

MBA (Financial Administration)
Semester - I

Code	Subjects	Type	Option
FA 101C	Fundamental of Management	Hard Core	COMPUSLORY
FA 102C	Financial Accounting and Reporting	Hard Core	
FA 103C	Business Ethics & Indian Ethos	Hard Core	
FA 104C	Indian Financial System	Hard Core	
FA 105C	Micro Economics	Hard Core	
FA 106C	Business Maths & Statistics	Hard Core	
FA 107C	IT for Managers	Soft Core	
FA 108C	Communication Skills	Soft Core	

Semester - II

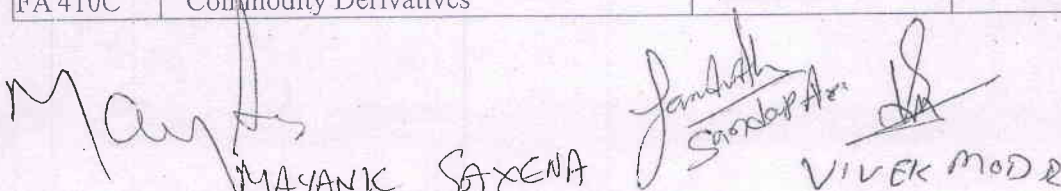
Code	Subjects	Type	Option
FA 201C	Financial Management	Hard Core	COMPULSORY
FA 202C	Financial Products and Services	Hard Core	
FA 203C	Macro Economics	Hard Core	
FA 204C	Business Laws	Hard Core	
FA 205C	Insurance & Bank Management	Hard Core	
FA 206C	Cost and Management Accounting	Hard Core	
FA 207C	Organizational Behaviour	Soft Core	
FA 208C	Marketing Management	Soft Core	

Semester - III

Code	Subjects	Type	Option
FA 301C	Financial Derivatives	Hard Core	COMPULSORY
FA 302C	Direct Taxation	Hard Core	
FA 303C	Project Management	Soft Core	
FA 304C	Investment Analysis and Portfolio Management	Soft Core	
FA 305C	CRM	Electives	ANY FOUR
FA 306C	Business Intelligence	Electives	
FA 307C	Financial Analysis & Valuation	Electives	
FA 308C	Fin. Institutions and Market Regulation	Electives	
FA 309C	Retail Banking	Electives	
FA 310C	Personnel Financial Planning	Electives	

Semester - IV

Code	Subjects	Type	Option
FA 401C	International Finance	Hard Core	COMPULSORY
FA 402C	Indirect Taxation	Hard Core	
FA 403C	Strategic Financial Management	Soft Core	
FA 404C	Working Capital Management	Soft Core	
FA 405C	Financial Modeling	Electives	ANY FOUR
FA 406C	Entrepreneurship	Electives	
FA 407C	Corporate Governance	Electives	
FA 408C	Hedge Funds and Alter. Investments	Electives	
FA 409C	Advanced Corporate Accounting	Electives	
FA 410C	Commodity Derivatives	Electives	



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MBA (e-Commerce) 2 Year
SEMESTER - I

Sl.	Course Code	Subject	Type	Option
1		Fundamentals of Management	Hard Core	COMPULSORY
2		Business Maths and Statistics	Hard Core	
3		IT For Managers	Hard Core	
4		Accounting For Managers	Hard Core	
5		Introduction to UNIX & LINUX	Hard Core	
6		Web Desiging and Animation Tools	Hard Core	
7		Organizational Behavior	Soft Core	
8		Communication Skills	Soft Core	

SEMESTER - II

Sl.	Course Code	Subject	Category	Option
1		OOPS using C++	Hard Core	COMPULSORY
2		Software Engineering	Hard Core	
3		Introduction to e-Business	Hard Core	
4		Introduction to Networking	Hard Core	
5		Internet programming using JAVA	Hard Core	
6		Operations Research	Hard Core	
7		Research Methodology	Soft Core	
8		Marketing Management	Soft Core	

SEMESTER - III

Sl.	Course Code	Subject	Category	Option
1		Search Engine Optimization Methods	Hard Core	COMPULSORY
2		e-Commerce application development using PHP	Hard Core	
3		Business Transformation Tools and Techniques	Soft Core	
4		Financial Management	Soft Core	ANY FOUR
5		J2EE Programming	Elective	
6		Common Architecture in JAVA	Elective	
7		VB.Net Programming	Elective	
8		SQL Server	Elective	
9		Internet Marketing	Elective	
10		International Business	Elective	

