



SYMBIOSIS

University of Applied Sciences, Indore

(Established by Govt. of M.P. vide Act No.23 of 2016 & Recognised by UGC u/s 2(f) of 1956 Act)



SKILL-MBA

First time in India

A Unique MBA Program developing sectoral Management Skills

MBA in
Banking, Financial Services
& Insurance

MBA in
Marketing Management



India's First Skill Development University

Bada Bangadda, Super Corridor, Near Airport, Indore - 453112. M.P.

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About Symbiosis Indore

Symbiosis University of Applied Sciences, Indore (SUAS) is a self-financed University established vide Government of Madhya Pradesh Gazette (extraordinary) No 2 of 2016 dated 13 June 2016, under provisions of the Madhya Pradesh Niji Vishwavidyalaya Adhiniyam, 2007. It has been established under the able leadership of Dr. S. B. Mujumdar, President and Founder, Symbiosis, and Dr. Swati Mujumdar, Vice President, Symbiosis Foundation.

Symbiosis University of Applied Sciences, Indore was established with active collaboration of leading industries and Universities from Germany and USA. We had imported specialized skill training machinery from Germany in our Lucas-Lab to impart hands-on practical training to its students.

It is India's First Skill University. Uniquely designed Under-graduate, Post-graduate and 5 yr. Integrated Programs in high-growth sectors like Banking, Financial Services and Insurance Management, Marketing, Retail and E-Commerce, Logistics & Supply Chain under Management stream. Computer Science and Information Technology, Data Sciences, Mechatronics, Automobile under the Engineering stream. The University ensures learning by doing with 70% focus on Skill & Practical learning and 30% focus on Theory based learning.

The students get exposed to latest cutting-edge technologies through specialized skill training labs & Centres of Excellence in the University campus set up with industry inputs. Coupled with this, the students are also sent for industry internships, to ensure that the skills obtained are practiced in real-life industry scenarios. Industry-relevant projects, case studies, and simulation-based exercises form an integral part of the course curriculum.

Hands-on training at the well-equipped labs makes students industry ready from the day one of the graduation. Top companies in a variety of industries are hiring this industry-ready workforce at very high salaries, resulting in a 99.99 percent placement rate.

Top recruiters include Citibank, ICIC, HDFC, TATAAIG, TCS, YAsh Technologies, AOn, LIC, Jio, Hyundai, Man, Volve, and Maruti.

The university has also been promoting entrepreneurship through various activities and expert sessions that instill the skills needed to become a successful entrepreneur. This has also started yielding results, with many students starting their own businesses from the scratch.

The University provides 18 Skills-based certifications from IBM, TCS iON, Google, Microsoft, Deloitte, NISM, Simplilearn, CFI- USA. 24 Virtual internships/Live projects/ Virtual experience certifications from HSBC Bank, Citi Bank, J.P. Morgan, Future Impact, Fidelity International KPMG, PwC.

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Message from Chancellor

India is passing through a historic period called Demographic Dividend. We must provide skills to our youth to enable our country to reap its benefits. In order to achieve this, our Hon'ble Prime Minister has given us a clarion call "Skill India" and Symbiosis has taken a lead by establishing India's First residential Skill Development University called Symbiosis University for Applied Sciences, Indore.

I am confident that students seeking gainful employment and opportunities for entrepreneurship, will be immensely benefitted.

Dr. S. B. Mujumdar
Chancellor

(Awarded Padma Bhushan & Padmashree for excellence in education)



Message from Pro-Chancellor

Today, there is a huge requirement of skilled manpower in the industry. At the same time, students completing graduation from conventional universities are unable to find jobs due to lack of skills as per industry needs. To bridge this gap the newly established Symbiosis University for Applied Sciences will offer degree programs as well as short term courses at all levels in high growth sectors.

We have entered into collaborations with top industries in high growth sectors such as retail, logistics, manufacturing, automotive, construction etc. We have also established centers of excellence and learning factories on the campus. I am confident that this unique model supported by expert faculty will create a world-class experience for students leading to gainful employment & entrepreneurship.

