

SCHOOL OF ECONOMICS

PROGRAMME CODE: EC5B

**PROGRAMME TITLE: MASTER OF BUSINESS ADMINISTRATION (M.B.A.)
- BUSINESS ECONOMICS**

OBJECTIVES:

The broad objectives of this programme are as follows:

- To develop analytical and managerial skills.
- To practice strategy formation, its implementation and decision-making.
- To enhance research skills.
- To provide opportunities of higher studies in the area of finance or marketing.

ELIGIBILITY:

Graduation in any stream with minimum 50% marks.

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

ADMISSION PROCEDURE:

The admission will be done as per merit in the entrance test conducted by the university.

SEATS: 60 (reservation as per state Govt. rules).

DURATION: Four Semesters (Two Years).

FEE STRUCTURE (2020-22):

Semester	Academic Fee	Development & Maintenance Fee	Students' Services Fee		Examination Fee	Total (Rs.)	
			Boys	Girls		Boys	Girls
First	15000	6500	3300	3111	2500	27300	27111
Second	15000	6500	2911	2722	2500	26911	26722
Third	15000	6500	3300	3111	2500	27300	27111
Fourth	15000	6500	2911	2722	2500	26911	26722

- 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.

DEVI AHILYA VISHWAVIDYALAYA, INDORE

- Hostel Fee and Central Library Fee will be extra.

PROGRAMME STRUCTURE (2020-22):

Subject Code	Name of Subjects	Credit
MBA (BE) I SEMESTER July 2019		
EC5B-501	Micro Economics (Core)	3
EC5B-503	Business Statistics (Core)	3
EC5B-505	Business Finance & Accounting (Core)	3
EC5B-507	Principles & Practices of Management (Core)	3
EC5B-509	Marketing Management (Core)	3
EC5B-511	IT for Manager (Ability Enhancement)	3
EC5B-513	Business Communication & Personality Development (Soft skill)	3
EC5B-515	Comprehensive Viva Voce(Virtual credit)	4
	Total credits	25
MBA (BE) II SEMESTER January 2019		
EC5B-502	Macro-Economic Analysis & Policy (Core)	3
EC5B-504	Operations Research (Core)	3
EC5B-506	Research Methodology(Core)	3
EC5B-508	Organizational Behaviour (Core)	3
EC5B-510	Entrepreneurship (Elective Generic)	3
EC5B-512/514	French/German(Soft Skill)	3
EC5B-516	Industrial & Rural marketing (Elective Discipline)	3
EC5B-518	Marketing Research & Consumer behaviour(Elective	3
EC5B-520	Financial Management (Elective Discipline)	3
EC5B-522	Financial Markets & Environment(Elective Discipline)	3
EC5B-524	Comprehensive Viva Voce(Virtual credit)	4
	Total credits	28
MBA (BE) III SEMESTER July 2020		
EC5B-601	Strategic Management (Core)	3
EC5B-603	Econometrics (Core)	3
EC5B-605	International Economics (Core)	3
EC5B-607	Strategic HR & Development(Core)	3
EC5B-609	Supply Chain Management & Documentation (Core)	3
EC5B-611	Business Law(Elective generic)	3
EC5B-613	Integrated Marketing Communication(Elective Discipline)	3
EC5B-615	International Marketing(Elective Discipline)	3
EC5B-617	Cost & Management Accounting (Elective Discipline)	3
EC5B-619	Security Analysis & Portfolio Management (Elective Discipline)	3
EC5B-621	Summer Training Report Submission(Project Work)	2
EC5B-623	Comprehensive Viva Voce(Virtual credit)	4
	Total Credit	30

MBA (BE) IV SEMESTER January 2020		
EC5B-602	Business Forecasting & Planning Techniques (Core)	3
EC5B-604	Service Marketing & CRM (Core)	3
EC5B-606	Commodity Derivative & Price Risk Mgmt.(Ability Enhancement)	3
EC5B-608	Retail Marketing & RM (Elective Discipline)	3
EC5B-610	Sales & Distribution Management (Elective Discipline)	3
EC5B-612	Business Taxation (Elective Discipline)	3
EC5B-614	Insurance and Bank Management (Elective Discipline)	3
EC5B-616	MRP(Submission & viva voce) (Project Work)	3
EC5B-618	Comprehensive Viva Voce(Virtual credit)	4
	Total Credits	23

PROGRAMME OUTCOMES:

S. No	Basis	Description
1	Conceptual and Functional Skills	<p>MBA in Business Economics is comprised of various multi-disciplinary functional and conceptual areas. Our course curricular is designed in such a way to make this course a perfect blend of Economics and Management. Course concentrates on core subjects like Macro Economics, Micro Economics, International Economics, Strategic Management, HRM, OB, Econometrics, and Forecasting etc.</p> <p>Develop complete understanding of Management with Economics. Specialization in either Finance or Marketing further makes it valuable course in present scenario.</p> <p>Specialized subjects includes:</p> <p>Finance: Stock trading, Commodity trading, Portfolio Management, Taxation, Accounts, corporate Finance, and Commercial Accounting etc.</p> <p>Marketing: Service Marketing, online marketing, Rural marketing, and E marketing etc.</p>
2	Practical Applicability	<p>Every bit of this course is associated with some practical applicability. Models of econometrics can be used in any type of analysis and research. Knowledge of Economics, Finance and Marketing creates an understanding of surroundings that what is happening around the world and its impact within the country.</p>
3	Employability	<p>A graduate in Business Economics has been developed with multi-disciplinary skills and knowledge. With specialization, either in Financial or Marketing even widens the coverage of</p>

		<p>employment. This course is most suited for various functional areas.</p> <p>Employment areas for finance specialized are: Stock Market, Financial Analyst or advisors, Commodity Trading, Commercial Finance and Accounting, Credit rating agencies, Banking and Accounts, Business forecasting and planning, FOREX market etc. and for Marketing specialized are: E marketing, Rural Marketing, Sales and Distribution, Direct and channel Marketing, FMCG, Consumer Durable, Stock exchange, Commercial Agencies etc.</p> <p>With complete knowledge of Economics and Finance, this course could come up with some eminent “Economist”.</p>
4	Support for competitive exams	<p>With conceptual learning and application of different field, this course supports for various competitive examination like, UGC- NET (Applicable in both Management and Economics), IES, Civil Services, IBPS, PSU Examinations, Research etc.</p>
5	Research Potential	<p>Subjects like Econometrics, Statistics, Business forecasting and planning, which are part of its curricular, develops this program as prime potential course for any type of research. Research can commence in the field of Economics, Social Science, Finance, HRM and Marketing etc.</p>