SEMESTER - IV

Sl.	Course Code	Subject	Category	Option
1		Software Quality Assurance	Hard Core	COMPULSORY
2		RDBMS	Hard Core	
3		Business Ethics and Management by Indian Values	Soft Core	
4		Cyber Law & Business Regulatory Framework	Soft Core	
5		J2ME Programming	Elective	ANY FOUR
6		EJB programming	Elective	
7		ASP. Net Programming	Elective	
8		C# .Net Programming	Elective	
9		ITES Marketing	Elective	
10		Customer Relationship Management	Elective	

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MAYANK SAXENA

Jandeep Ah
Sandeep Ah

Vivek Modi

INSTITUTE OF MANAGEMENT STUDIES
B.B.A. (e-COMMERCE) SEMESTER - I

Sl.	Subject
1	Hindi
2.	Fundamentals of Computers
3.	Fundamentals of Management
4.	Applied Physics
5.	Business Maths
6.	Basics of Computer Programming
7.	Environmental Studies

SEMESTER - II

Sl.	Subject
1	Introduction to C Programming
2.	Basic Electronics
3.	Data Processing Principles and Tools
4.	Office Automation
5.	Business Statistics
6.	English
7.	Financial Accounting

SEMESTER - III

Sl.	Subject
1	Data Structure
2.	System Analysis and Design
3.	IT Environment
4.	Discrete Maths
5.	Cost and Management Accounting
6.	Introduction to Economics
7.	Indian Culture and Freedom struggle

SEMESTER - IV

Sl.	Subject
1	Operating System
2.	OOPS
3.	R.D.B.M.S.
4.	Digital Information System
5.	Research Methodology
6.	Introduction to Marketing
7.	Individual and Interpersonal Behaviour

SEMESTER - V

Sl.	Subject
1	Computer Graphics
2.	Introduction to Java
3.	Web designing and Animation Tools
4.	Knowledge Management
5.	Business Environment
6.	Quantitative Techniques
7.	Human Resource Management

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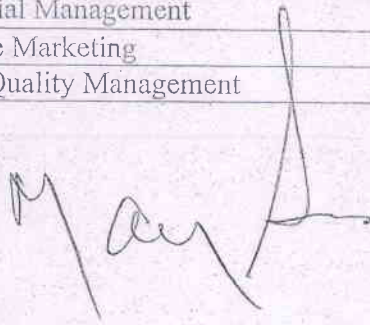
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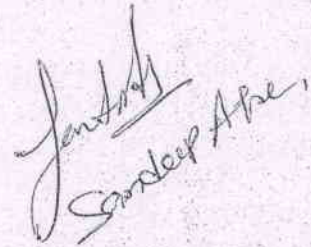
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SEMESTER - VI

Sl.	Subject
1.	Introduction to Networking
2.	Software Engineering
3.	Advance Java Programming
4.	Fundamentals of e-Business
5.	Financial Management
6.	Service Marketing
7.	Total Quality Management



MAYANK SAXENA



Vivek Modi

MBA (e-Commerce) 5 Year integrated 2 yr Component

SEMESTER – I

Sl.	Course Code	Subject	Type	Option
1		Introduction to UNIX & LINUX	Hard Core	COMPULSORY
2		Object Oriented Analysis and Design	Hard Core	
3		Advances in e-Commerce	Hard Core	
4		Internet and Network Security	Hard Core	
5		Logistics & SCM	Hard Core	
6		Managerial Economics	Hard Core	
7		Professional Communication and Negotiation Skills	Soft Core	
8		Business Law	Soft Core	

SEMESTER – II

Sl.	Course Code	Subject	Category	Option
1		Internet Programming using JAVA	Hard Core	COMPULSORY
2		Software Quality Assurance	Hard Core	
3		Business Ethics and Management by Indian Values	Soft Core	
4		Strategic Management	Soft Core	
5		ITES Marketing	Elective	ANY FOUR
6		Software Project Management	Elective	
7		ASP.net Programming	Elective	
8		Advance Computer Networking	Elective	
9		Business Forecasting & Technology Management	Elective	
10		Internet Scripting Languages	Elective	

