landscapes.

PEO 3

To equip students for harmonious collaboration within diverse and interdisciplinary teams, nurturing effective solutions to challenges, and fostering a deep understanding of global unity, group dynamics, teamwork, and managerial progress.

PEO 4

To demonstrate entrepreneurial prowess and leadership qualities by founding business units and embarking on consulting ventures.

PEO 5

Employing a blend of theoretical synthesis and practical application to conduct strategic analysis, while utilizing a mix of quantitative and qualitative decision-making techniques to tackle management challenges.

MESSAGE FROM CHANCELLOR AND VICE CHANCELLOR



Chancellor Prof. Dr. S B Mujumdar

"It has been five golden decades since the inception of Symbiosis University. It is humbling and overwhelming at the same time when I look at the summit where SIBM Bengaluru stands today. Two years of engaging academic rigour, challenging students' initiatives, and tremendous opportunities in the industry provide an exceptional learning experience at SIBM Bengaluru. My hearty wishes and high hopes always remain with the institute, and I am sure that the beacons of change will make us proud as the able leaders of tomorrow."

Vice Chancellor Dr. Ramakrishnan Raman



"Established in 2008 as part of Symbiosis International (Deemed University), SIBM Bengaluru maintains its commitment to excellence in business education. This year, students excelled in academics, research, and extracurriculars, reflecting the institution's holistic approach. Faculty engagement and industry ties reached new heights, resulting in outstanding placement records. The release of our corporate brochure signifies enduring excellence and collective effort. Looking forward, SIBM Bengaluru is poised to navigate evolving landscapes with integrity, excellence, and inclusiveness, grateful to all stakeholders for their contributions."

MESSAGE FROM DIRECTOR



Director Dr. Madhvi Sethi

"We prioritize Innovation, Integrity, and Inclusion as fundamental values in shaping our brand into a top-quality institution. Our main goal is to push boundaries and explore uncharted territory using a creative and entrepreneurial approach. In today's competitive world, we aim to reach our full potential through action-based research, value-based consulting, and experiential learning at SIBM Bengaluru. We hope to impart knowledge and values that will help our students gain professional business skills, become well-rounded individuals, and be proud citizens of our country."

ACADEMIC DETAILS



WHAT SETS US APART

HARVARD BUSINESS REVIEW



SIBM Bengaluru offer courses for MBA students in collaboration with Harvard Business School Publishing. These courses provide a comprehensive overview of various business topics and help students build a strong foundation for their business education and its application.

BLOOMBERG TERMINALS

The Bloomberg Terminal integrates top-tier real-time data, news analytics, and research, offering students a comprehensive understanding of the finance industry. It enhances finance-related subjects with both theoretical and practical insights. The Terminal allows students to simulate financial markets using its communication, trade messaging, and OTC trading tools. Additionally, it provides valuable networking opportunities with industry professionals and potential recruiters.



RESEARCH CENTRE

The objective of SIBM-B's SPARC research centre is to promote and facilitate quality research. In order to inspire and involve academics and students in research activities. The Research Committee at SIBM Bengaluru publishes "Orion", the research handbook, to help students strengthen their resumes and get a solid foundation in several management courses.

The logo for SPARC, with the letters "SPARC" in a bold, red, sans-serif font.

LINKEDIN LEARNING



SIBM Bengaluru provides its students with access to a variety of courses from several streams on the LinkedIn learning platform. It aims at enhancing their knowledge and abilities for both career advancement and personal growth.

KPMG LEAN SIX SIGMA



The goal of SIBM's collaboration with KPMG for their **Lean Six Sigma** programme was to give students a thorough knowledge and the way they relate to digital transformation. The curriculum uses a project-based simulation exercise to provide participants with a hands-on understanding of using LSS approaches.

