



॥वसुधैव कुटुम्बकम्॥

**SYMBIOSIS**

SCHOOL FOR ONLINE AND DIGITAL LEARNING

Elevate your Career to  
Global Level

# Online MBA Degree Programme

Symbiosis School for Online and Digital Learning (SSODL)



## Chancellor's Message



**Prof. Dr. S. B. Mujumdar**

**Founder and President, Symbiosis  
Chancellor, Symbiosis International  
(Deemed University)**

National Education Policy 2020 has recommended online and digital education. University Grants Commission (UGC) has selected prestigious universities in India to impart ODL programs and I am happy that Symbiosis International (Deemed University) is among these universities. SIU has created a separate School for imparting quality education through Online and Digital Learning modes for Indian & International students.

I welcome you to the ODL School with a view to acquiring quality education in different subjects and enhancing your employability, and entrepreneurship skills.

**May God bless you!**

# Pro-Chancellor's Message



**Dr. Vidya Yeravdekar**

**Principal Director, Symbiosis Society  
Pro-Chancellor, Symbiosis International  
(Deemed University)**

Post-pandemic, the importance of online education needs no justification. The United Nations under Sustainable Development Goals 4 (SDG 4) has mandated to eliminate discrimination in education and provide easy access to quality education. The Govt. of India has introduced the New Education Policy in 2020 which proposes revision and revamping of all aspects of the education structure and to create a system that is aligned with the aspirational goals of the 21st century and SDG 4.

In order to fulfil the mandate of SDG 4 and the NEP and to improve access to quality education, SIU has introduced programmes in the online and digital learning mode.

Symbiosis International University has been awarded Category-1 status by UGC as we have been developing high-quality online programmes for those who could not join the 'on-campus' programmes and were interested in continuing to learn with Symbiosis. These online programmes are developed by the best faculty of SIU. Students who join the online programmes will also get some opportunities to be on our beautiful University campus and experience campus life.

We will empower you with the requisite knowledge to help you apply this knowledge for the betterment of society.

**Welcome to SSODL!**

## Vice-Chancellor's Message



**Dr. Rajani Gupte**

**Vice-Chancellor,  
Symbiosis International (Deemed University)**

Symbiosis International (Deemed University), Pune offers the kind of education needed for leadership in a rapidly changing world. While continuing to work towards improving our offerings, we look for newer ways to deliver and improve access to quality education - hence the School of Online and Digital learning.

Symbiosis School for Online and Digital Learning (SSODL), offers programs from the faculties of Management, Computer Studies, Health Sciences, Media & Communication, Humanities & Social Sciences.

In the present dynamic world there is increasing use of technology. SSODL leverages technology for learner support and program learning delivery in synchronous and asynchronous mode. The school uses a state-of-art recording facility for programme recordings and the programme structure is aligned to the program being delivered through regular mode, providing flexible learning opportunities, e-Learning materials and full-fledged programme delivery through the internet, using technology-assisted mechanisms and resources. The pedagogy ensures that the learning is holistic, flexible and learner-centered.

## Provost's Message



**Dr. Rajiv Yeravdekar**

**Provost,  
Faculty of Health Sciences Symbiosis  
International (Deemed University)**

We live in an extremely complex and dynamic world. The world is undergoing rapid changes in the knowledge landscape. Technology has become an integral part of our daily lives. With various dramatic, scientific and technological advances in every field, there is a parallel rise in the demand for professionally qualified professionals in the field of management, economics, media and communication and health sciences, especially driven by the impact of technology in the design and delivery of academic programs.

At the Symbiosis School for Online and Digital Learning (SSODL), we offer programs in various domains of healthcare including healthcare management, clinical research, nutrition & dietetics, nursing and disciplines related to healthcare such as health communication, hospital architecture planning and design etc. In addition to these programs, the SSODL also offers undergraduate and postgraduate programs in economics, media, and computer management in the online mode of delivery. The program content and delivery is through the experts in relevant disciplines. Our endeavor is on leveraging technology to create a wholesome environment of complete teaching and learning.

The School for Online and Digital Learning (SSODL) is equipped with a full-fledged call centre for addressing the issues faced by learners. The learning material which would facilitate self-learning is available to the learners on the learning management platform. The learning management platform would also provide access to the recordings of the videos of the sessions. The school would be using technology for assessment thus creating a complete contactless process from enrolment to teaching learning to assessment.