SEMESTER – III

Sl.	Course Code	Subject	Category	Option
1		Search Engine Optimization Methods	Hard Core	COMPULSORY
2		e-Commerce application development using PHP	Hard Core	
3		Business Transformation Tools and Techniques	Soft Core	
4		Cyber Law & Business Regulatory Framework	Soft Core	
5		J2EE Programming	Elective	ANY FOUR
6		Common Architecture in JAVA	Elective	
7		VB.Net Programming	Elective	
8		SQL Server	Elective	
9		Internet Marketing	Elective	
10		International Business	Elective	

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Vivek Modi
Vivek Modi

Sanday Aise
Sanday Aise

MBA (Marketing Management) 2 Year

SEMESTER – I

Sl.	Course Code	Subject	Type	Option
1		Fundamentals of Management	Hard Core	COMPULSORY
2		Business Maths and Statistics	Hard Core	
3		Managerial Economics	Hard Core	
4		Accounting For Managers	Hard Core	
5		Marketing Management	Hard Core	
6		Business Ethics and Indian Ethos	Hard Core	
7		IT For Managers	Soft Core	
8		Communication Skills	Soft Core	

SEMESTER – II

Sl.	Course Code	Subject	Category	Option
1		Operations Research	Hard Core	COMPULSORY
2		Sales Management	Hard Core	
3		Supply Chain Management	Hard Core	
4		Marketing Research	Hard Core	
5		Consumer Behaviour	Hard Core	
6		Product Management	Hard Core	
7		Organisational Behaviour	Soft Core	
8		Financial Management	Soft Core	

SEMESTER – III

Sl.	Course Code	Subject	Category	Option
1		Business Intelligence	Hard Core	COMPULSORY
2		Business to Business Marketing	Hard Core	
3		Human Resource Management	Soft Core	
4		Business Law	Soft Core	
5		Integrated Marketing Communications	Elective	ANY FOUR
6		Services Marketing	Elective	
7		Retailing	Elective	
8		Global Marketing	Elective	
9		Marketing Models	Elective	
10		Social Marketing	Elective	

SEMESTER – IV

Sl.	Course Code	Subject	Category	Option
1		Strategic Management	Hard Core	COMPULSORY
2		Rural Marketing	Hard Core	
3		Digital Marketing	Soft Core	
4		Customer Relationship Management	Soft Core	
5		Public Relations and Corporate Communications	Elective	ANY FOUR
6		Direct Marketing	Elective	
7		Marketing of Financial Services	Elective	
8		Brand Management	Elective	
9		Event Marketing	Elective	
10		Contemporary Issues in Marketing	Elective	

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**Proposed Nomenclature of Subjects for
MBA (FULL TIME) 2 Years Regular Program
Institute of Management Studies
D. A. University, Indore**

FIRST YEAR

MBA (Full-Time) First Semester

Sl.	Course Code	Subject	Type	Option
1	FT101COR	Fundamentals of Management	Hard Core	COMPULSORY
2	FT102COR	Business Mathematics and Statistics	Hard Core	
3	FT103COR	Accounting for Managers	Hard Core	
4	FT104COR	Business Ethics and Management By Indian Values	Hard Core	
5	FT105COR	Managerial Economics	Hard Core	
6	FT106COR	Organizational Behavior	Hard Core	
7	FT107COR	Communication Skills	Soft Core	
8	FT108COR	IT for Managers	Soft Core	

MBA (Full-Time) First Semester

Sl.	Course Code	Subject	Type	Option
1	FT201COR	Human Resource Management	Hard Core	COMPULSORY
2	FT202COR	Operations Management	Hard Core	
3	FT203COR	Financial Management	Hard Core	
4	FT204COR	Operations Research	Hard Core	
5	FT205COR	Marketing Management	Hard Core	
6	FT206COR	Entrepreneurship and Intrapreneurship	Hard Core	
7	FT207COR	Business Intelligence	Soft Core	
8	FT208COR	Research Methodology	Soft Core	

SECOND YEAR

M.B.A. (Full-Time) Second Year Third Semester

A student is required to select any one functional area from A / B / C / D / E (Electives) and select any two subjects of open elective group i.e. A1 / B1 / C1 / D1 / E1.

