

**Institute of Management Studies
Devi Ahilya Vishwavidyalaya, Indore**



Program Outline

M.B.A. (MARKETING MANAGEMENT)

BATCH 2023-25



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

MBA (Marketing Management) 2 YEARS

BATCH 2023-2025

PROGRAMME CODE: MS5D

Program Objectives

Sl.	Particulars
1.	To comprehend overall functioning of the local and global marketing environment.
2.	To develop effective communicating and team building abilities.
3.	To develop critical thinking, problem solving and innovative, 'out of the box thinking' abilities.
4.	To demonstrate competencies to gather and analyses information using scientific techniques and take appropriate decisions.
5.	To develop social responsiveness and ethical behaviour as a marketer and corporate citizen.

Programme Outcomes MBA (MM)

PO1	Business Environment and Domain Knowledge (BEDK): Marketing Management graduates will be able to improve their awareness and knowledge about functioning of local and global marketing environment. They will be able to understand the functioning and evolution of businesses and enterprises, identify potential business opportunities, and identify and explore entrepreneurial opportunities. They will be able to appreciate marketing as a major functional area and gain knowledge of its sub domains.
PO2	Critical thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI): Graduates will have competencies in quantitative and qualitative techniques. They will develop skills to identify problems in the functional area of marketing, gather relevant and apply marketing analytics to solve real time

	<p>problems. They will be competent in strategizing towards a sustained competitive advantage.</p>
PO3	<p>Global Exposure and Cross-Cultural Understanding (GECCU): Graduates will be able to develop a global outlook towards business along with the ability to identify relative differences between global and local markets and the factors that influence them.</p>
PO4	<p>Social Responsiveness and Ethics (SRE): Graduates will develop responsiveness towards contemporary market needs and explore ethical product solutions that are not detrimental to the physical, psychological or social health of consumers. 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 marketing decisions.</p>
PO5	<p>Effective Communication (EC): 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.</p>
PO6	<p>Leadership and Teamwork (LT): Graduates will develop an understanding of leadership roles at various levels of the organization and leading teams. 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.</p>

Course Scheme

S. No.	CODE	COURSE NAME	CREDITS
Semester – I			
1	MS5D-501	Management Principles and Practices	3
2	MS5D-503	Organisational Behaviour	3
3	MS5D-505	Marketing Management	3
4	MS5D-507	IT for Business Applications	3
5	MS5D-509	Managerial Communication	3
6	MS5D-511	Accounting for Managers	3
7	MS5D-513	Business Ethics & Management by Indian Values	3
8	MS5D-515	Quantitative Methods	3
	MS5D-551	Comprehensive Viva Voce'	3*
Total Credits: 24 + 3 virtual credits*			
Semester – II			
9	MS5D-502	Logistics & Supply Chain Management	3
10	MS5D-504	Consumer Behaviour	3
11	MS5D-506	Sales and Distribution Management	3
12	MS5D-508	Marketing Research	3
13	MS5D-510	Human Resource Management	3
14	MS5D-512	Digital Marketing	3
15	MS5D-514	Managerial Economics	3
16	MS5D-516	Financial Management	3
	MS5D-552	Comprehensive Viva Voce'	3*
Total Credits: 24 + 3 virtual credits*			

SEMESTER – III			
17	MS5D-601	Service Marketing	
18	MS5D-603	Product & Brand Management	3
19	MS5D-605	Operations Research	3
20	MS5D-607	Customer Relationship Management	3
	MS5D-651	Comprehensive Viva Voce'	3*
Electives Course (Select any four out of six)			
21	MS5D-609	Integrated Marketing Communication	3
22	MS5D-621	Retail Management	3
23	MS5D-623	Media Decisions and Vendor Management	3
24	MS5D-625	Innovative Marketing Practices	3
25	MS5D-627	Business to Business Marketing	3
26	MS5D-629	Global Marketing	3
Total Credits: 24 + 3 virtual credits*			
Semester – IV			
27	MS5D-602	Strategic Management	3
28	MS5D-604	Public Relations and Corporate Communication	3
29	MS5D-606	Entrepreneurship	3
30	MS5D-608	Direct and Event Marketing	3
	MS5D-652	Comprehensive Viva Voce'	3*
Electives Course (Select any four out of six)			
31	MS5D-624	Rural Marketing	3
32	MS5D-626	Social Marketing	3
33	MS5D-628	Marketing Data Analytics	3
34	MS5D-630	Recent Trends in Marketing	3
34	MS5D-632	Green Marketing	3
35	MS5D-654	Student Project/Business Intelligence	3
Total Credits: 24 + 3 virtual credits*			

Total Programme Credits = 96 + 12 virtual credits