

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

**PROGRAMME CODE: MS5A**

**PROGRAMME TITLE: MBA (FULL TIME) 2 Years**

## **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 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. Offer a platform for gaining developing thinking ability from the perspective of a business management 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.

## **ELEGIBILITY**

**AS PER ALL INDIA COUNCIL OF TECHNICAL EDUCATION (A.I.C.T.E) NORMS**

## **AGE LIMIT:**

**AS PER ALL INDIA COUNCIL OF TECHNICAL EDUCATION (A.I.C.T.E) NORMS**

## **ADMISSION PROCEDURE:**

The admissions will be done as per merit in the entrance test conducted by the **CMAT- A.I.C.T.E, NEW DELHI AND D.T.E, BHOPAL, M.P.**

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

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

### **Fees Structure for M.B.A. (Full Time)**

Semester	Academic Fee	Development & Maintenance Fee	Students' Services Fee		Examination Fee	Total (Rs.)	
			Boys	Girls		Boys	Girls
Odd	15500	9000	3300	3111	2500	33411	30111
Even	15500	9000	3300	3111	2500	33411	30111

- Caution money (Refundable) of Rs. 4000/- will be charged additionally 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.
- Alumni Fee (Non-Refundable) of Rs. 500/- will be charged additionally in the first semester.

S.No.	CODE	COURSE NAME	CREDITS
<b>SEMESTER I</b>			
1.	<b>MS5A-501</b>	Fundamentals of Management	3
2.	<b>MS5A-503</b>	Quantitative Methods	3
3.	<b>MS5A-505</b>	Business Accounting	3
4.	<b>MS5A-507</b>	Business Ethics and Management by Indian Values	3
5.	<b>MS5A-509</b>	Marketing Management - I	3
6.	<b>MS5A-511</b>	Organisational Behaviour	3
7.	<b>MS5A-513</b>	Business Communication	3
8.	<b>MS5A-515</b>	Managerial Economics	3
9.	<b>MS5A-551</b>	Comprehensive Viva Voce	3
<b>SEMESTER II</b>			
10.	<b>MS5A-502</b>	Human Resource Management	3
11.	<b>MS5A-504</b>	Operations Management	3
12.	<b>MS5A-506</b>	Financial Management	3
13.	<b>MS5A-508</b>	Business Law	3
14.	<b>MS5A-510</b>	Marketing Management-II	3
15.	<b>MS5A-512</b>	Data Analytics	3
16.	<b>MS5A-514</b>	Research Methodology	3
17.	<b>MS5A-516</b>	Operation Research	3
18.	<b>MS5A-552</b>	Comprehensive Viva Voce	3
<b>SEMESTER III</b>			
<b>CORE –COMPULSARY SUBJECTS</b>			
19.	<b>MS5A-601</b>	Entrepreneurship and New Ventures	3
20.	<b>MS5A-603</b>	Project Management	3
21.	<b>MS5A-651</b>	Comprehensive Viva Voce	3

<b>SPECIALISATION- ANY ONE SPECIALISATION TO BE SELECTED OUT OF MARKETING / FINANCE / HR</b>			
<b>SPECIALIZATION 1- MARKETING</b>			
<b>DISCIPLINE CENTRIC COMPULSARY SUBJECTS</b>			
22.	<b>MS5A-605</b>	Product and Brand Management	3
23.	<b>MS5A-607</b>	Consumer Behaviour	3
24.	<b>MS5A-609</b>	Sales and Distribution Management	3
25.	<b>MS5A-611</b>	B 2 B Marketing	3
<b>DISCIPLINE CENTRIC ELECTIVES SUBJECTS (ANY 2)</b>			
26.	<b>MS5A-613</b>	Social Marketing	3
27.	<b>MS5A-615</b>	Supply Chain Management	3
28.	<b>MS5A-617</b>	Global Marketing	3
29.	<b>MS5A-619</b>	Retail Marketing	3
<b>SPECIALIZATION 2 - FINANCE</b>			
<b>DISCIPLINE CENTRIC COMPULSARY SUBJECTS</b>			
30.	<b>MS5A-621</b>	Financial Risk and Derivatives	3
31.	<b>MS5A-623</b>	Insurance and Bank Management	3
32.	<b>MS5A-625</b>	Financial Market Products & Services	3
33.	<b>MS5A-627</b>	Investment Analysis and Portfolio Management	3
<b>DISCIPLINE CENTRIC ELECTIVES SUBJECTS (ANY 2)</b>			
34.	<b>MS5A-629</b>	Financial Statement Analysis and Valuation	3
35.	<b>MS5A-631</b>	Merger Acquisition and Corporate Restructuring	3
36.	<b>MS5A-633</b>	Structured Products And Alternative Investment	3
37.	<b>MS5A-635</b>	Behavioural Finance	3
<b>SPECIALIZATION 3- HUMAN RECOURSE</b>			
<b>DISCIPLINE CENTRIC COMPULSARY SUBJECTS</b>			
38.	<b>MS5A-637</b>	Industrial Relations and Labour Laws	3
39.	<b>MS5A-639</b>	HR Planning and Audit	3
40.	<b>MS5A-641</b>	Human Resource Development	3