FT301COR	Business Laws
FT302COR	Project Management

A. Marketing Compulsory

FT303MCOM	Product & Brand Management
FT304MCOM	Consumer Behavior
FT305MCOM	Sales and Distribution Management
FT306MCOM	Integrated Marketing Communication

B. Finance Compulsory

FT303FCOM	Financial Risk & Derivatives
FT304FCOM	Insurance & Bank Management
FT305FCOM	Financial Products & Services
FT306FCOM	Investment Analysis & Portfolio Management

C. Human Resource Management Compulsory

FT303HCOM	Industrial Relations and Labour Laws
FT304HCOM	Compensation and Reward Management
FT305HCOM	Human Resource Development
FT306HCOM	Human Resource Information System

D. Information Technology Compulsory

FT303IELE	Object Oriented Programming using C++
FT304IELE	Relational Database Management using Oracle
FT305IELE	Computer Networking
FT306IELE	Software Engineering

E. Production and Operations Management Compulsory

FT303PELE	PPC/ Advance Operation Management
FT304 PELE	SQC
FT305 PELE	Materials Management
FT306 PELE	Technology Management

A1. Marketing Open Electives (Select any 2)

FT307MELE	Rural Marketing
FT308MELE	Supply Chain Management
FT309MELE	Digital Marketing
FT310MELE	Marketing Models

B1. Finance Open Electives (Select any 2)

FT307FELE	Financial Statement Analysis
FT308FELE	Financial Institutions and Markets
FT309FELE	Hedge Funds and Alternative Investments
FT310FELE	Financial Research

C1. Human Resource Management Open Electives (Select any 2)

FT307HELE	International HRM
FT308HELE	TQM and Business Process Reengineering
FT309HELE	Performance Management
FT310HELE	Leadership Discovery and Development

D1. Information Technology Open Electives

FT303IELE	E-Commerce Technology
FT304IELE	System Analysis and Design

E1. Production and Operations Management Open Electives

FT303PELE	Service Management
FT304PELE	Business Process Reengineering

M.B.A. (Full-Time) Second Year Fourth Semester

A student is required to select any one functional area from A / B / C/D/E (Electives) and select any two subjects of open elective group i.e. A1 / B1 / C1 / D1 / E1.

FT401COR	Corporate Governance
FT402COR	Strategic Management
FT409COR	Major Research Project / Decision Making Skills
FT410COR	Comprehensive Viva-Voce

A. Marketing Compulsory

FT403MCOM	Global Marketing
FT404MCOM	Services Marketing
FT405MCOM	Business 2 Business Marketing
FT406MCOM	Customer Relationship Management

B. Finance Compulsory

FT403FCOM	Taxation
FT404FCOM	International Finance
FT405FCOM	Corporate Financial Decisions
FT406FCOM	Valuation using Financial Statement

C. Human Resource Management Compulsory

FT403HCOM	Organizational Development
FT404HCOM	Strategic HRM
FT405HCOM	Business Process Transformation & HRM
FT406HCOM	HR Planning & Audit

D. Information Systems Management Compulsory

FT403IELE	UNIX Operating System
FT404IELE	Internet Programming using JAVA
FT405IELE	Visual Programming using Visual Basic
FT406IELE	Advance IT Tools

E. Production and Operations Management Compulsory

FT403PELE	ERP
FT404 PELE	Logistics SCM
FT405 PELE	TQM
FT406 PELE	JIT & Theory of Contracts

A1. Marketing Open Electives (Select any 2)

FT407MELE	Direct and Event Marketing
FT408MELE	Marketing of Financial Services
FT409MELE	Social Marketing
FT410MELE	Return on Marketing Investment

B1 Finance Open Electives (Select any 2)

FT403FELE	Personal Financial Planning
FT404FELE	Credit Management
FT405FELE	Advanced Corporate Accounting
FT406FELE	Corporate Restructuring

C1. Human Resource Management Open Electives (Select any 2)

FT403HELE	Industrial and Social Psychology
FT404HELE	Creativity and Innovation
FT405HELE	Dynamics of Change Management
FT406HELE	Contemporary Issues in HR

D1. Information Systems Management Open Electives (Select any 2)

FT403IELE	ITES
FT404IELE	Strategic Information Tools

E1. Production and Operations Management Open Electives (Select any 2)

