

# DEVI AHILYA VISHWAVIDYALAYA, INDORE

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## INSTITUTE OF MANAGEMENT STUDIES (IMS)

**PROGRAMME CODE: MS5D**

**PROGRAMME TITLE: MBA (MARKETING MANAGEMENT) 2 Years**

### **OBJECTIVES:**

1. To prepare the students in such a way so that they become capable and confident marketing professionals at the end of the program.
2. To equip the students with the concept and methods of Marketing enabling them to plan, design and carry out marketing plans / strategies.
3. To enable students understand concepts, tools and skills for marketing research and analysis and its application in the efficient conduct of business.
4. To enable the students to gain acumen, insight and through knowledge relating to the various aspects of markets.
5. Offer a platform for gaining developing thinking ability from the perspective of a marketing professional
6. To enable student develop the ability to take rationale and informed decisions by taking into consideration the different perspectives and their outcomes related to marketing.

### **ELEGIBILITY**

Graduation in any stream with min 50% marks. A relaxation of 5% in the eligibility criteria shall be admissible to the bonafide SC/ST applicants of Madhya Pradesh only. A relaxation of 5% in eligibility will also be applicable to Physically Challenged (*Nishaktjan*) as defined by M.P. Government.

Candidates who have appeared in final year of their graduation examination can also apply. Admission will be finalized if the result is declared before August 14<sup>th</sup> 2019 in the admission year and the candidate secures min. required % of marks as mentioned above.

**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 admissions will be done as per merit in the entrance test conducted by the University.

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

**DURATION:** Four Semesters (02 Years)

### **Fees Structure:**

Semester	Academic	Development	Students'	Examination	Total (Rs.)
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	Fee	& Maintenance Fee	Services Fee		Fee		
			Boys	Girls		Boys	Girls
First	16500	9500	3300	3111	2500	31800	31611
Second	16500	9500	2911	2722	2500	31411	31222
Third	16500	9500	3300	3111	2500	31800	31611
Fourth	16500	9500	2911	2722	2500	31411	31222

- 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.

S.No.	CODE	COURSE NAME	CREDITS
<b>SEMESTER I</b>			
1.	MS5D-501	Fundamentals of Management	3
2.	MS5D-503	Quantitative Methods	3
3.	MS5D-505	Organisational Behaviour	3
4.	MS5D-507	Business Accounting	3
5.	MS5D-509	Marketing Management	3
6.	MS5D-511	Business Ethics & Management by Indian Values	3
7.	MS5D-513	IT for Business Applications	3
8.	MS5D-515	Business Communication	3
9.	MS5D-551	Comprehensive Viva Voce	3
<b>SEMESTER II</b>			
10.	MS5D-502	Operations Research	3
11.	MS5D-504	Sales Management	3

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12.	MS5D-506	Supply Chain Management	3
13.	MS5D-508	Marketing Research	3
14.	MS5D-510	Consumer Behaviour	3
15.	MS5D-512	Human Resource Management	3
16.	MS5D-514	Managerial Economics	3
17.	MS5D-516	Financial Management	3
18.	MS5D-552	Comprehensive Viva Voce	3
<b>SEMESTER III</b>			
19.	MS5D-601	Data Analytics	3
20.	MS5D-603	B2B Marketing	3
21.	MS5D-605	Retailing	3
22.	MS5D-607	Product Management	3
23.	MS5D-609	BRAND MANAGEMENT	3
24.	MS5D-651	Comprehensive Viva Voce	3
<b>ELECTIVES- ANY TWO</b>			
25.	MS5D-621	Public Relations & Corporate Communication	3
26.	MS5D-623	Customer Relationship Management	3
27.	MS5D-625	Global Marketing	3
28.	MS5D-627	MARKETING INNOVATION MANAGEMENT	3
29.	MS5D-629	Social Marketing	3
<b>SEMESTER IV</b>			
30.	MS5D-602	Strategic Management	3
31.	MS5D-604	Business Law	3
32.	MS5D-606	Service Marketing	3

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33.	MS5D-608	Integrated Marketing Communications	3
34.	MS5D-610	Marketing of Financial Services	3
35.	MS5D-652	Comprehensive Viva Voce	3
<b>ELECTIVES- ANY TWO</b>			
36.	MS5D-624	Digital Marketing	3
37.	MS5D-626	Rural Marketing	3
38.	MS5D-628	Direct and Event Marketing	3
39.	MS5D-630	Marketing Models	3
<b>ELECTIVES GENERIC (Any One)</b>			
40.	MS5D-654	Student Research Project	3
41.	MS5D-656	Decision Making Skills	3

### **Programme Outcome:**

After completing MBA (Marketing Management) Programme students are expected to be empowered and encouraged postgraduates with requisite knowledge, skills, abilities and 360 degree exposure of marketing as unique yet integral functional area of business management. Moreover, they are expected to have in-depth knowledge of the varied functionalities of marketing ensuring their own global employability as well as possess requisite knowledge, skills and abilities to start their own ventures.