Semester 1

- Basics of Financial Management
- Business Communication
- Business Statistics
- Corporate Social Responsibility
- Financial Accounting
- Global Business Environment
- Technology in Business
- Marketing Management
- Micro Economics
- Operations Management
- Organizational Behaviour
- Research Methodology
- Integrated Disaster Management

Semester 2

- Business Analytics
- Cost Accounting
- Entrepreneurship
- Financial Management
- Human Resource Management
- Strategic Management
- Legal Aspects of Business
- Macroeconomics
- Marketing Strategy
- Operations Research
- Corporate Governance and Ethics

CURRICULUM - MBA CORE



Marketing

- Services Marketing
- Retail Management
- Consumer Behavior and Insights
- Marketing of Financial Services
- Digital Marketing
- Sales and Distribution Management
- Business Analytics for Marketing
- Customer Relationship Management
- Brand Management and Communications



Operations

- World Class Manufacturing
- Total Quality Management
- Supply Chain Management
- Project Management
- Conflict and Negotiation
- Operation Management
- Advance Operations Research
- Advance Service Operations
- Purchasing and Material Management



Finance

- Corporate Valuation
- Derivative Markets
- Behavioral Finance
- Advanced International Finance
- Security Analysis and Portfolio
- Financial Statement Analysis
- Commercial Banking
- Advanced Topics in Corporate Finance



Human Resources

- HR Scorecard and Analytics
- Talent Acquisition and Retention
- Organizational Development and Change
- Industrial Relations and Employment Laws
- Competency-Based HRM and Management Systems

CURRICULUM - MBA BUSINESS ANALYTICS

Semester 1 & 2

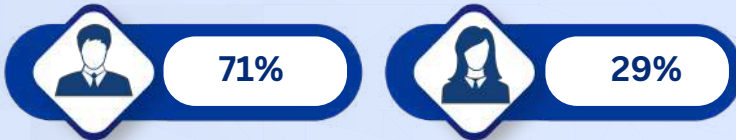
- Business Analytics
- Business Communication
- Business Intelligence
- Business Statistics
- Corporate Social Responsibility
- Creativity and Design Thinking
- Data Warehousing and
- Digital Transformation
- E-Commerce
- Financial Accounting
- Financial Management
- Corporate Governance and Ethics
- Global Business Environment
- Integrated Disaster Management
- Legal Aspects of IT Business
- Managerial Economics
- Marketing Management
- Marketing Strategy
- OB & HRM
- Operations Management
- Operations Research
- Research Methodology
- Strategic Management
- Mathematical Methods for Data Science

Semester 3 & 4

- Business Analytics for Marketing
- Cloud and Big Data
- Concepts and Applications in Sustainability
- Deep Learning
- Digital Marketing
- Financial Econometrics
- HR Scorecard and Analytics
- Machine Learning
- Project
- Project Management
- Research Publication
- Supply Chain Analytics
- Sustainability Text Mining