FT403PELE	Maintenance Management
FT404PELE	Productivity and Work Study

MBA (Disaster Management) 2 Year
SEMESTER – I

Sl.	Course Code	Subject	Type	Option
1	DM101C	Fundamentals of Management	Hard Core	COMPULSORY
2	DM102C	Business Mathematics and Statistics	Hard Core	
3	DM103C	Accounting for Managers	Hard Core	
4	DM104C	IT For Manager	Hard Core	
5	DM105C	Communication Skills	Hard Core	
6	DM106C	Organisational Behaviour	Hard Core	
7	DM107C	Business Ethics and Management by Indian Values	Soft Core	
8	DM108C	Principles of Disaster Management	Soft Core	

SEMESTER – II

Sl.	Course Code	Subject	Category	Option
1	DM201C	Human Resource Management	Hard Core	COMPULSORY
2	DM202C	Operation Management	Hard Core	
3	DM203C	Financial Management	Hard Core	
4	DM204C	Disaster Preparedness	Hard Core	
5	DM205C	Marketing Management	Hard Core	
6	DM206C	Business Environment	Hard Core	
7	DM207C	Operations Research	Soft Core	
8	DM208C	Research Methodology	Soft Core	

SEMESTER – III

Sl.	CourseCode	Subject	Category	Option
1	DM301C	Managerial Economics	Hard Core	COMPULSORY
2	DM302C	Business Laws	Hard Core	
3	DM303C	Project Management	Soft Core	
4	DM304C	Insurance and Risk Management	Soft Core	ANY FOUR
5	DM305C	Industrial Safety and Health Management	Elective	
6	DM306C	Climate Change & Disaster Risk	Elective	
7	DM307C	Training Report of NCDC	Elective	
8	DM308C	Social and Industrial Psychology	Elective	
9	DM409C	Risk Reduction and Vulnerability Assessment	Elective	
10	DM410C	Geology	Elective	

SEMESTER – IV

Sl.	CoursCode	Subject	Category	Option
1	DM401C	Entrepreneurship	Hard Core	COMPULSORY
2	DM402C	Logistics Management	Hard Core	
3	DM403C	Public Administration and Relationship Management	Soft Core	
4	DM404C	Strategic Disaster Management	Soft Core	
5	DM405C	Rural Development	Elective	ANY FOUR
6	DM406C	Environment Sustainability Management	Elective	
7	DM407C	Damage and Reconstruction Need Assessment	Elective	
8	DM408C	Public Health and Disaster	Elective	
9	DM409C	NGO Management and Administration	Elective	
10	DM410C	Social Change and Conflict	Elective	

Dr. Arinath
(Dr. Arinath)

Jal

**Institute of Management Studies
Devi Ahilya Vishwavidyalaya, Indore**
Curriculum Revision Workshop
16th June to 1st July 2017

Every day there will be two sessions: 10:00 am to 1:00 pm
02:00 pm to 5:00 pm

Curriculum Revision Committees for ~~regular~~ ^{academic} programmes of IMS- MBA (Full-Time, Financial Administration, Marketing Management, Human Resource, Disaster Management, e-Commerce, Hospital Administration, Executive) for the academic session July 2017.

Advisory Board :

Prof. P.N. Mishra
Prof. Rajeev Gupta
Prof. Jayant Sonwalkar
Prof. Rajnish Jain
Prof. Sangeeta Jain
Prof. Deepak Shrivastava

Teams for course outline formation :

MBA (Full Time)	MBA (Financial Administration)
Dr. Kapil Sharma	Dr. M.K. Arya
Dr. N.K. Totala	Dr. Kapil Sharma
Dr. R. Singh	Dr. N. Shrivastava
Dr. Shine David	Dr. N.K. Totala
Dr. Vivek Sharma	Mr. Avanish Vyas
Dr. B.P. Singh	
Mr. Avanish Vyas	

MBA (Marketing Management)	MBA (Human Resource)	MBA (Disaster Management)
Dr. N.K. Totala	Dr. Vivek Sharma	Dr. Shine David
Dr. A. Chatterjee	Dr. N. B. Siddiqui	Dr. P. Chauhan
Dr. R. Singh	Dr. C.C. Motiani	Ms. Sona Fating
Dr. B.P. Singh	Dr. Shine David	Dr. N. Waikar
Dr. A.K. Jain	Dr. P. Kendurkar	
Dr. S.K. Choubey		

