Institute of Management studies
Devi Ahilya Vishwavidyalaya,Indore

A Report

On

10 Days online FDP for Management Faculty

On the theme

"Curriculum Review in the Light of NEP2020:

A Futuristic Perspective"

from

5th July 2021 - 16th July 2021

Organised by
Departmental Quality Assurance Cell (DQAC)
IMS,DAVV

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Message from Honourable Vice Chancellor

Professor Dr. Renu Jain

New Education Policy 2020, is a going to be a milestone in deciding the new horizons in Indian Education. Successful implementation of NEP2020 will certainly lead India to become a global knowledge super power. In this context, the need for sustainable education practices and holistic approach for learning needs to be emphasized.

Being an A+ university, DAVV realizes it's potential role in providing quality education to it's students. Holistic development of our students has always been our key priority. Institute of Management Studies, has always taken initiative to remain ahead in the field of management education. This 10 days online "Faculty Development Program" for curriculum review, in the light of NEP2020, reflects the futuristic approach of IMS.

On behalf of Devi Ahilya University, I express my good wishes to the organizers and all the participants from across the country and my sincere gratitude to all the experts for sharing their knowledge.

I am confident that this FDP will pave the way for implementing NEP2020 in management education.

Message from Director

Professor Dr. Sangeeta Jain

DAVV has always strived for holistic development of students. This is evident from the kulgeet- physical, mental and spiritual growth of learners. Same is the highlight of NEP2020. In this FDP we have tried to incorporate elements for holistic growth of learners.

Motto of DAVV draws from veda "dhiyo yonah prachodayat ", Which means let us move from darkness to light; ignorance to knowledge. As teachers we are facilitators for guiding students in their journey of knowledge seeking. Therefore it is our duty to be enlightened in terms of methods, domain knowledge and skills for facilitation. This FDP is focused towards this endeavour.

NEP2020 calls for radical change in the education system, mainly curriculum design and delivery. IMS, being a leading management institution, has risen to this occasion by organising this FDP for participants from all over India. This FDP has followed an outcome based approach where it has followed a two dimensional approach. Firstly, it has invited speakers and experts from industry and academia to share their insights for curriculum development and Secondly, the participants were provided an opportunity to get hands on experience of applying the new concepts of curriculum designing learn from experts. The curricula of 10 MBA programs (2 integrated and 8 post graduate) were taken as case study for restructuring. The new curriculum thus developed by the experts and participants will thus be available for not only IMS but also for other institutions.

I hope that this endeavour will enrich our faculty members who in turn will pass on the benefits to the students.

Preface

About DAVV:

Devi Ahilya Vishwavidyalaya (DAVV), accredited "A+" grade by NAAC, is a premier State University in Central India. It is catering to the educational needs on one hand to the most industrially developed district of MP, Indore and on the other hand to the tribal and rural backward districts of the State. The University serves around 3,00,000 students every year through well qualified human resources, with diversified course structure, inter-disciplinary research and value-based education. The university is known for its innovative and integrated courses in the area of science, engineering, technology, management, law and media

Institute of Management Studies:

Institute of Management Studies (IMS), is a premier institute of Business Management that was established in 1969 under the aegis of the University. Today, it offers 10 different programs in management that include PG as well as integrated program that cater to more than 1500 students. These programs include- MBA (Full Time) 2 Years, MBA (Financial Administration) 2 Years, MBA (Marketing Management) 2 Years, MBA (Disaster Management) 2 Years, MBA (E-Commerce) 2 Years, MBA (Human Resource) 2 Years, MBA (Hospital Administration) 2 Years, MBA (E-Commerce) 5 Years Integrated, MBA (Hospital Administration) 5 Years Integrated, MBA (Executive) 2 YearsThe institute also offers an MBA programme for Executives. It is one of the largest centres for Ph.D. in Management in the region. IMS has developed a strong industry-linkage that has continuously provided unstinted support and co-operation in the form of enrichment of curriculum, trainings and placements.