BATCH PROFILE 22-24

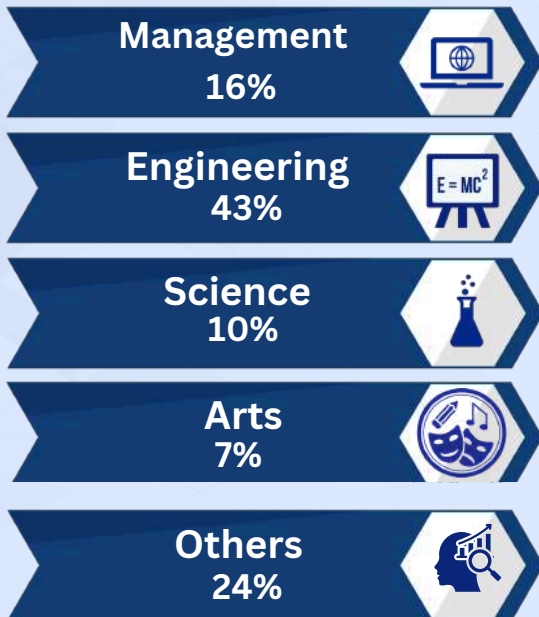
GENDER DIVERSITY



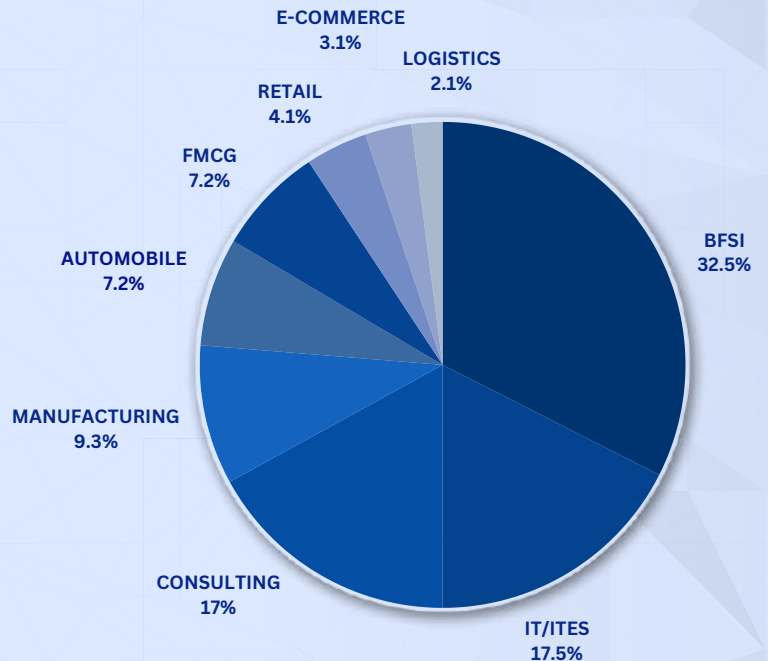
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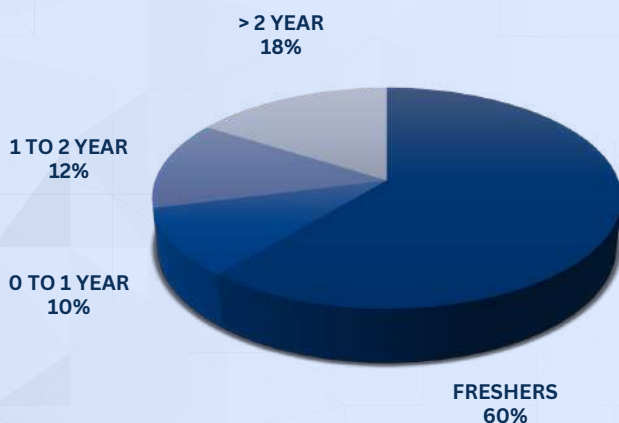
EDUCATIONAL BACKGROUND



