

Institute of Management Studies
Devi Ahilya Vishwavidyalaya, Indore



Syllabus
M.B.A. (Full Time)
Batch 2023 - 2025



Institute of Management Studies
Devi Ahilya Vishwavidyalaya
Takshashila Campus, Khandwa Road,
Indore- 452001, Madhya Pradesh
Website: <http://www.ims.dauniv.ac.in/>

MBA (Full Time) 2 YEARS

Batch 2023-2025

PROGRAMME CODE: MS5A

PROGRAMME OBJECTIVES

S.No.	Particulars
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 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 business and economy.
5.	To enable the students to develop the ability to take rationale and informed decisions by taking into consideration the different perspectives and their outcomes related to business.

Programme Outcomes MBA (Full Time)

The MBA (Full Time) students are expected to exhibit following set of knowledge, skills, values and attitudes:

PO1: Business Environment and Domain Knowledge: Management graduates will be able to improve their awareness and knowledge about functioning of local and global organizations. They will be able to understand how to develop new businesses and enterprises, identify potential business opportunities, and explore entrepreneurial opportunities.

PO2: Critical thinking and Problem Solving: Graduates will have competencies in quantitative and qualitative techniques helping them to solve critical business problems at both operational and strategic level. They will develop a thought process which will help them to critically analyze the situations and derive optimum solutions.

PO3: Cross-Cultural Understanding: Graduates will be able to develop skills which will help them to work in organizations having employees from varied cultures and also developing cultural quotient among them.

PO4: Social Responsiveness and Ethics: Graduates will develop responsiveness towards contemporary market needs and explore ethical solutions that are not detrimental to the physical, psychological or social health of stakeholders. They will learn to handle ethical dilemmas. They will be able to identify opportunities for social entrepreneurship, design sustainable business solutions and demonstrate ethical standards in managerial decisions.

PO5: Effective Communication: Graduates will exhibit competence in business communication, supported by effective use of appropriate technology, logical reasoning and articulation of ideas. Graduates will develop effective oral and written communication skills and be competent in digital communication.

PO6: Leadership and Teamwork: Graduates are expected to collaborate and lead teams across organizational boundaries and demonstrate leadership qualities, maximizing the usage of diverse skills of team members in the related context.

**MBA Full Time
2023 -2025
Course Scheme
Semester I**

S. No.	CODE	COURSE	CREDIT
1	MS5A-501	Management Principles and Practices	3
2	MS5A-503	Marketing Management –I	3
3	MS5A-505	Organization Behavior	3
4	MS5A-507	Managerial Economics	3
5	MS5A-509	Quantitative Methods	3
6	MS5A-511	Accounting for Managers	3
7	MS5A-513	IT for Business Application	3
8	MS5A-515	Managerial Communication	3
9	MS5A-551	Comprehensive Viva	3 Virtual Credit

**MBA Full Time
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Course Scheme
Semester II**

S. No.	CODE	COURSE	CREDIT
1	MS5A-502	Human Resource Management	3
2	MS5A-504	Financial Management	3
3	MS5A-506	Operations Research	3
4	MS5A-508	Marketing Management –II	3
5	MS5A-510	Business Ethics and Management by Indian Values	3
6	MS5A-512	Research Methodology	3
7	MS5A-514	Operations Management	3
8	MS5A-516	Business Environment	3
9	MS5A-552	Comprehensive Viva	3Virtual Credit

It is mandatory to select only one specialization out of: (Marketing/Finance/Human Resource Management/Data Analytics)