# Message from Dean, Academics and Administration



**Dr. Bhamha Venkataramani**

**Dean,  
Academics and Administration**

Distance education leverages technology and offers enormous opportunities to impart quality education -i.e. domain expertise and important life skills. The Internet has made it possible to make education accessible to interested learners thus preparing them for the increasingly complex VUCA (Volatile, Uncertain, Complex, and Ambiguous) world. In the context of the increasing demand for access to quality education, the challenge for academics is to align with the dynamic changes and requirements of such a complex world and ensure relevant academic content, effective delivery of the same and appropriate assessment of the attainment levels.

Symbiosis School for Online and Digital Learning (SSODL) has been established to offer quality education through a variety of undergraduate and postgraduate programmes under its eight faculties. A visit to the SSODL website will help you appreciate the expertise of our in-house subject matter experts in curating industry-relevant programs, courses, and academic interventions that will make one's learning experience meaningful. The academic inputs would prepare the learner with a strong theoretical, analytical and practical understanding of the subject that would equip the learner for a challenging career and responsible citizenry.

The program would be delivered by leveraging the four-quadrant approach as mandated by the distance education bureau of UGC. The four quadrants are provision of (i) e- tutorials which would be delivered through the video content, (ii) e-content through e-books, (iii) a discussion forum which would be a platform for query resolution and discussion with subject matter experts and (iv) appropriate assessment tools which would be a mix of continuous assessment and end of term assessment.

**We look forward to engaging with you and becoming a significant part of your academic journey!**

# Message from Dean, Faculty of Management



**Dr. R Raman**

**Dean,  
Faculty of Management**

Symbiosis School for Online & Digital Learning (SSODL) is a constituent of Symbiosis International (Deemed University) and provides learners opportunities to learn a spectrum of programmes in management discipline in the online mode. All the online courses are well curated which motivates and engages learners, irrespective of their physical location. An extremely engaging mix of different learning methodologies such as live lectures, master classes by professors, projects and assignments will not only help in accelerated learning but also help to catapult the career of learners.

## Director's Message



**Dr. Parimala Veluvali**

**Director,  
Symbiosis School for Online and Digital Learning**

Access to good quality education is becoming increasingly important and is the key to empowerment. The Symbiosis School for Digital and Online Learning (SSODL) has been set up essentially to provide quality education in the domains of Health care, Management, Computer sciences and Humanities delivered in distance, online and digital mode. Programmes offered under these domains provide professional education to learners in a student-centric manner.

At SSODL, learning is designed keeping in mind learner engagement, so in addition to rich content developed by subject experts, learners have access to live lectures delivered in a synchronous mode and can engage with professors through interactive discussion forums. Our Business, Technology, Humanities, and extremely well-received Health Care programmes, equip our students to become leaders with moral depth and intellectual rigour.

The Symbiosis School of Online and Digital Learning Pune, located in the lush green Symbiosis International (Deemed University) main campus at Lavale, Pune, is the Centre of education and culture, providing students with an exceptional opportunity to interact with peers from across the globe and network.

I invite all of you to join the learning community at SSODL, which offers the dual benefit of receiving top-quality online learning experience combined with the recognition of studying at a globally ranked University.

**Welcome to SSODL, a community of lifelong learners!**



# About Symbiosis International (Deemed University)

Prof. Dr. S. B. Mujumdar established Symbiosis in 1971 on the principles of the Vedic thought of “Vasudhaiva Kuttumbakam”, i.e. the world is one family. With changes sweeping across India’s higher education scenario, Symbiosis International (Deemed University) (SIU) established need-based Constituent Institutes / Departments across eight faculties of Law, Management, Computer Studies, Health Sciences, Media & Communication, Humanities & Social Sciences, Engineering and Architecture & Design. Due to the excellence and quality of education imparted by Symbiosis Institutes, the Ministry of Human Resource Development, Govt. of India conferred the ‘Deemed to be University’ status on Symbiosis in 2002.



