



**SYMBIOSIS INSTITUTE OF BUSINESS MANAGEMENT**  
**BENGALURU**

# **CORPORATE** **BROCHURE** **2023**

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# ABOUT US

**Symbiosis Institute of Business Management (SIBM) 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. SIBM-B aims to provide a '**quantitative difference**' in management education by focusing on data analytics across all specialties.

# MESSAGE FROM THE CHANCELLOR AND VICE CHANCELLOR



**Chancellor**  
**Prof. Dr. S B Majumder**

"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 rigor, 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. Rajani Gupte**

"It has been an honor to witness SIBM Bengaluru achieve such impressive growth in a relatively short period of time. The institute has had a successful run of 15 years, constantly improving and expanding its offerings with the addition of MBA programs in Business Analytics and Quantitative Finance. I believe this dynamic approach has contributed to the institute's success and helped it to stand out. I commend the hard work of everyone involved in the growth of the institute and offer my best wishes and full support."

# MESSAGE FROM THE DIRECTOR AND DEPUTY 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."



## **Deputy Director** **Prof. A Vidyasagar**

"It is a privilege to serve as the Deputy Director of SIBM Bengaluru at this crucial point in the institute's development. SIBM Bengaluru has a rich history, but also brings a fresh perspective through its focus on world-class research, building strong partnerships with businesses, and providing a transformative experience for our students. The top priority of SIBM Bengaluru is to instill in our students a sense of purpose as managers to make a meaningful impact, and to expand their intellectual horizons so that they graduate with the skills and confidence to succeed in the business world and society as a whole."

# ACADEMIC DETAILS



2023-2024

# WHAT SETS US APART

## Orion Research Paper

SIBM Bengaluru's research publication, "Orion," is produced by the Research Committee to help students gain a strong foundation in various management subjects and enhance their resumes. The journal features research papers on various management topics written by SIBM Bengaluru students. These papers, which are the result of in-depth research on management subjects, aim to increase students' knowledge and improve their profiles, giving them an advantage over their peers as they embark on careers in the business world as future managers.



## Research Center

SPaRC is a research center at SIBM-B that aims to encourage and support high-quality research. It provides a platform for academics and students to participate in research projects on a regular basis, with the goal of motivating and engaging them in research activities. The center also aims to provide assistance to institutions in order to increase their research output.

**SPaRC**

SIBM-B Publication and Research Center

# WHAT SETS US APART

## Bloomberg Terminals

The goal is to leverage their expertise to maximize market performance through a customized keyboard and monitors that enhance the features and performance of the Bloomberg Professional Service. Seven additional Bloomberg terminals have been added to the existing one, increasing the total number of terminals to eight and ensuring that more students have access to Bloomberg.



## Harvard Business Review



SIBM Bengaluru has a partnership with Harvard Business School Publishing to offer courses to MBA students. These courses provide a comprehensive overview of various business subjects and help students establish a strong foundation for their business education. The case studies included in the courses also give students a practical and realistic understanding of the material.



# Curriculum - MBA Core

## SEMESTER 1

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

## SEMESTER 2

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

# Curriculum - MBA Core

## Marketing

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

## Finance

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

## Operations

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

## Human Resources

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

# Curriculum - MBA Business Analytics

## Semester 1 & 2

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

## Semester 3 & 4

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

# Curriculum - MBA Quantitative Finance

## Semester 1 & 2

- Business Statistics
- Financial Management
- Microeconomics
- OB & HRM
- Business Communication
- Financial Accounting
- Financial Mathematics
- Legal Aspects of Business
- Management of Operations
- Technology in Business
- History of Finance
- Corporate Social Responsibility
- Integrated Disaster Management
- Essentials of Marketing Management
- Financial Econometrics
- Financial Statement Analysis
- Macroeconomics
- Stochastic Processes for Finance
- Cost Accounting
- Strategic Management
- Business Analytics
- Security Analysis and Portfolio Management
- Venture and Private Equity Funding
- Corporate Governance and Ethics

## Semester 3 & 4

- Project
- Commercial Banking
- Corporate Valuation
- Derivative Markets
- Fixed Income Markets
- Financial Modeling
- Financial Risk Management
- Research Publication
- Advanced International Finance
- Empirical Asset Pricing
- Fintech
- Concepts and Applications in Sustainability
- Sustainable Finance and Responsible Investment