DQAC:

Departmental Quality Assurance Cell (DQAC) has been established as a post-accreditation quality sustenance measure for performance evaluation, assessment and accreditation and quality up-gradation of the institute. The DQAC facilitates / contributes to a heightened level of clarity and focus in institutional functioning towards quality enhancement and facilitate internalization of the quality culture NAAC for Quality and Excellence in Higher Education. It works for enhancement and integration among the various activities of the institution and institutionalize many good practices.

Curriculum Review in Light of NEP2020 – A 10 days Faculty Development Program

New Education Policy 2020 has been introduced with an aim to universalise and refine the education framework in the country. In this context, it is essential that the faculty members of various higher education institutions are trained and guided in the essential aspect of "Curriculum Development". This ***FDP***" scheduled from **05th July 2021 to 16th July, 2021**, was focused on curriculum review for management programs. Various essentials of Curriculum Review such as Online Learning, Bloom's Taxonomy, Rubrics, and Value Added Programs etc were dealt with during the FDP by experts of international repute. Participants had full exposure and hands on curriculum design, development and review. The outcome of FDP resulted in term of comprehensively developed model syllabus for above mentioned programs.

Participants for the FDP were invited through registrations. Faculty members of higher education institutions - particularly management discipline, Corporate Personnel, Entrepreneurs and Professionals who had interest, zeal to serve the society academically, joined the FDP. E- Certificates were issued for successful completion of FDP.

Dr.Shine David
Co-Convener

Dr.Yamini Karmarkar
Convener

Dr.N.K.Totala
Coordinator, DQAC,IMS

Overview of Sessions

Number of Expert Sessions – 9
Number of Technical Sessions – 11
Number of MBA Programs Reviewed – 10
Panel Discussion – 1
Small Group Meetings - Several

List Of Programs Reviewed

Post Graduate Programs

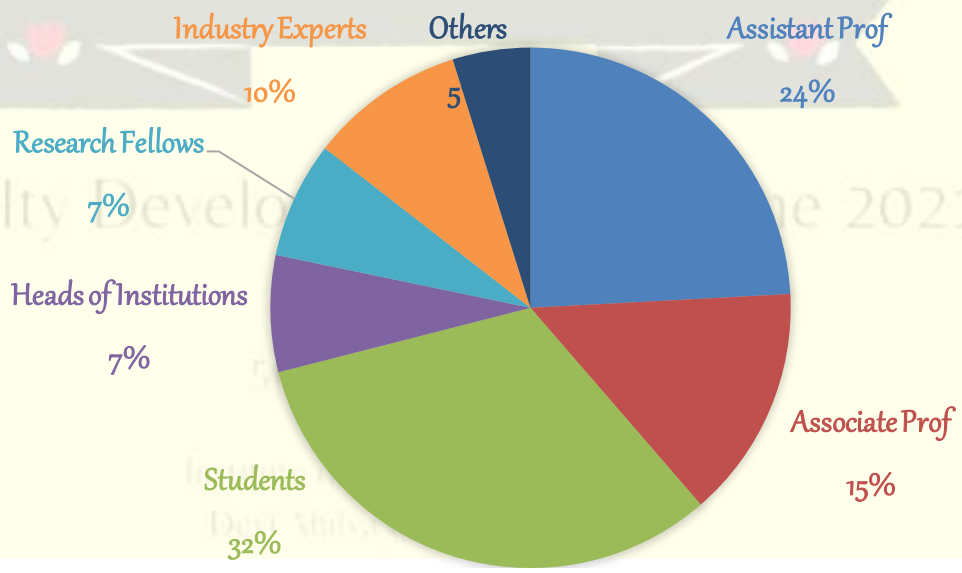
MBA (Full Time)
MBA (Marketing Management)
MBA(Human Resource)
MBA (Financial Administration)
MBA (Disaster Management)
MBA (Hospital Administration)
MBA (E-Commerce)
MBA (Executive)

