

Institute of Management Studies

Devi Ahilya University, Indore

Master of Business Administration (Full Time)

MBA(FT)

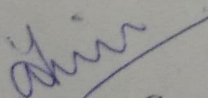
Batch 2019-2021

Program Code- MS 5A

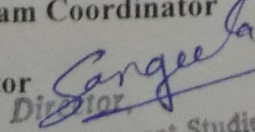
Master of Business Administration (Full Time)
MBA(FT) - Program Code- MS 5A
Summary of Syllabus Review done for the batch 2019-2021

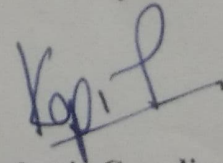
The syllabus of MBA(FT) was reviewed by experts on the basis of inputs received from Teachers, Employers, Alumni and feedback taken from students. After due deliberations, the following changes have been incorporated:-

- The Learning Outcomes for Program are considered to be appropriate to suite the local as well as National developmental needs.
- The learning objectives and course outcome for each course are well defined.
- The skill oriented course "Business Communication" and "Data Analytics" continue to be offered this year also considering their significance in enhancing employability of the students.
- In the first year, the Program has 3 core subjects, 3 ability enhancement subjects and 2 generic subjects in each semester
- Considering the increased opportunities in the field of "Business Analytics" it is anticipated that demand for "data Analytics" will increase. On the basis of feedback received from students and recruiters, the Program will now offer 4 specializations - Marketing, Finance, Human resource and Business Analytics. Each specialization will have elective courses which students may choose, thus incorporating Academic Flexibility in the program. List of subjects attached.
- The new electives Social Banking and Microfinance, Return on Marketing Investment, Managerial Counseling, Digital Marketing continue to be offered this year also considering their relevance in enhancing employability of the students.
- The Subject "Business Ethics and Management by Indian Values" and Entrepreneurship and New Venture Creation" will be offered to students of other programs of the university under "Choice Based Credit System".
- There was no change made in the overall course content of the syllabus. But considering, the new specialization added to the program, a 10% addition to the courses has been made.
- The Codes for each course (Subject) have been modified as per the centralized scheme given by university to maintain the uniformity in courses and programs of all UTDs.
- The course scheme for program with new codes and detailed syllabus of the all courses are attached.


Program Coordinator

Director


Institute of Management Studies,
Devi Ahilya Vishwavidyalaya,
INDORB


Chief Academic Coordinator

In Business Analytics Specialisation, following subjects will be offered

MS5A-655	Spread Sheet Analysis
MS5A-657	Data Mining
MS5A-659	Data Warehousing
MS5A-661	Econometrics-I
MS5A-663	Statistical Programming with R -I
MS5A-665	Python for Analytics
MS5A-667	Data Visualisation for Managers
MS5A-669	Applications of Modelling in Business
MS5A-658	Forecasting Methods
MS5A-660	Decision Analysis
MS5A-662	Marketing Analytics
MS5A-664	Finance Analytics
MS5A-666	HR Analytics
MS5A-668	Statistical Software Package SPSS
MS5A-670	Econometrics-II
MS5A-672	Statistical Programming with R -I

**NEW CODE LIST AS FOR UNIVERSITY
(BATCH 2019-21)**

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

**SPECIALISATION-
ANY ONE SPECIALISATION TO BE SELECTED OUT OF
MARKETING / FINANCE / HR**

SPECIALIZATION 1- MARKETING

DISCIPLINE CENTRIC COMPULSARY SUBJECTS

22.	MS5A-605	Product and Brand Management	3
23.	MS5A-607	Consumer Behaviour	3
24.	MS5A-609	Sales and Distribution Management	3
25.	MS5A-611	B 2 B Marketing	3

DISCIPLINE CENTRIC ELECTIVES SUBJECTS (ANY 2)

26.	MS5A-613	Social Marketing	3
27.	MS5A-615	Supply Chain Management	3
28.	MS5A-617	Global Marketing	3
29.	MS5A-619	Retail Marketing	3

SPECIALIZATION 2 - FINANCE

DISCIPLINE CENTRIC COMPULSARY SUBJECTS

30.	MS5A-621	Financial Risk and Derivatives	3
31.	MS5A-623	Insurance and Bank Management	3
32.	MS5A-625	Financial Market Products & Services	3
33.	MS5A-627	Investment Analysis and Portfolio Management	3

DISCIPLINE CENTRIC ELECTIVES SUBJECTS (ANY 2)