Dr. Swati Mujumdar
Pro-Chancellor



Message from Vice-Chancellor

Symbiosis University of Applied Sciences (SUAS), Indore, is the first skill development university of the country. Specially designed UG, PG and 5-yrs Integrated courses in high-growth sectors like CSIT, Mechatronics, Robotics, Data Science, Digital Media, Logistics & Supply Chain, Retail & E-Commerce, BFSI, Automobile Engineering among others, ensures 70% learnings thru skill based & practical experience. Labs, workshops, specialized machineries (set up in collaboration with World's the best German Universities), Centers of excellence, Retail & Finance Labs, and augmented learning by doing clearly make us distinctive from the rest. Excellent placements, in top companies right from the first batch, are the outcome of our exclusive yearly internship and comprehensive training & development.



Dr Prithvi Yadav
Vice-Chancellor



ROAD MAP to SKILL MBA

- Qualification through entrance test : SKILL-CAT
- Candidates who score above the prescribed cut-off to be called for Selection process



Selection Process

- Presentation by student on pre-assigned topic
- Student portfolio
- Simulation games
- Personal Interview

Eligibility:

1. Minimum 60% marks or equivalent grade in X & XII examination
2. Minimum 55% marks or equivalent in 3-year bachelor's degree
3. Candidates have to appear in SKILL-CAT
4. NRI / International Students with GMAT, GRE valid score can apply
5. NRI candidate who has completed XII (10+2) or equivalent examination from any Foreign Board must obtain an equivalence certificate from AIU

Unique features of Skill MBA

- Carefully mapped job roles to the curriculum on the lines of Sector Skills Council (SSC) and National Skill Qualification Framework (NSQF)
- Learning-by-doing, students develop skills through industry projects & cross industry management skills
- Making students industry ready through strong industry- academia interface
- Continuous external industry assessments for skill component
- Incubation cell to develop entrepreneurship skills
- Mock bank for replicating the environment of a typical bank branch
- Unique Retail lab for skill development
- Finance Lab for replicating consumer interaction & education environment and for honing soft skills.
- School of Interdisciplinary Sciences for holistic development.
- Internships and Placements as per job profile under Sectors Skill Council of India

Why a Specialized MBA?

(first time in India by SUAS)

- Fully Residential Skill MBA
- Based on German Skill University MBA
- 70% learning through Skill & Practical activities
- Full Semester Internship in second year along with a regular Summer Internship
- Faculty resources with rich industry experience
- MoUs with organizations from various domains for continuous industry inputs
- Preparing industry ready students using Skill-based teaching and learning by doing through industry projects
- A unique selection process involving Skill-based evaluation through SKILL-CAT

Highest Package

MBA - 16 LPA

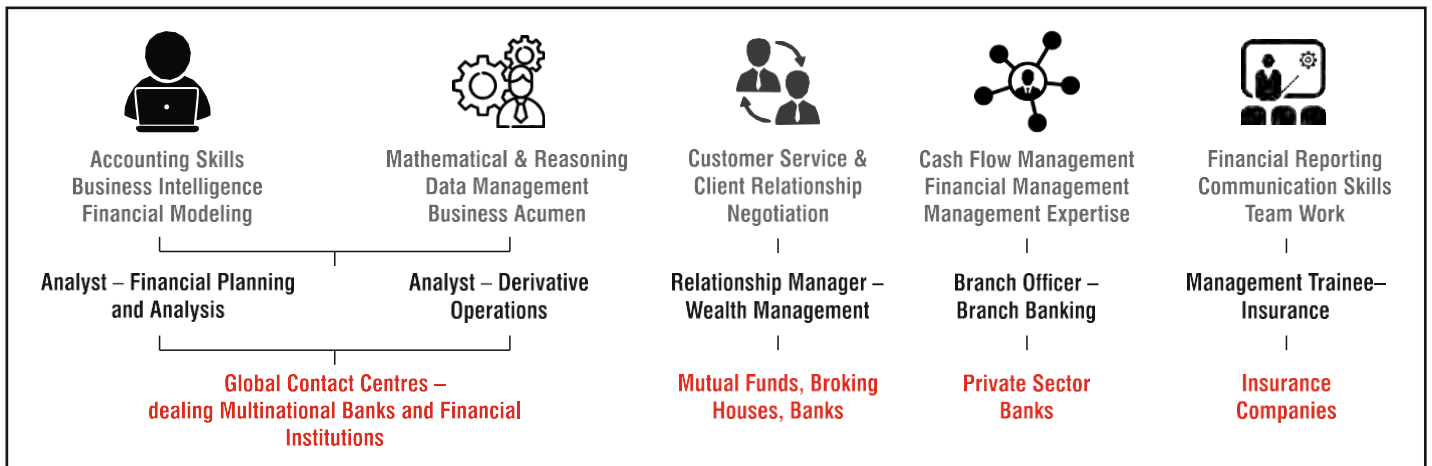
MBA in BFSI by School of Banking Financial Services and Insurance