Semester III

S. No.	CODE	CORE	Credit
1	MS5A-601	Entrepreneurship	3
2	MS5A-603	Project Management	3
3	MS5A-651	Comprehensive Viva Voce	3 Virtual Credit
		MARKETING	
4	MS5A-605	Product and Brand Management	3
5	MS5A-607	Consumer Behaviour	3
6	MS5A-609	Sales and Distribution Management	3
7	MS5A-611	Logistic and Supply Chain Management	3
		Electives (Any 2)	
8	MS5A-613	B2B Marketing	3
9	MS5A-615	Retail Marketing	3
10	MS5A-617	Marketing Analytics	3
11	MS5A-619	Social Marketing	3
		FINANCE	
12	MS5A-621	Financial Risk and Derivatives	3
13	MS5A-623	Insurance and Bank Management	3
14	MS5A-625	Financial Market Products & Services	3
15	MS5A-627	Investment Analysis and Portfolio Management	3
		Electives (Any 2)	
16	MS5A-629	Financial Statements Analysis and Valuation	3
17	MS5A-631	Working Capital Management	3
18	MS5A-633	Financial Analytics	3
19	MS5A-635	Advance Corporate Accounting	3
		HUMAN RESOURCE	
20	MS5A-637	Industrial Relations & Labour Laws	3
21	MS5A-639	Social and Industrial Psychology	3
22	MS5A-641	Human Resource Development	3
23	MS5A-643	Compensation and Reward Management	3
		Electives (Any 2)	
24	MS5A-645	Performance Management	3
25	MS5A-647	HR Analytics	3
26	MS5A-649	Managerial Counselling	3
27	MS5A-653	Leadership Practices	3

		BUSINESS ANALYTICS	
28	MS5A-655	Python for Analytics	3
29	MS5A-657	Data Mining and Data Warehousing	3
30	MS5A-659	Data Visualization for Managers	3
31	MS5A-661	Econometrics-I	3
		Electives (Any 2)	
32	MS5A-663	Modelling and Analytics for Supply Chain Management	3
33	MS5A-665	Digital Marketing	3
34	MS5A-667	Marketing Analytics	3
35	MS5A-669	HR Analytics	3

Semester IV

S. No.	CODE	CORE	CREDIT
1	MS5A-602	Strategic Management	3
2	MS5A-604	Corporate Governance / Student Research Project	3
3	MS5A-652	Comprehensive Viva Voce	3 Virtual Credit
		MARKETING	
4	MS5A-608	Global Marketing	3
5	MS5A-610	Services Marketing	3
6	MS5A-612	Integrated Marketing Communication	3
7	MS5A-614	Customer Relationship Management	3
		Electives (Any 2)	
8	MS5A-616	Direct Marketing	3
9	MS5A-618	Rural Marketing	3
10	MS5A-620	Strategic Marketing	3
11	MS5A-622	Green Marketing	
		FINANCE	
12	MS5A-624	Taxation	3
13	MS5A-626	International Finance	3
14	MS5A-628	Commodity Derivatives Market	3
15	MS5A-630	Strategic Financial Management	3
		Electives (Any 2)	
16	MS5A-632	Credit Management and Retail Banking	3
17	MS5A-634	Merger & Acquisition & Corporate Restructuring	3
18	MS5A-636	Structured Products and Alternative Investment	3
19	MS5A-638	Personal Financial Planning	3
		HUMAN RESOURCE	
20	MS5A-640	Organizational Change and Development	3
21	MS5A-642	Human Resource information System	3
22	MS5A-644	Conflict and Negotiation	3
23	MS5A-646	Strategic HRM	3
		Electives (Any 2)	
24	MS5A-648	Learning & Development	3
25	MS5A-650	Talent acquisition and Management	3
26	MS5A-654	International HRM	3
27	MS5A-656	Managerial Creativity and Innovation	3
		BUSINESS ANALYTICS	

28	MS5A-658	Forecasting Methods	3
29	MS5A-660	Econometrics-II	3
30	MS5A-662	Statistical Software Packages	3
31	MS5A-664	Decision Analysis	3
		Electives (Any 2)	
32	MS5A-666	Data Analytics Tools	3
33	MS5A-668	Big Data Analytics	3
34	MS5A-670	Financial Modelling	3
35	MS5A-672	Statistical Programming with R –I	3

Total Programme Credits = 96 + 12 virtual credits