41.	<b>MS5A-643</b>	Compensation and Reward Management	3
<b>DISCIPLINE CENTRIC ELECTIVES SUBJECTS (ANY 2)</b>			
42.	<b>MS5A-645</b>	International HRM	3
43.	<b>MS5A-647</b>	Business Process Transformation and HRM	3
44.	<b>MS5A-649</b>	Training and Development	3
45.	<b>MS5A-653</b>	Performance Management	3
<b>SEMESTER IV</b>			
<b>CORE –COMPULSARY SUBJECTS</b>			
46.	<b>MS5A-602</b>	Strategic Management	3
<b>CORE –ELECTIVE SUBJECTS (ANY ONE)</b>			
47.	<b>MS5A-604</b>	Corporate Governance	3
48.	<b>MS5A-606</b>	Student Research Project	3
49.	<b>MS5A-652</b>	Comprehensive Viva Voce	3
<b>SPECIALISATION- ANY ONE SPECIALISATION TO BE SELECTED OUT OF MARKETING / FINANCE / HR (Specialisation has to be same in III and IV semester)</b>			
<b>SPECIALIZATION 1 - MARKETING</b>			
<b>DISCIPLINE CENTRIC COMPULSARY SUBJECTS</b>			
50.	<b>MS5A-608</b>	Rural Marketing	3
51.	<b>MS5A-610</b>	Services Marketing	3
52.	<b>MS5A-612</b>	Integrated Marketing Communication	3
53.	<b>MS5A-614</b>	Customer Relationship Management	3
<b>DISCIPLINE CENTRIC ELECTIVES SUBJECTS (ANY 2)</b>			
54.	<b>MS5A-616</b>	Direct and Event Marketing	3
55.	<b>MS5A-618</b>	Marketing of Financial Services	3
56.	<b>MS5A-620</b>	Digital Marketing	3
57.	<b>MS5A-622</b>	Return on Marketing Investment	3
<b>SPECIALIZATION 2- FINANCE</b>			
<b>DISCIPLINE CENTRIC COMPULSARY SUBJECTS</b>			
58.	<b>MS5A-624</b>	Taxation	3

59.	<b>MS5A-626</b>	International Finance	3
60.	<b>MS5A-628</b>	Commodity Derivatives Market	3
61.	<b>MS5A-630</b>	Corporate Valuation	3
<b>DISCIPLINE CENTRIC ELECTIVES SUBJECTS (ANY 2)</b>			
62.	<b>MS5A-632</b>	Strategic Financial Management	3
63.	<b>MS5A-634</b>	Credit Management and Retail Banking	3
64.	<b>MS5A-636</b>	Financial Research	3
65.	<b>MS5A-638</b>	Social Banking and Microfinance	3
<b>SPECIALIZATION 3- HUMAN RESOURCE</b>			
<b>DISCIPLINE CENTRIC COMPULSARY SUBJECTS</b>			
66.	<b>MS5A-640</b>	Organizational Change and Development	3
67.	<b>MS5A-642</b>	Human Resource and information System	3
68.	<b>MS5A-644</b>	Strategic HRM	3
69.	<b>MS5A-646</b>	Industrial and Social Psychology	3
<b>DISCIPLINE CENTRIC ELECTIVES SUBJECTS (ANY 2)</b>			
70.	<b>MS5A-648</b>	Managerial Counselling	3
71.	<b>MS5A-650</b>	Conflict and Negotiation	3
72.	<b>MS5A-654</b>	Knowledge Management	3
73.	<b>MS5A-656</b>	Leadership Power and Politics	3

**Programme Outcome:**

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