34.	MS5A-629	Financial Statement Analysis and Valuation	3
35.	MS5A-631	Merger Acquisition and Corporate Restructuring	3
36.	MS5A-633	Structured Products And Alternative Investment	3
37.	MS5A-635	Behavioural Finance	3

SPECIALIZATION 3- HUMAN RECOURCE

DISCIPLINE CENTRIC COMPULSARY SUBJECTS

38.	MS5A-637	Industrial Relations and Labour Laws	3
39.	MS5A-639	HR Planning and Audit	3
40.	MS5A-641	Human Resource Development	3
41.	MS5A-643	Compensation and Reward Management	3

DISCIPLINE CENTRIC ELECTIVES SUBJECTS (ANY 2)

42.	MS5A-645	International HRM	3
43.	MS5A-647	Business Process Transformation and HRM	3
44.	MS5A-649	Training and Development	3
45.	MS5A-653	Performance Management	3

SPECIALIZATION 3- BUSINESS ANALYTICS**DISCIPLINE CENTRIC COMPULSARY SUBJECTS**

46.	MS5A-655	Spread Sheet Analysis	3
47.	MS5A-657	Data Mining	3
48.	MS5A-659	Data Warehousing	3
49.	MS5A-661	Econometrics-I	3

DISCIPLINE CENTRIC ELECTIVES SUBJECTS (ANY 2)

50.	MS5A-663	Statistical Programming with R -I	3
51.	MS5A-665	Python for Analytics	3
52.	MS5A-667	Data Visualisation for Managers	3
53.	MS5A-669	Applications of Modelling in Business	3

SEMESTER IV**CORE -COMPULSARY SUBJECTS**

54.	MS5A-602	Strategic Management	3
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CORE -ELECTIVE SUBJECTS (ANY ONE)

55.	MS5A-604	Corporate Governance	3
56.	MS5A-606	Student Research Project	3
57.	MS5A-652	Comprehensive Viva Voce	3

SPECIALISATION-
ANY ONE SPECIALISATION TO BE SELECTED OUT OF
MARKETING / FINANCE / HR
 (Specialisation has to be same in III and IV semester)

SPECIALIZATION 1 - MARKETING**DISCIPLINE CENTRIC COMPULSARY SUBJECTS**

58.	MS5A-608	Rural Marketing	3
59.	MS5A-610	Services Marketing	3
60.	MS5A-612	Integrated Marketing Communication	3

61.	MS5A-614	Customer Relationship Management	3
DISCIPLINE CENTRIC ELECTIVES SUBJECTS (ANY 2)			
62.	MS5A-616	Direct and Event Marketing	3
63.	MS5A-618	Marketing of Financial Services	3
64.	MS5A-620	Digital Marketing	3
65.	MS5A-622	Return on Marketing Investment	3

SPECIALIZATION 2- FINANCE

DISCIPLINE CENTRIC COMPULSARY SUBJECTS

66.	MS5A-624	Taxation	3
67.	MS5A-626	International Finance	3
68.	MS5A-628	Commodity Derivatives Market	3
69.	MS5A-630	Corporate Valuation	3

DISCIPLINE CENTRIC ELECTIVES SUBJECTS (ANY 2)

70.	MS5A-632	Strategic Financial Management	3
71.	MS5A-634	Credit Management and Retail Banking	3
72.	MS5A-636	Financial Research	3
73.	MS5A-638	Social Banking and Microfinance	3

SPECIALIZATION 3- HUMAN RESOURCE

DISCIPLINE CENTRIC COMPULSARY SUBJECTS

74.	MS5A-640	Organizational Change and Development	3
75.	MS5A-642	Human Resource and information System	3
76.	MS5A-644	Strategic HRM	3
77.	MS5A-646	Industrial and Social Psychology	3

DISCIPLINE CENTRIC ELECTIVES SUBJECTS (ANY 2)

78.	MS5A-648	Managerial Counselling	3
79.	MS5A-650	Conflict and Negotiation	3
80.	MS5A-654	Knowledge Management	3
81.	MS5A-656	Leadership Power and Politics	3

SPECIALIZATION 3- BUSINESS ANALYTICS

DISCIPLINE CENTRIC COMPULSARY SUBJECTS

82.	MS5A-658	Forecasting Methods	
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83.	MS5A-660	Decision Analysis	
84.	MS5A-662	Marketing Analytics	
85.	MS5A-664	Finance Analytics	
DISCIPLINE CENTRIC ELECTIVES SUBJECTS (ANY 2)			
86.	MS5A-666	HR Analytics	
87.	MS5A-668	Statistical Software Package SPSS	
88.	MS5A-670	Econometrics-II	
89.	MS5A-672	Statistical Programming with R -I	

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