## Approvals & Accreditations

- The University is awarded Category-I status by UGC and an A++ grade by NAAC in the third assessment cycle
- The University is also ranked 32nd in the Universities Category of NIRF 2022
- The University is ranked tenth in the category of 'University & Deemed to be University (Private-Self-Financed)' in Atal Ranking of Institutions on Innovation Achievement (ARIIA) 2021
- Times Higher Education (THE) World University Ranking 2022 has ranked Symbiosis International University amongst the top 800- 1000 Universities in the World
- The University is also ranked in the top 350 Universities in Asia by the QS Regional Rankings
- The only Indian University to have received the Asia Pacific Quality Label

# About Symbiosis School for Online and Digital Learning (SSODL)

Symbiosis School for Online and Digital Learning (SSODL) is a constituent of the prestigious Symbiosis International (Deemed University) (SIU). SSODL offers online programmes (UG & PG) Degree that are UGC entitled and AICTE approved.

Programmes offered by SSODL are delivered in an online and digital mode imparting the same skills, knowledge, and domain expertise of regular physical programmes offered under Symbiosis in terms of academic rigour, excellent faculty, and a learner-centric outcome-based education, along with the flexibility of self-paced learning. Our Business, Technology, Humanities, and extremely well-received Health Care programmes, equip our students to become leaders with moral depth and intellectual rigour.



AICTE Approved



UGC Entitled

## #TheSymbiEdge

**25+**  
Real Teaching  
Faculties

**80000+**  
Active Students

**12Lac+**  
Strong Alumni  
Network

**51+**  
Year of Legacy  
Symbiosis  
International  
University

# Programme Overview

The Online MBA Degree Programme from Symbiosis School for Online and Digital Learning (SSODL) is designed for individuals seeking to enhance their strategic intelligence and pursue an excellent corporate career. This programme offers learners the opportunity to equip themselves with the skills and knowledge required to be a contemporary and effective leaders in today's rapidly changing business environment. Learn from the globally recognized institution to develop the knowledge that will make professionals stand out globally in these challenging times.

The curriculum is created by leading B-School experts of Symbiosis, and it is taught by competent faculty, ensuring that students receive the highest quality education. Specializations include Marketing, HR, Finance, Operations, Business Analytics, International Business, Hospital and Healthcare Management, Agri Operations Management, Logistics, and Supply Chain Management. Advance your professional growth, acquire the skills and knowledge in high demand in today's job market, and achieve your career aspirations.



# Programme Highlights

Symbiosis online Degree Programme  
equally credible as offline



100% Online Programmes- No  
campus visit required

Online assessments as per  
UGC Guidelines



24\* 7 Access to Learning  
Management System

Curriculum developed by experts  
from top 10 Symbiosis Institutes  
in India



Access to recorded sessions- learn  
at your own pace

Live Teacher- student lectures  
& interactions



Peer-to-peer doubt sharing &  
solving sessions

## Programme Details

<b>Duration</b>	24 Months (Online)
<b>Eligibility</b>	Graduate from any recognized University/ Institution of National Importance with a minimum of 50% marks or equivalent grade at graduation level.
<b>Assessments</b>	All courses will have 30% internal component and 70% external component [University] examination.
<b>Standard of Passing</b>	<ul style="list-style-type: none"><li>• The assessment of the student for each examination is done, based on relative performance. Maximum Grade Point (GP) is 10 corresponding to O (Outstanding).</li><li>• For all courses, a student is required to pass both internal and external examinations separately with a minimum Grade Point of 4 corresponding to Grade P.</li><li>• Students securing less than 40% absolute marks in each head of passing will be declared FAIL. The University awards a degree to the student who has achieved a minimum CGPA of 4 out of maximum of 10 CGPA for the programme.</li></ul>

## Details on Examination & Evaluation

- ◇ Online Examinations (Remote Proctored)
- ◇ Continuous evaluations: 30% of the total marks  
Term-end Evaluations: 70% of the total marks
- ◇ Internal evaluation will have two components for every course, Average marks will be taken
- ◇ External Examinations will be scheduled on weekends
- ◇ Timetable will be provided for the students well in advance
- ◇ Internal Exam will be on the LMS
- ◇ External Examinations will be online proctored exams either through the LMS or through a separate exam portal for which the student will receive the login credentials.