Integrated Programs

MBA (Hospital Administration)
MBA (E-Commerce)

400 + courses Reviewed with Program Outcomes, Course Outcomes

Participant's Profile



Organising Team

- Dr.Sangeeta Jain – Director, IMS, Chairman Board of Studies, DAVV
- Dr.Deepak Shrivastav – Professor, IMS, Dean, Faculty of Management, DAVV
- Dr.N.K.Totala- Co-Ordinator, DQAC,IMS
- Dr.Yamini Karmarkar – Convener, FDP
- Dr.Shine David – Co-Convener, FDP
- Dr.Kapil Sharma- Chief Academic Co-Ordinator
- Program Coordinators –
    - Dr.Manish Kant Arya
    - Dr.Vivek Shrivastav
    - Dr.Anindita Chatterjee
    - Dr.Nisha Bano Siddiqui
    - Dr.C.C.Motiani
    - Dr.Piyush Kendurkar
    - Dr.Santosh K Chaube
    - Dr.Sona Fating
- Placement Officers –
    - Dr.Nishikant Waikar
    - Mr.Avnish Vyas

Supported By-

- Dr. Kavita Sharma
- Dr. Sunaina Lashkari
- Dr. Kamna Tiwari
- Ms. Monu Jain
- Ms. Bhavna Pal
- Ms. Priya Rathore
- Mr. Aroop Jain
- Ms. MaseerahNaz
- Ms. Ruchi Singh Maurya
- Mr. Kaushal Yadav
- Dr. Harendra Chouhan
- Dr. Achal Hardia
- Dr. Divya Purohit
- Mr.Manish Dhane

Complete Day Wise Schedule of FDP

5th July 2021 (Monday)

11.00 am - 12.00 noon.

Inaugural Session

Chief Guest: Dr. M. P. Poonia, Vice Chairman, A.I.C.T.E, New Delhi

Curriculum Revision in the Light of NEP 2020: A Futuristic Perspective

12.00 noon - 1.00 pm

Technical Session: 1 A

Overview of the FDP and Dividing Participants into Groups

10 Break Out Sessions (Program Wise)

3.00 pm to 5.00 pm

Technical Session: 1 B

First Discussion on Scheme for Respective Program

10 Break Out Sessions (Program Wise)

6th July 2021 (Tuesday)

11.00 am - 12.00 noon.

Session: "Upcoming Fields in Management Discipline"

Expert: Prof. Sujit Kumar Dubey, Director, FMS, BHU, Banaras

3.00 pm - 4:00 pm

Session: "Bloom's Taxonomy an Effective Tool to Achieve Outcome Based Education"

Expert: Prof. Yogesh Updhyay, Jiwaji University, Gawlior

4.00 - 5:00 PM

Technical Session: 2 A

Discussion and First Draft of New Schemes of Programs

10 Break Out Sessions (Program Wise)

7th July 2021 (Wednesday)

11.00 am - 12.00 noon

Session: "Management of Faculty Professionalism and Development"

Expert: Prof. Pranati Panda, NIEPA

3.00 pm to 5.00 pm

Technical Session: 3 A

Presentation of New Schemes of Programs by Coordinators

5.00 - 6.00 PM

Panel Discussion: Industry Expectation from Academia with Special Reference to Curriculum

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8th July 2021 (Thursday)

11.00 am - 12.00 noon

Session: "Learning Outcome Based Curriculum Framework for Management Programs "

Expert: Dr.Upinder Dhar, Vice Chancellor, Shri Vaishnav Vidhyapeeth Vishwavidyalaya, Indore

3.00 pm to 5.00 pm

Technical Session: 4 A

Finalizing Course Objectives and Learning Outcomes for Each Syllabus

10 Break Out Sessions (Program Wise)

9th July 2021 (Friday)

11.00 am - 12.00 noon.