# ADMISSION PROCESS



**PREPARATION**



**SNAP TEST**



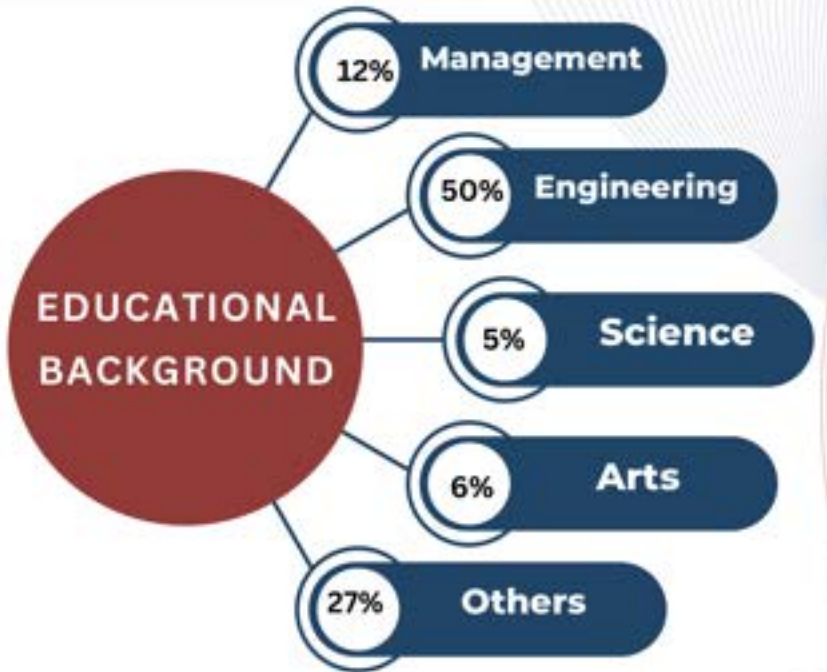
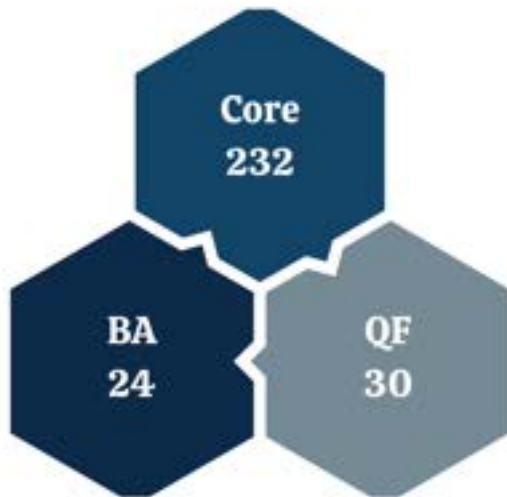
**JOINING**



**GE-PI WAT**

# BATCH PROFILE 2023

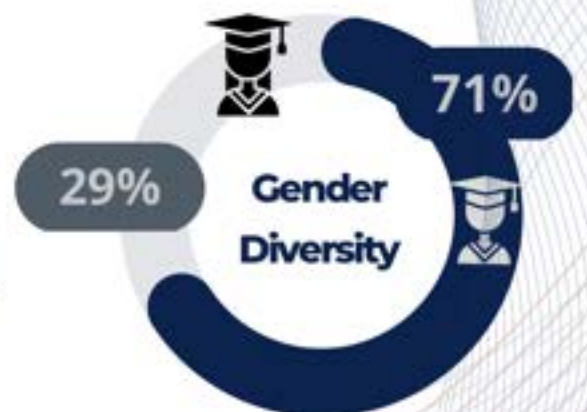
## BATCH PROFILE



## FINAL PLACEMENTS

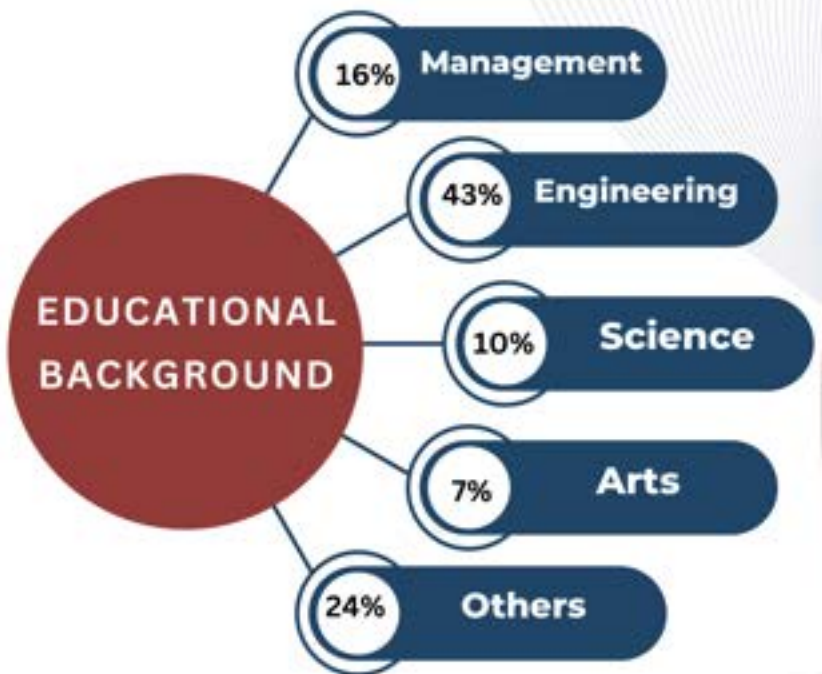
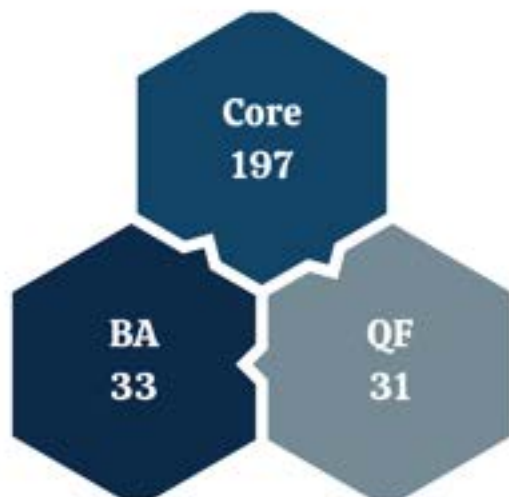


