

INSTITUTE OF MANAGEMENT STUDIES, D.A.V.V, INDORE

PROGRAMME CODE: MS5H

**PROGRAMME TITLE: MBA (EXECUTIVE) 2 YEARS
(Four Semester – Week End Programme)**

OBJECTIVES:

1. To prepare the students in such a way so that they become capable and confident business professionals at the end of the program.
2. To equip the students with the concept and methods of Business executive enabling them to plan, design and carry out business plans / strategies.
3. To enable students understand concepts, tools and skills for business 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 latest technologies tools and business modelling technique.
5. Offer a platform for gaining developing thinking ability from the perspective of a business 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 business / organization.

ELEGIBILITY

Candidates having Graduate/Postgraduate degree with minimum 45% mark from a recognized University and having executive/ managerial experience of at least two years of at least five years after Graduation in Industry/ Government sector will be eligible for admission. Professionals and self Employed Entrepreneurs will also be eligible for admission provides he/she is a Graduate/ Postgraduate will at least 45% marks and has been working for at least two years after graduation.

AGE LIMIT: NO AGE LIMIT.

ADMISSION PROCEDURE:

The admissions will be given as per eligibility and first come, first server basis. If candidate apply more the 120 seats then institute conducted the admission test and the admissions will be done as per merit in the admission test conducted by the institute.

SEATS: 120.

DURATION: (Four Semester – Week End Programme) (02 Years)

Fees Structure for MBA (Executive)

Semester	Academic Fee	Development & Maintenance Fee	Students' Services Fee		Examination Fee	Total (Rs.)	
			Boys	Girls		Boys	Girls
Odd	30000	-	-	-	-	30000	30000
Even	30000	-	-	-	-	30000	30000

- Central Library Fee will be extra.
- **Alumni Fee (Non-Refundable) of Rs. 500/- will be charged additionally in the first semester.**

S. No	CODE	COURSE NAME	CREDIT
SEMESTER I			
1.	MS5H-501	Fundamentals of Management	3
2.	MS5H-503	Quantitative Methods	3
3.	MS5H-505	Business Accounting	3
4.	MS5H-507	Business Communication	3
5.	MS5H-509	Organizational Behaviour	3
6.	MS5H-5011	Managerial Economics	3
7.	MS5H-551	Comprehensive Viva Voce	3
SEMESTER II			
8.	MS5H-502	Financial Management	3
9.	MS5H-504	Marketing for Managers	3
10.	MS5H-506	Information Management and Computers	3
11.	MS5H-508	Operation Management	3
12.	MS5H-510	Human Resource Management	3
13.	MS5H-512	Business Environment	3
14.	MS5H-552	Comprehensive Viva Voce	3
SEMESTER III			
15.	MS5H-601	Operations Research	3
16.	MS5H-603	Business Ethics	3
17.	MS5H-605	Business Research Methods	3
18.	MS5H-607	Corporate Governance	3
19.	MS5H-609	Knowledge Management	3
20.	MS5H-6011	Service Management	3
21.	MS5E-651	Comprehensive Viva Voce	3
SEMESTER IV			
22.	MS5H-602	Strategic Management	3
23.	MS5H-604	Entrepreneurship	3
24.	MS5E-652	Comprehensive Viva Voce	3
SPECILAIZATION- FINANCE- ELECTIVES			
25.	MS5H-622	PROJECT MANAGEMENT	3
26.	MS5H-624	FINANCIAL PRODUCTS AND SERVICES	3
27.	MS5H-626	SECURITY ANALYSIS	3
28.	MS5H-628	DERIVATIVES & RISK MANAGEMENT	3

SPECILAIZATION- SYSTEMS- ELECTIVES-			
29.	MS5H-630	Software Engineering	3
30.	MS5H-632	Data Base Management System	3
31.	MS5H-634	Introduction to Networking	3
32.	MS5H-636	Operating System	3
SPECILAIZATION- OPERATION- ELECTIVES-			
33.	MS5H-638	Business Process Reengineering	3
34.	MS5H-640	Statistical Quality Control & TQM	3
35.	MS5H-642	Logistics & Supply Chain Management	3
36.	MS5H-644	Strategic Information Tools	3
SPECILAIZATION-HUMAN RESOURCE- ELECTIVES-			
37.	MS5H-646	Human Resource Development	3
38.	MS5H-648	Industrial Relations and Labour Laws	3
39.	MS5H-650	Social Psychology	3
40.	MS5H-654	Organization Development	3
SPECILAIZATION-MARKETING- ELECTIVES-			
41.	MS5H-656	INTEGRATED MARKETING COMMUNICATION.	3
42.	MS5H-658	INTERNATIONAL MARKETING	3
43.	MS5H-660	RETAIL MARKETING	3
44.	MS5H-662	CONSUMER BEHAVIOUR	3
SPECILAIZATION-HOSPITAL ADMINISTRATION- ELECTIVES-			
45.	MS5H-664	HOSPITAL ADMINISTRATION	3
46.	MS5H-666	HOSPITAL PLANNING	3
47.	MS5H-668	HEALTH ADMINISTRATION	3
48.	MS5H-670	MGT INFORMATION SYSTEM FOR Hospital	3
SPECILAIZATION- DISASTER MANAGEMENT - ELECTIVES-			
49.	MS5H-672	Principles of Disaster Management & Disasters preparedness	3
50.	MS5H-674	Disaster Management Laws Policies and regulations	3
51.	MS5H-676	Cyber Disaster , Industrial safety & health Management	3
52.	MS5H-678	Environmental Sustainability and climate Change	3

Programme Outcomes MBA (Executive)

After two years of 360 degree learning, the learners move onto achieve the best of the best in the corporate world. The M.B.A (Executive) course structure is closely aligned with the contemporary business requirements in today's scenario. The focus is on producing leaders with sound fundamentals to hit the ground running; the ability to challenge conventional wisdom by path-breaking innovations; the ability to execute the most daunting of challenges in the most trying of circumstances, the ability to create synergies amongst the most diverse set of variables; the ability to continuously learn, improvise, adapt, energize, grow and to take the world in their stride. Working executives are required to complete core subjects along with specialization courses, the participants are also exposed to business strategy courses which focus on skills that enable future leaders to diagnose complex business situations and resolve strategic and organizational problems. The classroom sessions are supplemented by corporate sessions, guest lectures, field studies, live projects, workshops and many such activities, which ensure that the executive learns the practical applications of the acquired knowledge.