SECTOR WISE FINAL PLACEMENT



WORK EXPERIENCE



SPECIALIZATIONS OFFERED



BATCH PROFILE 23-25

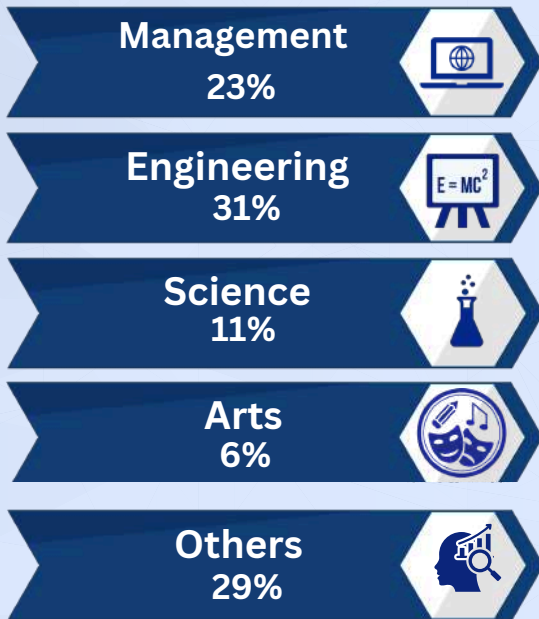
GENDER DIVERSITY



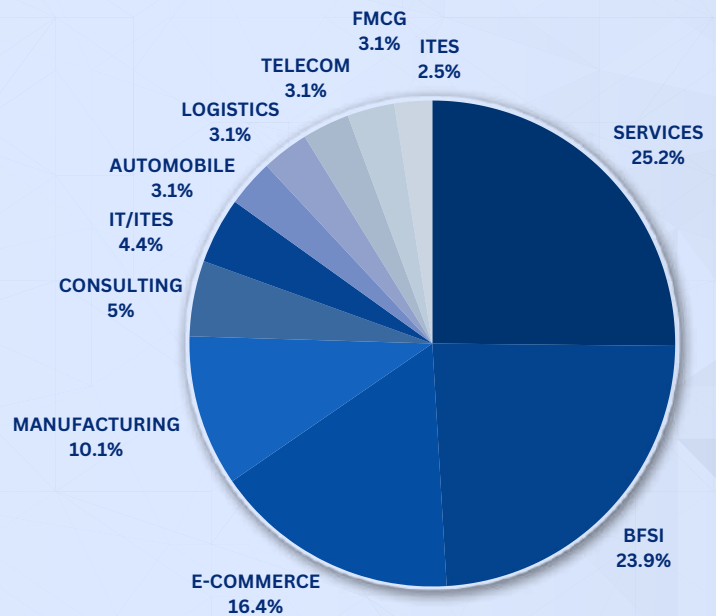
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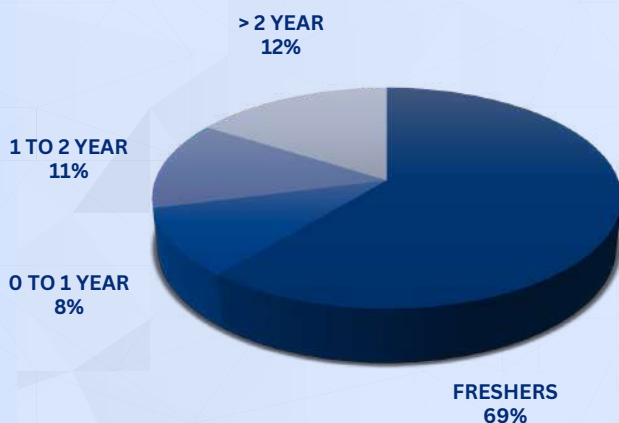
EDUCATIONAL BACKGROUND



SECTOR WISE FINAL PLACEMENT



WORK EXPERIENCE



SPECIALIZATIONS OFFERED



COMMITTEES AT SIBM

ACADEMIC PROGRAM COMMITTEE

Connecting students to academic excellence via faculty assistance and upskill events



ADMISSIONS COMMITTEE

Ensuring a fair and smooth path towards fulfilling careers for aspiring candidates



ALUMNI COMMITTEE

Ensuring Perennial contact between the students present and past



CONFERENCE & EVENTS COMMITTEE

Paving the way for an eventful life by hosting and facilitating numerous events



CORPORATE RELATIONS & PLACEMENTS COMMITTEE

Responsible for molding corporate leaders by harnessing career opportunities



COMMITTEES AT SIBM

CULTURAL & INTERNATIONAL RELATIONS COMMITTEE

They foster ever lasting ties and bring cultural diversity through events



PUBLIC RELATIONS, MEDIA & IT COMMITTEE

Fostering relations with the world through digital spaces



RESEARCH COMMITTEE

Ensuring a fair and smooth path towards fulfilling careers for aspiring candidates



SOCIAL RESPONSIBILITY COMMITTEE

Inculcating social responsibility through initiatives of community service



STUDENT WELFARE AND SPORTS COMMITTEE

Pillars of student well-being



CLUBS AT SIBM



ENSEMBLE
The HR Club



FINERGY
The Finance Club



GEOCON
The Geopolitical &
Economics Club



ROTARACT
The Rotary Club



JHANKAAR
The Dance Club



SAAZ
The Music Club



SYMBEAT
The Literary Club



PRISyM
The Marketing Club



OPSESSION
The Operations Club



SCALe
The Entrepreneurship
Club



HIPPOCAMPUS
The Creative Club



TOASTMASTERS
The SIBM-B
Toastmasters Club



JZAA
The Drama Club



DATALYTICS
The Analytics Club

PLACEMENT SNAPSHOTS



OUR PROMINENT RECRUITERS



NEW RECRUITERS



ANANDRATHI
Private Wealth. uncomplicated



ATHER



DIAGEO



IndusInd Bank

JASPER COLIN



kyndryl

Mahindra
FINANCE



ORACLE



protiviti®
Global Business Consulting



SCALER

solarwinds



SWIGGY



THOUGHTFOCUS



unicharm

VMENTOR.ai
Accelerating Growth

whatfix

wooqer

EVENTS



EVENTS AT SIBM

Utopia: International Festival



Samaagam: Alumni Connect



Revelation: Inter-college cultural



Alchemy: Management Conclave



TEDx SIBM Bengaluru



Utthaan: For the children of the world



GUEST SESSIONS



GUEST SESSIONS

Mr. Gaurav Sharma

Hindustan Coca-Cola Beverages



Mr. Shoubhik Bose

Wells Fargo



Ms. Laya Wilson

V-Guard



Mr. Sanjiv Bavishi

Kyndryl



Mr. Hari Kumar

PwC



Mr. ArunKumar B.P.

Infosys



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