

INSTITUTE OF MANAGEMENT STUDIES

D.A.V.V, INDORE 2024-24

MBA (EXECUTIVE) 2 YEARS

PROGRAMME CODE: MS5H

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 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 provided he/she is a Graduate/ Postgraduate will at least 45% marks and has been working for at least two years after graduation.

AGE LIMIT:

As per University Ordinance

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	45000	-	-	-	-	47750	47750
Even	45000	-	-	-	-	47750	47750

- 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	Management Principles and Practices	3
2.	MS5H-503	Quantitative Methods	3
3.	MS5H-505	Business Accounting	3
4.	MS5H-507	Business Ethics and Corporate Governance	3
5.	MS5H-509	Organizational Behaviour	3
6.	MS5H-5011	Economics and Business Environment	3
7.	MS5H-551	Comprehensive Viva Voce	3 Virtual Credit
Total Credits: 12+3 Virtual Credit			
SEMESTER II			
8.	MS5H-502	Financial Management	3
9.	FT-205	Marketing Management	3
10.	MS5H-506	Information Technology Management	3
11.	MS5H-508	Operation Management	3
12.	MS5H-5010	Human Resource Management	3
14.	MS5H-5012	Research Methodology	3
15.	MS5H-552	Comprehensive Viva Voce	3 Virtual Credit
Total Credits: 12+3 Virtual Credit			
Eligibility for Diploma PGEXTotal credits 24+6 Virtual Credits			
SEMESTER III			
15.	MS5H-601	Service Management	3
16.	MS5H-603	Project Management	3
22.	MS5E-651	Comprehensive Viva Voce	3 Virtual Credit
Total Credits: 6+3 Virtual Credit			
SEMESTER IV			
22.	MS5H-602	Strategic Management	3
23.	MS5H-604	Entrepreneurship	3
24.	MS5E-652	Comprehensive Viva Voce	3 Virtual Credit
SPECIALIZATION-FINANCE-ELECTIVES			
25.	MS5H-605	FINANCIAL MARKETS PRODUCTS AND SERVICES	3
26.	MS5H-609	Investment ANALYSIS AND PORTFOLIO MANAGEMENT	3

27.	MS5H-607	RISKMANAGEMENT AND DERIVATIVES	3
28.	MS5H-607	Banking and Insurance	3
SPECILAIZATION-SYSTEMS-ELECTIVES-			
29.	MS5H-631	SYSTEM ANALYSIS AND DESIGN	3
30.	MS5H-633	COMPUTER NETWORKING	3
31.	MS5H-635	Relational Database Management System	3
SPECILAIZATION-OPERATION-ELECTIVES-			
33.	MS5H-637	ADVANCE OPERATIONS MANAGEMENT	3
34.	MS5H-639	Quality Management	3
35.	MS5H-641	MATERIAL MANAGEMENT	3
36.	MS5H-643	OPERATIONS RESEARCH	3
SPECILAIZATION-HUMANRESOURCE-ELECTIVES-			
37.	MS5H-625	HumanResourceDevelopment	3
38.	MS5H-621	LabourLaws	3
39.	MS5H-623	SocialPsychology	3
40.	MS5H-627	COMPENSATION AND REWARD MANAGEMENT	3
SPECILAIZATION-MARKETING-ELECTIVES-			
41.	MS5H-613	PRODUCTAND BRAND MANAGEMENT	3
42.	MS5H-617	SALES AND DISTRIBUTION MANAGEMENT	3
43.	MS5H-619	DIGITAL and B2B MARKETING	3
44.	MS5H-615	CONSUMERBEHAVIOUR and CRM	3
SPECILAIZATION-HOSPITALADMINISTRATION-ELECTIVES-			
45.	MS5H-645	HOSPITALADMINISTRATION	3
46.	MS5H-647	HOSPITALPLANNING	3
47.	MS5H-653	HEALTHADMINISTRATION	3
48.	MS5H-649	Legislation For Health And Hospitals	3
SPECILAIZATION-DISASTERMANAGEMENT-ELECTIVES-			
49.	MS5H-655	Principles of Disaster Management	3
50.	MS5H-659	DisasterManagementLaws	3
51.	MS5H-661	Environmental Sustainability and Climate Change Mitigation	3
52.	MS5H-657	Disaster Preparedness	3
TotalCredits: 90+3Virtual Credit			
EligibilityforDiplomaPGEX Totalredits 96+6VirtualCredits			
TotalProgrammeCredits120+12VirtualCredits			

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.