## WORK EXPERIENCE



# BATCH PROFILE 2024

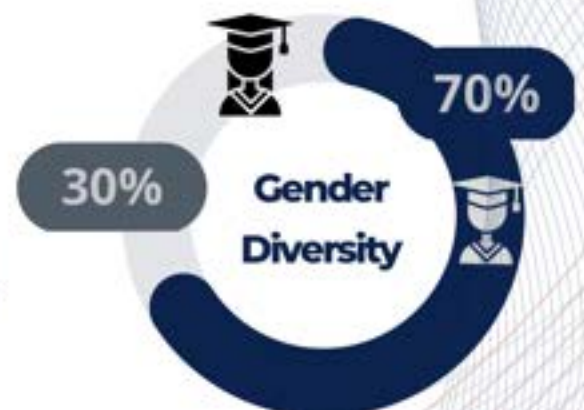
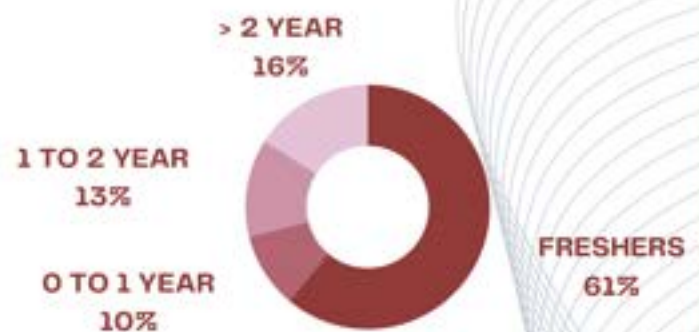
## BATCH PROFILE



## SUMMER INTERNSHIPS



## WORK EXPERIENCE



# COMMITTEES AT SIBM

## ACADEMIC PROGRAM COMMITTEE

Connecting students to academic excellence via faculty-assistance and upskill events

## ALUMNI COMMITTEE

Ensuring perennial contact between the students present and past

## CORPORATE RELATIONS & PLACEMENTS COMMITTEE

Responsible for molding corporate leaders by harnessing career opportunities

## PUBLIC RELATIONS, MEDIA & IT COMMITTEE

Forging and fostering relations with the world through digital spaces

## SOCIAL RESPONSIBILITY COMMITTEE

Inculcating social responsibility through initiatives of community service



# COMMITTEES AT SIBM

## ADMISSIONS COMMITTEE

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

## CONFERENCE & EVENTS COMMITTEE

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

## CULTURAL & INTERNATIONAL RELATIONS COMMITTEE

They foster ever lasting ties and bring cultural diversity through events

## RESEARCH COMMITTEE

Facilitating holistic understanding of the academic world through interactive knowledge-building

## STUDENTS WELFARE & 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 SIBMB  
Toastmasters Club



**JZAA**  
The Drama Club



**DATALYTICS**  
The Analytics Club



# PLACEMENT SNAPSHOTS



2023-2024

# OUR PROMINENT RECRUITERS



An S&P Global Company



Technologies



Enduring Value



Navigate your next



JPMORGAN CHASE & Co.



POWER OF SIMPLICITY



WITH YOU ALWAYS



Catalyzing Your Impact



RESOLVE EVOLVE



# NEW RECRUITERS



# EVENTS AND ACHIEVEMENT



2023-2024

# EVENTS AT SIBM



**Utopia:**  
**International Festival**



**Alchemy:**  
**Management Conclave**



**Utthaan:**  
**For the children of the world**



**Revelation:**  
**Inter-college culturals**



**TEDx SIBM Bengaluru**



**Samaagam:**  
**Alumni Connect**

# ACHIEVEMENTS

01



Research paper published  
by IIM Bangalore

'Mapping Climate Themes from 2008-2021 - An analysis of business news using topic models', hosted by the IIM, Bangalore.

02



Techniti, Genesis by FMS

Students secured 1st position in the Infographics Design competition - Techniti by FMS Delhi

03



BizQuiz 1.0 by IIM Rohtak

Students secured 1st position as Team Data Detectives at BizQuiz by IIM Rohtak

04



DSRW Swimming  
Competition

Student from SIBM secured 3rd position in 100m Freestyle Swimming competition by SIMS Pune

05



Tata Crucible Campus  
Quiz by TATA

Student won cluster 3 finals at Tata Crucible Campus Quiz 2022 by TATA Group

06



HPAIR 2022 Asia  
Conference

Student got selected as a delegate for 2022 HPAIR Asia Conference



# CONTACT US



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SIBM Bengaluru



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