## Syllabus Breakdown

### Semester 1

- ▶ Business Statistics
- ▶ Marketing Management
- ▶ Financial Accounting
- ▶ Operations Management
- ▶ Legal Aspects of Business
- ▶ Human Resource Management
- ▶ Research Methodology
- ▶ Microeconomics
- ▶ Technology in Business
- ▶ Data Driven Decision Making

## Semester 2

- ▶ Organizational Behaviour
- ▶ Operations Research
- ▶ Macroeconomics
- ▶ Financial Management
- ▶ R Programming
- ▶ Project Management
- ▶ Management Information Systems
- ▶ Business Communication
- ▶ Consumer Behaviour and Insights
- ▶ Digital Marketing
- ▶ Design Thinking
- ▶ Innovation Management

## Semester 3

### Generic Core Courses

- ▶ Project (Internship)
- ▶ Corporate Governance and Ethics
- ▶ Crisis Management in Business
- ▶ Strategic Management
- ▶ AI and ML for Business Management

### Specialization

#### Marketing

- ▶ Brand Management
- ▶ Integrated Marketing Communication
- ▶ Services Marketing
- ▶ Sales Force and Channel Management

#### Human Resource Management

- ▶ Talent Management
- ▶ Compensation and Reward Management
- ▶ Learning and Development
- ▶ HR Analytics



## Finance

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- ▶ Derivative Markets
- ▶ Mergers and Acquisitions
- ▶ Corporate Valuation
- ▶ Security Analysis and Portfolio Management

## Operations

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- ▶ Procurement and Materials Management
- ▶ Service Operations Management
- ▶ Total Quality Management
- ▶ Operations Planning and Scheduling

# Semester 4

## Generic Core Courses

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- ▶ Project
- ▶ Entrepreneurship
- ▶ Global Business Environment
- ▶ Conflict and Negotiation
- ▶ Doing Business in India
- ▶ Business Transformation and Organizational Turnaround

## Specialization

## Marketing

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- ▶ Marketing Analytics
- ▶ Retail Management
- ▶ Customer Relationship Management
- ▶ Product Management

## Human Resource

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- ▶ Organizational Development and Change
- ▶ Management of Diverse Work Force
- ▶ Leadership and Capacity Building
- ▶ Industrial Relations

## Finance

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- ▶ Investment Banking
- ▶ Financial Engineering and Analytics
- ▶ International Finance
- ▶ Behavioral Finance

## Operations

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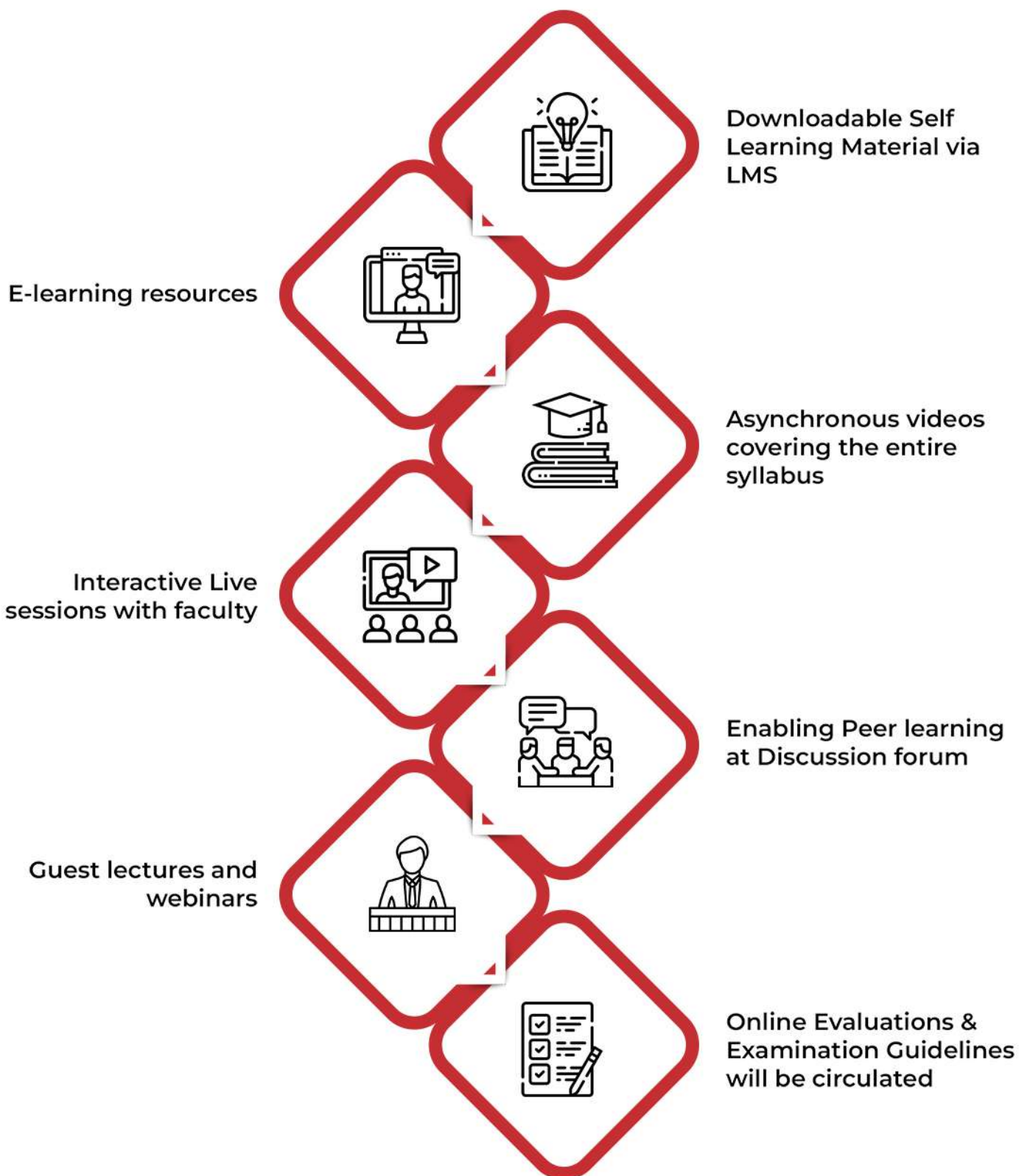
- ▶ Outsourcing and IT Delivery Models
- ▶ Theory of Constraints
- ▶ Digital Manufacturing and Analytics
- ▶ Lean Six Sigma