MBA (e-Commerce)	MBA (Hospital Administration)	MBA (Executive)
Dr. N. Shrivastava	Dr. M.K. Arya	Dr. N. Shrivastava
Dr. P. Kendurkar	Dr. C.C. Motiani	Dr. M.K. Arya
Dr. S.K. Choubey	Dr. A.K. Jain	Dr. Shine David
Dr. N.B. Siddique	Dr. A. Chatterjee	Dr. P. Kendurkar
Ms. Sona Fating	Dr. N. Waikar	Dr. B.P. Singh
Mr. F.E. Vajifdar	Dr. P. Chauhan	

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Functional Conveners :

Finance	Dr. M.K. Arya
Marketing	Dr. Kapil Sharma
HR	Dr. Vivek Sharma
e-Commerce	Dr. N. Shrivastava`
HA	Dr. C.C. Motiani
Dec.	Dr. P. Chouhan
DM	Dr. Shine David
General Management	Dr. A. Chatterjee

Detailed Schedule

Date/ Day	Time	Activity	
16 th June 2017 Friday	11:00 am to 1:00 pm	Preparation	
		Inauguration	Dr. Yogesh Upadhayay Prof. Jivaji University
17 th June 2017 Saturday	11:00 am to 1:00 pm	Expert Talk	Dr. H. Halve Director, Jaipuria
	0200 pm to 5:00 pm	Course Structure	FT/e-Com / HA
19 th June 2017 Monday	11:00 am to 1:00 pm	Course Structure	FT/e-Com / HA FA/MM / HR/DM
	0200 pm to 5:00 pm	Course Structure	FA/MM / HR/DM
20 th June 2017 Tuesday	11:00 am to 1:00 pm	Final Course Outline	FT/e-Com / HA/ FA /MM / HR/DM
	0200 pm to 5:00 pm		Course structure presentation
21 st June 2017 Wednesday	11:00 am to 1:00 pm	Content Development (Detail Syllabus)	Functional area wise (Finance, Marketing & HR)
	0200 pm to 5:00 pm	Content Development (Detail Syllabus)	Functional area wise (Finance, Marketing & HR)
22 nd June 2017 Thursday	11:00 am to 1:00 pm	Content Development (Detail Syllabus)	Functional area wise (Finance, Marketing & HR, Hospital Administration)
	0200 pm to 5:00 pm	Content Development (Detail Syllabus)	Functional area wise (Finance, Marketing & HR, Hospital Administration)
23 rd June 2017 Friday	11:00 am to 1:00 pm	Content Development (Detail Syllabus)	Functional area wise (e-Commerce, Disaster Management, Gen. Management, Decision Sciences)
	0200 pm to 5:00 pm	Content Development (Detail Syllabus)	Functional area wise (e-Commerce, Disaster Management, Gen. Management, Decision Sciences)
24 th June 2017 Saturday	11:00 am to 1:00 pm	Discussion with subject expert	
	0200 pm to 5:00 pm	Discussion with subject expert	
27 th to 30 th June 2017 (T,W,T,F)		Draft, edition , final copy printing	Responsibility – Course Coordinator
1 st July 2017 Saturday	11:00 am to 1:00 pm	Valedictory followed by Lunch	

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IMS (DAVV) Faculty Minutes

4.7.16

A faculty meeting was held on 4.7.16 at IMS Conference Hall at 11:30 am. Following faculty members were present :-

1. P.N. Mishra

2. Rajiv Gupta

3. Sangeeta Jain

4. RAJNISH JAIN

5. P.K. Gupta

6. Dr. BHANU KATAR SINGH

7. Dr. Santosh Kumar Choube

8. Deepak Sheivastava

9. C. Mohan

10. Dr. Parvati Chandan

11. Dr S. Dant

12. Sona Fating

13. Anindita S. Chatterjee

14. N.K. Tetele

15. Virek Sharma

16. Y. S. Vaidya

17. M.K. Gupta

Minutes of the last meeting were read and approved.

- Time tables are to be displayed before 7th July 2016.
- Classes of all courses will start from 7th July 2016.
- Academic Calendar for the Semester July - Dec 2016 was discussed.

- The two Generic subjects as per CBCS (Cross Cultural Management & Management of the Self) will be offered at IMS. Their class timings will be 4pm - 5pm on Thursday, Friday & Saturday.

P.N. Mishra

Gupta

Sangeeta

Jain

Rajnish

Jain

Dr. Bhanu

Dr. Santosh

Dr. Parvati

Dr. S. Dant

Sona

Anindita

N.K. Tetele

Virek

Y. S. Vaidya

M.K. Gupta

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