Session: "Online Learning - The New Age Mantra"

Expert: Dr. N. Gopukumar, Jt. Secretary, UGC, New Delhi

3.00 pm to 5.00 pm

Technical Session: 5 A

Reassigning Groups According to Specialisation: First Look at Course Wise Syllabus

10 Breakout Sessions (Specialisation Wise)

12th July 2021 (Monday)

11.00 am - 12.00 noon

Session: "Integrating Value Added Courses for Holistic Development"

Prof. Akhilesh Singh, Vice Chancellor, Prof. Rajendra Singh (RajjuBhaiya) University, Prayagraj.

3.00 pm to 5.00 pm

Technical Session: 6 A

Finalizing Syllabus Content in Each Course

10 Breakout Sessions (Specialisation Wise)

13th July 2021 (Tuesday)

11.00 am - 12.00 noon

Assessment Using Rubrics for Outcome Based Education

Dr. Vivek Kushwaha, Director, IBMR, IPS Academy

3.00 pm to 5.00 pm

Technical Session: 7 B

Finalizing Content in each course

10 Break Out Sessions (Specialisation Wise)

14th July 2021 (Wednesday)

11.00 am - 12.00 noon

Understanding ABC – The Academic Bank of Credit

Dr. Abhay Kumar

Head, School of Electronics, DAVV, Indore

3.00 pm to 5.00 pm

Technical Session: 8 B

Finalizing Content in each course

10 Break Out Sessions (Specialisation Wise)

15th July 2021 (Thursday)

11.00 am - 12.00 noon

Technical Session: 9 A

Finalizing Syllabus Content in Each Course

10 Breakout Sessions (Specialisation Wise)

3.00 pm to 5.00 pm

Technical Session: 9 B

Finalizing Content in each course

10 Break Out Sessions (Specialisation Wise)

16th July 2021 (Friday)

11.00 am - 12.00 noon

Valedictory Session

Chief Guest: Prof. P. K. Singh, Director, IIM, Trichy

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Summary of Expert Sessions held during FDP

Day	Date	Topic	Expert speaker
1	05/07/21	Curriculum Revision in the Light of NEP 2020: A Futuristic Perspective	Dr. M. P. Poonia Vice Chairman, A.I.C.T.E, New Delhi
2	06/07/21	Upcoming Fields in Management Discipline	Prof. Sujit Kumar Dubey Director, FMS, BHU, Banaras
3	06/07/21	Bloom's Taxonomy an Effective Tool to Achieve Outcome Based Education	Prof. Yogesh Updhyay Prof. Jiwaji University, Gawlior
4	07/07/21	Management of Faculty Professionalism and Development	Prof. Pranati Panda NIEPA
5	08/07/21	Learning Outcome Based Curriculum Framework for Management Programs	Dr.Upinder Dhar Vice Chancellor, Shri Vaishnav Vidhyapeeth Vishwavidyalaya, Indore
6	09/07/21	Online Learning - The New Age Mantra	Dr. N. Gopukumar Jt. Secretary, UGC, New Delhi
7	12/07/21	"Integrating Value Added Courses for Holistic Development"	Prof. Akhilesh Singh Vice Chancellor, Prof. Rajendra Singh (RajjuBhaiya) University, Prayagraj.
8	13/07/21	Assessment Using Rubrics for Outcome Based Education	Dr. Vivek Kushwaha Director, IBMR, IPS Academy
9	14/07/21	Understanding ABC – The Academic Bank of Credit	Dr. Abhay Kumar Head, School of Electronics, DAVV, Indore