## Other specializations available

- ❖ Agri operations Management
- ❖ International Business
- ❖ Hospital and Health Care Management
- ❖ Logistics and Supply chain Management
- ❖ Business Analytics




# Detailed Information on E-Learning Content



Learning at SSODL is in a student-centric manner.  
It will happen through the 04-quadrant learner-centric approach.

# Specimen Certificate

Certificate No. \_\_\_\_\_

  
संयुक्त विद्यापीठ

**SYMBIOSIS  
INTERNATIONAL (DEEMED UNIVERSITY)**

(Established under Section 3 of the UGC Act, 1956)  
Re-accredited by NAAC with 'A' Grade (3.58/4) | Awarded Category - I by UGC

*We, the Chancellor, Pro Chancellor, Vice Chancellor and  
Members of the Board of Management and Academic Council  
of Symbiosis International (Deemed University) certify that*

*Name of the Student*

*Mother's Name: XYZ*


Photo of the  
Student

*[Student of Symbiosis School for Online and Digital Learning, Pune]  
has been examined and found duly qualified for*

*Master of Business Administration*

*delivered in Online mode  
and has secured CGPA 6.90 out of 10 in April 2024.  
The said degree has been conferred upon the student  
at the Twenty First Convocation held on  
Date of the Convocation*

*In testimony whereof is set the seal of the said University.*

*Vice Chancellor*  *Chancellor*

\*Master of Business Administration will be awarded at the end of semester IV.

\*MBA will be awarded taking into consideration the performance of all semester examinations after obtaining a minimum 4.00 CGPA out of 10 CGPA.

## Fee Details

Course	Fees (Indian)	Fees (International)
Master of Business Administration	INR 3,00,000/-	INR 3,00,000/-

## Scholarship / Fee Concession

- ◆ Scholarship/ fee concession of INR 50,000 on the Programme fee of INR 3,00,000. (Programme fee with scholarship: INR 2,50,000)

## Eligibility for Scholarship Applicants

- ◆ Candidates who possess two years of full-time work experience or
- ◆ Candidates who will make a one-time payment of the full programme fee.

# Admission Process

**Step 1**  
Register online



**Step 2**  
Fill up the online application form

**Step 3**  
Upload original scan copies of all the necessary documents



**Step 4**  
Pay online registration fees

**Step 5**  
Document verification by the institute for eligibility of the applicant



**Step 6**  
Pay online programme fees after the eligibility is verified

## Registration Fees

### ◆ Management - INR 1000

Important Note Refund/Cancellation: Registration fees are not refundable  
Programme/Admission fees Refund/Transfer will be as per the SIU policy.



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