Duration: 2 Years | Mode: Residential

The MBA (BFSI) program embraces numerous segments of Banking, Financial Services and Insurance domains which prepares students for a career in BFSI by providing in-depth industrial insights, analysis procedures and systems in the province. The program is well-designed with the objective to impart comprehensive knowledge, analytical & management skills along with real-time skill training for students.

Essential Skills & Competencies mapped to Job Roles in Industry

School of BFSIM focuses to impart necessary skills such as accounting skills, business intelligence, financial modeling etc. to the students. The skills set are carefully mapped with national skill qualification framework to make the students prepared for industry oriented job roles.



“Good banking is produced not by good laws, but by good bankers”.- Raghuram Rajan



Finance Plaza



Mock Bank



Finance Club



Branch Banking

Industry Visits & Guest Lectures



NSE Visit



Guest Lecture by Industry Expert



RBI Monetary Museum Visit

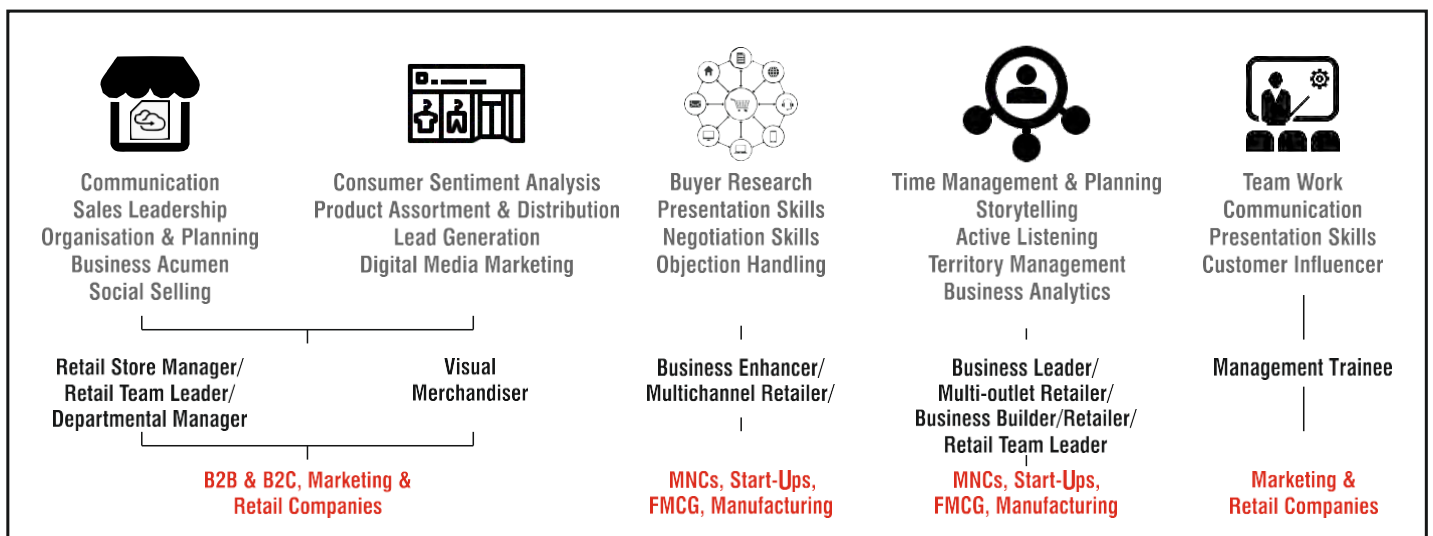
MBA in Marketing Management by School of Retail Management