Eminent Speakers
Organised By :
DQAC-IMS
Dr. M. P. Poonia,
Vice Chairman, AICTE, New Delhi
Prof. Renu Jain
Vice Chancellor, DAVV, Indore
Dr. Upinder Dhar
Vice Chancellor, Vardman Mahaveer Open University, Kota
Prof. Sujit Kumar Dubey
Director, FMS, BHU, Varanasi
Dr. N. Gopakumar
Jt Secretary, UGC, New Delhi
Prof. P. K. Singh
Director, IIM, Trichy
Prof. Akhilesh Singh
Vice Chancellor, Vice Chancellor, Prof. Rajendra Singh (Rajju Bhaiya) University, Prayagraj
Dr. Pranati Panda
Prof., IIFPT, New Delhi
Dr.Vivek Kushwaha
Director, IBMR,IPS Academy
Prof. Yogesh Upadhyay
Jiwaji University, Gawlior
Dr.Abhay Kumar
Head , School of Electr

1. Curriculum Revision in the Light of NEP 2020: A Futuristic Perspective

Dr. M. P. Poonia, Vice Chairman, A.I.C.T.E, New Delhi.

Key Takeaways:

- Higher Education Institutions need to be more than just degree giving bodies. They must make students "socially relevant humans".
- "Higher Order Thinking Skills (HOTS)", is an area, which NEP2020 aspires to focus upon.
- In India, approximately 4 lakh students apply for management education out of which only 2 lakh get admission and even lesser numbers are able to complete their degree. The learners who get an opportunity to enrol in the higher education institution must realise the importance and make optimum utilisation.
- Focus should not only be on future resources but emphasize on future human resources He emphasised that teacher carry a smile and preparation before entering the classroom and do justice to the profession.

2. Bloom's Taxonomy an Effective Tool to Achieve Outcome Based Education

Prof. Yogesh Updhyay, Dean, Jiwaji University, Gawlior

Key Takeaways:

- Introduced Outcome based learning
- Introduction to general learning theories and how their practical implementation will help in structuring and revising the curriculum.
- Higher order thinking skills. Creative thinking
- Attributes of a graduate such as disciplinary knowledge, critical thinking, Analytical thinking, research – related skills, reflection thinking etc.
- With the introduction of Bloom's Taxonomy how curriculum should be structured.

3. Management of Faculty Professionalism and Development

Dr.Pranati Panda, Professor, National Institute of Educational Planning and Administration (NIEPA)

Key Takeaways:

- Integrity of faculties is important. Teaching faculty needs to have explanatory knowledge. Teachers who have not gone for an update with the scenario will face problems. Give the faculty liberty to explore their knowledge competency skills to prevent hindrances.
- Teachers must be empowered, and professionalism is equally important. Most Faculties need collective learning and cognitive learning. What knowledge is available in the domain is not enough, but a national and international analysis is required of management education needs. We should be away from occupational and self-Protected Autonomy.
- Curriculum planning further leads to how a particular content and theory, how they are approached. Review of the curriculum is continuous practice as it leads to syllabus where measuring of knowledge shouldn't be the only aspect but to know about the student as well how to develop them individually . Content should be particularly related to the pedagogy of practices and skills required in industry.
- Most IMPORTANT thing is the HAPPINESS of the faculty, as this will lead into a motivated and enthusiastic employee. How do we bring change from micro concept to the macro perspective?

4. Upcoming Fields in Management Discipline

Prof. Sujit Kumar Dubey, Director, FMS, BHU, Banaras

Key Takeaways:

- Management education is dynamic and constantly changing.
- Areas like Systems design and thinking, data analytics, new programming languages are the areas which management education must focus upon.
- There is need to focus upon interdisciplinary skill sets among learners.
- Collaborative approach should be followed among institutions for enhancing their capacities.

