

DEVI AHILYA VISHWAVIDYALAYA, INDORE

INTERNATIONAL INSTITUTE OF PROFESSIONAL STUDIES

PROGRAMME CODE: PS6C

PROGRAMME TITLE: MASTER OF BUSINESS ADMINISTRATION (MS) 5 YEARS Integrated Program

OBJECTIVES:

The broad objectives of the M.B.A. programme are as follows:

- To develop knowledge in core areas of business including finance, marketing, management and strategy, based on current research and practices
- To inculcate skills essential for managers i.e., decision making skills, leadership skills, communication skills and team working abilities
- To inculcate an attitude of compassion towards fellow beings, commitment towards work and sense of social purpose among students for becoming responsible citizens.

ELIGIBILITY:

Higher Secondary (10+2) with at least 50% marks in aggregate or an equivalent grade for General / OBC candidates, and 45% marks in aggregate or an equivalent grade for SC/ST and Differently Abled (DA) category candidates from a recognized Board.

AGE LIMIT: As per the directives of Government of Madhya Pradesh, there is no upper age limit for admission to various programmes.

ADMISSION PROCEDURE:

As decided by Devi Ahilya Vishwavidyalaya from time to time.

SEATS: 120 (reservation as per state Govt. rules).

DURATION: Ten Semesters (Five Years).

FEE STRUCTURE (2020-25):

Semester	Academic Fee	Development & Maintenance Fee	Students' Services Fee		Examination Fee	Total (Rs.)	
			Boys	Girls		Boys	Girls
First	21000	19500	3300	3111	2500	46300	46111
Second	21000	19500	2911	2722	2500	45911	45722
Third	21000	19500	3300	3111	2500	46300	46111
Fourth	21000	19500	2911	2722	2500	45911	45722
Fifth	21000	19500	3300	3111	2500	46300	46111
Sixth	21000	19500	2911	2722	2500	45911	45722
Seventh	21000	19500	3300	3111	2500	46300	46111
Eighth	21000	19500	2911	2722	2500	45911	45722
Ninth	21000	19500	3300	3111	2500	46300	46111

DEVI AHILYA VISHWAVIDYALAYA, INDORE

Tenth	21000	19500	2911	2722	2500	45911	45722
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- Caution money (Refundable) of Rs. 4000/- will be charged additionally in the first semester.
- Alumni Fee of Rs. 500/- will be charged extra in the first semester.
- If a student repeats a paper(s) in a semester, an additional fee of Rs.500/- per paper shall be payable.
- For NRI/ FN/ PIO Candidates, a fee of US\$ 3500 Per Annum shall be payable on yearly basis. They will have to pay a refundable deposit of US\$ 500 once at the time of admission.
- Hostel Fee and Central Library Fee will be extra.

PROGRAMME STRUCTURE (2020-25):

First Semester:

Code	Title	Credits (L T P)
PS6C-101	Principles & Practices of Management	4 (4-0-0)
PS6C-103	Financial Accounting	4 (4-0-0)
PS6C-105	Interpersonal & Organization Behavior	4 (4-0-0)
PS6C-107	Business Mathematics I	4 (4-0-0)
PS6C-109	Fundamentals of Computer and Web Technology	4 (4-0-0)
PS6C-111	Language Proficiency I- (English)	4 (4-0-0)
PS6C-151	Comprehensive Viva	4

Second Semester:

Code	Title	Credits (L T P)
PS6C-102	Cost Accounting	4 (4-0-0)
PS6C-104	Business Mathematics-II	4 (4-0-0)
PS6C-106	Programming Using C++	4 (4-0-0)
PS6C-108	Business Law	4 (4-0-0)
PS6C-110	Business Statistics-I	4 (4-0-0)
PS6C-112	Business Communication	4 (4-0-0)
PS6C-152	Comprehensive Viva	4

Third Semester:

Code	Title	Credits (L T P)
PS6C-201	Marketing Management	4 (4-0-0)
PS6C-203	Management Accounting	4 (4-0-0)
PS6C-205	Language Proficiency-II (French)	4 (4-0-0)
PS6C-207	Managerial Economics	4 (4-0-0)
PS6C-209	Business Statistics II	4 (4-0-0)
PS6C-211	RDBMS	4 (4-0-0)
PS6C-251	Comprehensive Viva	4

DEVI AHILYA VISHWAVIDYALAYA, INDORE

Fourth Semester:

Code	Title	Credits (L T P)
PS6C-202	Macro Economics	4 (4-0-0)
PS6C-204	Income Tax	4 (4-0-0)
PS6C-206	Quantitative Techniques	4 (4-0-0)
PS6C-208	Human Resource Management	4 (4-0-0)
PS6C-210	Purchase & Materials Management	4 (4-0-0)
PS6C-212	E- Business Fundamentals	4 (4-0-0)
PS6C-252	Comprehensive Viva	4

Fifth Semester:

Code	Title	Credits (L T P)
PS6C-301	Financial Management I	4 (4-0-0)
PS6C-303	Operation Research	4 (4-0-0)
PS6C-305	Marketing Strategies	4 (4-0-0)
PS6C-307	Econometrics	4 (4-0-0)
PS6C-309	Indirect Taxes	4 (4-0-0)
PS6C-311	Project Management	4 (4-0-0)
PS6C-351	Comprehensive Viva	4

Sixth Semester:

Code	Title	Credits (L T P)
PS6C-302	Fundamentals of Machine Learning and Artificial Intelligence	4 (4-0-0)
PS6C-304	Entrepreneurship	4 (4-0-0)
PS6C-306	Forecasting Techniques	4 (4-0-0)
PS6C-308	Financial Management II	4 (4-0-0)
PS6C-310	Business Environment	4 (4-0-0)
PS6C-312	Production and Operation Management	4 (4-0-0)
PS6C-314	Lab- Data Visualisation	2 (0-0-4)
PS6C-352	Comprehensive Viva	4

DEVI AHILYA VISHWAVIDYALAYA, INDORE

Seventh Semester:

Mode	Code	Title	Credits (L T P)
Compulsory	PS6C-403	Statistical Data Analysis	2 (0-0-4)
Marketing – A (Dual)	PS6C-421	Integrated Marketing Communication	4 (4-0-0)
	PS6C-423	Sales and Distribution Management	4 (4-0-0)
	PS6C-425	Consumer Behaviour	4 (4-0-0)
Marketing – B (Single)	PS6C-427	Rural and Retail Marketing	4 (4-0-0)
	PS6C-429	Global Marketing	4 (4-0-0)
	PS6C-431	Digital Marketing	4 (4-0-0)
Finance – A (Dual)	PS6C-433	Security Analysis and Portfolio Management	4 (4-0-0)
	PS6C-435	Financial Market and Financial Services	4 (4-0-0)
	PS6C-437	Insurance and Banking	4 (4-0-0)
Finance – B (Single)	PS6C-439	Financial Planning and Wealth Management	4 (4-0-0)
	PS6C-441	Corporate Financial Analysis	4 (4-0-0)
	PS6C-443	Financial Engineering and Risk Management	4 (4-0-0)
Human Resource – A (Dual)	PS6C-445	Managing People	4 (4-0-0)
	PS6C-447	Human Resource Development	4 (4-0-0)
	PS6C-449	Training and Development	4 (4-0-0)
Human Resource – B (Single)	PS6C-453	Strategic HRM	4 (4-0-0)
	PS6C-455	HR Planning and Audit	4 (4-0-0)
	PS6C-457	Compensation & Reward Management	4 (4-0-0)
	PS6C-451	Comprehensive Viva	4

DEVI AHILYA VISHWAVIDYALAYA, INDORE

Eighth Semester:

Mode	Code	Title	Credits (L T P)
Compulsory	PS6C-402	Quality Management	3 (3-0-0)
Elective	PS6C-422	Dissertation	3 (3-0-0)
	PS6C-424	Decision Making Skills	3 (3-0-0)
Marketing – A (Dual)	PS6C-426	Product and Brand Management	4 (4-0-0)
	PS6C-428	Strategies & Modelling in Marketing	4 (4-0-0)
	PS6C-430	Service Marketing	4 (4-0-0)
Marketing – B (Single)	PS6C-432	Industrial Marketing	4 (4-0-0)
	PS6C-434	Logistics and Supply Chain Management	4 (4-0-0)
	PS6C-436	Data Analytics	4 (4-0-0)
Finance – A (Dual)	PS6C-438	International Finance	4 (4-0-0)
	PS6C-440	Corporate Tax	4 (4-0-0)
	PS6C-442	Project Finance	4 (4-0-0)
Finance – B (Single)	PS6C-444	Data Analytics	4 (4-0-0)
	PS6C-446	Bank Management	4 (4-0-0)
	PS6C-448	Strategic Financial Management	4 (4-0-0)
Human Resource – A (Dual)	PS6C-450	Performance Planning and Appraisal	4 (4-0-0)
	PS6C-454	IR and Labour Laws	4 (4-0-0)
	PS6C-456	Organization Development	4 (4-0-0)
Human Resource – B (Single)	PS6C-458	International Human Resource Management	4 (4-0-0)
	PS6C-460	Data Analytics	4 (4-0-0)
	PS6C-462	HR Based BPT	4 (4-0-0)
	PS6C-452	Comprehensive Viva	4

DEVI AHILYA VISHWAVIDYALAYA, INDORE

Ninth Semester:

	Code	Title	Credits (L T P)
Core	PS6C-501	Strategic Management	4 (4-0-0)
	PS6C-503	Business Ethics and Corporate governance	4 (4-0-0)
MARKETING-A (DUAL)	PS6C-521	Marketing Decisions	4 (4-0-0)
	PS6C-523	Marketing research	4 (4-0-0)
MARKETING – B(SINGLE)	PS6C-525	Direct Marketing and Event Management	4 (4-0-0)
	PS6C-527	Customer Relationship Management	4 (4-0-0)
FINANCE –A (DUAL)	PS6C-529	Multinational Financial Management	4 (4-0-0)
	PS6C-531	Investment Management	4 (4-0-0)
FINANCE-B (SINGLE)	PS6C-533	Financial Research	4 (4-0-0)
	PS6C-535	Corporate Restructuring	4 (4-0-0)
HUMAN RESOURCE- A (DUAL)	PS6C-537	HR for business excellence	4 (4-0-0)
	PS6C-539	Latest Trends in HRM	4 (4-0-0)
HUMAN RESOURCE - B (SINGLE)	PS6C-541	HR Skills	4 (4-0-0)
	PS6C-543	Advanced Industrial Psychology	4 (4-0-0)
	PS6C-551	Comprehensive Viva	4

Tenth Semester:

Code	Title	Credit (L T P)
Project		
PS6C-552	Industrial Project / Dissertation / Major Research Project	12

PROGRAMME OUTCOMES:

- Understand the fundamental concepts and theory of business practice in a business discipline in first three years (BBA).
- Integrate knowledge of various functional areas including marketing, finance and human resource and other aspects of management based on current trends in the market during the last two years (MBA) of the programme.
- Enhance students' decision-making skills in various areas so that they can identify the market opportunities and face the challenges in the business environment.

PROGRAMME SPECIFIC OUTCOMES:

- The students study three semesters of specialisation (7th, 8th and 9th) which enables them to develop in-depth understanding of their respective specialisation.
- The smooth transition from UG to PG in the same department makes them more confident and clear about their goals.
- Nurture professionals and entrepreneurs in diversified areas like Finance, Marketing, HR etc
- The students carry 10th semester doing industrial training. This gives them an opportunity to implement the theoretical knowledge.