Duration: 2 Years | Mode: Residential

The MBA (Marketing) program includes a thorough study of business management with special focus on its marketing and modern retail. This program trains students on advanced learning of the important concepts and skills to succeed in today's highly competitive marketing domain. Special focus on critical areas such as e-commerce applications, retailing, data analytics, network & digital marketing.

Essential Skills & Competencies mapped to Job Roles in Industry

School of Retail Management prominently focuses on industry oriented skill-based training. Involvement of marketing clubs students in the various events, industry visits, expert sessions, MoUs with topnotch companies works like a catalyst in process of preparing industry oriented marketing managers.



“Marketing is no longer about the stuff that you make, but about the stories you tell” – Seth Godin



Retail Lab



Product Assortment & Distribution



Marketing Club



Store Management

Industry Visits & Guest Lectures



Amul Factory Visit



Guest Lecture by Industry Expert



Sanchi Milk Plant Visit

The Residential Experience

- Residential program to match the rigour of academia
- Immersive learning through post-class activities
- Industry expert session through-out the week
- Flexi-time session & engagement beyond classroom through Student-Club activities
- Tennis Court and Basketball Court in Hostel Block
- Separate Hostel Buildings for Boys and Girls with A/c & Non-A/c Rooms
- Medical Centre on campus 24x7
- Twin Sharing Rooms with attached Bathrooms & Wardrobe
- 24x7 mini library in residential block
- Tuck shop with photocopy & stationary

Student Activities during the Day

#	Particulars
1	Classroom Teaching (internal faculty @9.30am -5.30pm; visiting faculty including industry experts @anytime based on availability)
2	Guest Lectures (anytime based on availability of industry leaders/experts)
3	Student's Club activities -Cultural Activities – Theatre / Skits / Jamming / Music sessions (Afternoon & evening)
4	Team building activities: Personality Development, Communication Skills, Aptitude training, multidisciplinary activities (anytime based on availability of experts)
5	Meditation/Zumba/Gym/Yoga/ Sports activities (morning & evening)
6	Workshops by industry leaders/experts / Practical & Skill sessions / Internship and placement related training and activities. Entrepreneurship skill demonstration. Company and Industry Analysis. (Anytime based on availability of experts)
7	Individual assignments, placement / internship / club related tasks, business competition prep, library time. (afternoon/evening)
8	Tutorials, monitored study sessions/ Simulation/ Group discussion. Handling Live Projects. (Afternoon/evening)
9	Self-study, preparation for next day's lecture and pre-readings and group assignments, library time (afternoon/evening)

* A typical day of a student will begin @ 630 a.m. and end at 1130 p.m.

* The institute may schedule classes / lectures at any time including on weekends depending on availability of faculty or Industry experts.

* Classroom Teaching includes Skill and Practical Sessions

Typical day schedule on campus

#	Time	Particulars
1	6:45 am to 7:45 am	Morning Yoga/Zumba/meditation sessions
2	9:30 am to 12:30 pm	Classroom contact hours*
3	12:30 pm to 1:30 pm	Lunch
4	1:30 pm to 4:30 pm	Classroom contact hours*/Tutorials/Preparations for next day session/group activities/personality development/aptitude sessions/club activities
5	4:30 pm to 5:30 pm	Doubt clarification, monitored study sessions/ group activities/personality development/aptitude sessions/club activities
6	5:30 to 6:30 pm	Sports activities
7	6:30 pm to 8:30 pm	Self-study, preparation for next day's lecture and pre-readings and group assignments, library time, club activities/interaction with Industry
8	8:30 pm to 9:30 pm	leaders/experts
9	9:30 pm to 11:30 pm	Individual assignments, placement / internship / club related tasks, business competition prep, library time/Team activities/
10	11:59 pm	Lights off



