

Institute of Management Studies

Devi Ahilya University, Indore

Master of Business Administration (MBA(EC) 2 yrs.)

MBA(EC)

Batch 2019-2021

Program Code- MS ____

Master of Business Administration (2 yrs e-^{2 yrs} course)

MBA(EC) - Program Code- MS _____

Summary of Syllabus Review done for the batch 2019-2021

The syllabus of MBA(EC)^{2 yrs} 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 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".
- 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.
- Other Comments if any -

Search Engine Optimization - A little
change in 4th Unit - Info to App store
ASO (App store Optimization), App ranking

^{Sona}
Program Coordinator

Dr. Sona Satyap

^{Sangeeta}
Director

Director,
Institute of Management Studies,
Devi Ahilya Vishwavidyalaya,
INDORE

Chief Academic Coordinator

EC 24092

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

S. No	CODE	COURSE NAME	CREDIT
SEMESTER I			
1.	MS5F-501	Fundamental of Management ✓	3
2.	MS5F-503	Business Accounting ✓	3
3.	MS5F-505	IT for Business Application ✓	3
4.	MS5F-507	Organisational Behaviour ✓	3
5.	MS5F-509	Quantitative Methods ✓	3
6.	MS5F-511	Business Ethics and Management by Indian Values ✓	3
7.	MS5F-513	Business Communication ✓	3
8.	MS5F-515	Web Designing and Animation ✓	3
9.	MS5F-551	Comprehensive Viva Voce ✓	3
SEMESTER II			
10.	MS5F-502	OOPS Using C++ ✓	3
11.	MS5F-504	Relational Database Management ✓	3
12.	MS5F-506	Marketing Management ✓	3
13.	MS5F-508	Computer Networks ✓	3
14.	MS5F-510	e-Business ✓	3
15.	MS5F-512	Research Methodology ✓	3
16.	MS5F-514	Operation Research ✓	3
17.	MS5F-516	Java Programming ✓	3
18.	MS5F-552	Comprehensive Viva Voce ✓	3
SEMESTER III			
19.	MS5F-601	Digital Marketing ✓	3
20.	MS5F-603	Software engineering and Project Management ✓	3
21.	MS5F-605	Search Engine Optimization ✓	3
22.	MS5F-607	e-Commerce Application Development using PHP ✓	3
23.	MS5F-609	Data Analytics ✓	3
24.	MS5F-6011	Human Resource management ✓	3
25.	MS5F-651	Comprehensive Viva Voce ✓	3
ELECTIVES COURSES – DSICIPLINE CENTRIC - (Either first two or next two)			
26.	MS5F-621	J2EE Programming ✓	3
27.	MS5F-623	Common Architecture in JAVA ✓	3
28.	MS5F-625	<i>DOT</i> VB. NET Programming ✓	3
29.	MS5F-627	SQL Server ✓	3
SEMESTER IV			
30.	MS5F-602	FFS Marketing and CRM <i>IT enabled Service Marketing</i> ✓	3
31.	MS5F-604	Strategic Management ✓	3
32.	MS5F-606	Knowledge Management ✓	3
33.	MS5F-608	Cyber Law & Business Regulatory framework ✓	3
34.	MS5F-610	Entrepreneurship ✓	3
35.	MS5F-612	Major Project/ Decision Making Skills ✓	3

36.	MS5F-652	Comprehensive Viva Voce ✓	3
ELECTIVES COURSES – DSICIPLENE CENTRIC - (Either first two or next two)			
37.	MS5F-622	Mobile application development ✓	3
38.	MS5F-624	Data base framework using hibernate ✓	3
39.	MS5F-626	Advance DOT NET Programming ✓	3
40.	MS5F-628	Model View Controller ✓	3
ELECTIVES GENERIC (Any One)			
41.	MS5F-654	Student Research Project ✓	3
42.	MS5F-656	Decision Making Skills ✓	3

Com →
 Coordinator
 (e-com) 2 hrs
 30-3-2021