Program Structure : MBA in BFSI



Foundation Courses will have sessions on:

1. Basic mathematics & statistics
2. Basics of IT tools for management
3. Fundamentals of Management Concepts
4. Understanding of BFSI / Retail /Marketing Sector
5. Communication Skills & Personality Development
6. Basics of Financial Management & Accounting

Induction & Orientation Sessions:

1. Concept of Skill Based Curriculum
2. How to prepare for practical & skill-based components
3. How to prepare for classes
4. Introduction of Case Based learning.
5. Briefing about Continuous Evaluations including Practical & Skills Journals/ Term end exams
6. Briefing about Placements Process (including Internships)
7. Interaction with other departments (Library, IT, Residential, sports, Mess etc.)

Semester – I

- Accounting for Managers
- Managerial Economics
- Advance Management Practices
- Marketing of BFSI Products
- Banking & Financial Services
- Business Research Methods
-

Semester – IV

- Business Ethics (Online)
- Internship – II (Final)

Semester – II

- Principles and Practices of Insurance
- Taxation for Managers
- Financial Management
- Business Analytics
- Legal Aspects of BFSI
- Security Analysis and Portfolio Management
-
- Internship – I

Semester – III

- Wealth Management and Taxation
- Retail Banking Operations and Branch Banking
- Corporate Banking

Electives

- Financial Derivatives
- Fintech and Blockchain
- Investment Banking & Treasury management
- Entrepreneurship and Financing Startups
- Corporate Restructuring and Valuation
- Big Data and Data Visualisation



Program Structure : MBA in Marketing

Foundation Courses will have sessions on:

1. Basic mathematics & statistics
2. Basics of IT tools for management
3. Fundamentals of Management Concepts
4. Understanding of BFSI / Retail /Marketing Sector
5. Communication Skills & Personality Development
6. Basics of Financial Management & Accounting

Induction & Orientation Sessions:

1. Concept of Skill Based Curriculum
2. How to prepare for practical & skill-based components
3. How to prepare for classes
4. Introduction of Case Based learning.
5. Briefing about Continuous Evaluations including Practical & Skills Journals/ Term end exams
6. Briefing about Placements Process (including Internships)
7. Interaction with other departments (Library, IT, Residential, sports, Mess etc.)

Semester – I

- Fundamentals of Management
- HRM and Organizational Behavior
- Marketing Management
- Managerial Economics
- Accounting for Managers
- Business Research Methods
- Communication Skills and Conversational Skills

Semester – IV

- Enterprise Resource Planning (ERP) (Workshop Based) (Fundamental Subject)
- Entrepreneurship and Business Ethics (MOOC with INT) (Fundamental Subject)
- Internship (24 weeks) Approx. 6 months

Semester – II

- Operations & Supply Chain Management
- Basics of Retail Management
- Fundamentals of E-Commerce & Mobile Commerce
- Financial Management
- Sales and Distribution Management
- Strategic Marketing Management
- Personal Awareness and Development Skills
- Internship

Semester – III

Marketing (Major Specialization)

- Product and Brand Management
- Marketing Analytics
- Direct, Digital and Network Marketing
- Service Marketing

IDSC III

Retail (Minor Specialization)

- Rural Retailing
- Retail Merchandising and Category Management
- International Retailing

E-commerce (Minor Specialization)

- Internet and Web Designing
- E-Commerce Application and Securities
- Data Mining and Data Warehousing

Supply Chain (Minor Specialization)

- Integrated Logistics Management
- Warehousing Management & Production

Management

- Supply Chain Modelling
- Business Analytics (Minor Specialization)
- Business Intelligence and Forecasting
- Artificial Intelligence & Augmented Reality
- Data Mining and Data Warehousing

SUAS Infrastructure



Auditorium



Hostel



Library



Highly equipped Gymnasium



Hostel Rooms

Life @ SUAS



Top Recruiters & Industry Tie-Ups



Industry Tie-ups & MoUs



Foreign Collaborations



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