5. Learning Outcome Based Curriculum Framework for Management Programs

Dr.Upinder Dhar, Vice Chancellor, Shri Vaishnav Vidyapeeth

Key Takeaways:

- Suggested to create a room for holistic approach and courses from humanities and holistic learning need to be added.
- We need to work on a framework where holistic education can be imparted in an optimal manner.
- Learning outcome-based curriculum is required which focuses on developing critical thinking and ability in students.
- LOCF in NEP focuses on flexibility and practical exposure-based learning.
- LOCF gives students the freedom to explore and realize their strengths and weaknesses.
- 6.The 4yrs bba program will open a plethora of new opportunities for students - PHD, 1 yr. MBA, Abroad education, Entrepreneurship.
- LOCF will be putting equal emphasis on all aspects of a professional including a huge part of value clarification.
- 8 Priority needs to be given to the learning needs of students, compelling them to be motivated and explore new things and be engaged throughout the course.
- Engaging all the stakeholders in a student's life in the curriculum and learning.
- Curriculum planning further leads to how a particular content and theory, how they are approached.
- We need to evolve our teaching methodologies to have hybrid learning and including updated technologies.
- Review of the curriculum is continuous practice as it leads to a syllabus where measuring of knowledge shouldn't be the only aspect but to know about the student as well how to develop them individually.
- Engaging all the stakeholders in a student's life in the curriculum and learning.
- Focused on the Graduate attributes, Kind of Courses, Teaching Learning Objectives, Learning Outcomes etc.
- Develop sensitivity, resourcefulness, and competency to render services to nation, community, family.

6. Online Learning - The New Age Mantra

Dr. N. Gopukumar, Jt. Secretary, UGC, New Delhi

Key Takeaways:

- The popularity and reach on internet and online education, the acceptance of online education.
- The genesis of online education started with NPTEL in India by several elite Indian education institutes. SWAYAM was launched by the government in 2017 after UGC identified the need for online education in 2013 and it led to revolution in distance education and online learning.
- 5 Recent developments were made in the form of learning codes by UGC in 2020 for online learning. Highlights the benefits of online learning, challenges faced during online education, and how it brings new opportunities.
- A new approach towards content creation by introducing latest technologies like AI, ML and VR, with gamification of learning to create more interesting content.
- NEP suggestion to address the digital divide - All substantial technologies will be used and mass reaching media channels will be utilized to their full potential.
- Online assessment and examination - studies will be undertaken to pilot new ways of learning and assessing and examining students.
- NEP focuses on creating a dedicating unit for world class digital infrastructure where experts from all areas will be involved and all stakeholders will provide their inputs.
- Major recommendation of NEP 2020 -
    1. Multidisciplinary and Holistic Education - moving the higher education towards multidisciplinary approach with more and more integrated learning.
    2. Multi Entry Multiple Exit System - To give the freedom of education.
    3. Academic Bank of Credit (To support everyone and promote Better higher education). Engaging all the stakeholders in a student's life in the curriculum and learning.
- Presented the schedule of SWAYAM Courses and explained how it was important for faculties as it has refresher courses for faculties. Introduced about E-PG pathshala, and how it provides a plethora of opportunities for learning and growing.
- Elaborated the Incentives for teachers for developing MOOCS. Concluded with all these new developments and NEP, UGC will be ready for new challenges.

7. "Integrating Value Added Courses for Holistic Development"

Prof. Akhilesh Singh, Vice Chancellor, Prof. Rajendra Singh (RajjuBhaiya) University, Prayagraj.

Key Takeaways:

1. Established a basis of how value-added courses and life skill courses are integrated and lead to a holistic development of a student.
2. Holistic development is - cognition, feeling and action, we must concentrate on all these 3 areas also known as body, mind and heart.
3. These VAC (value added courses) are designed in a framework of at least 30 hours and are announced in advance while designing the curriculum only.
4. These 30 hours can be divided as per the convenience and there must be a certification for the value-added course.

5 USP for VAC -

a) Professional approach
b) Focus on skill development with practical aspects.
c) Certification is necessary.
d) It should add/boost Value to employability.
e) It should impart knowledge.

6 Planning VAC -

a) They can be planned in continuity over the span of 4 semesters (120 hours).
b) It can be planned in a stand-alone manner as a whole subject from basics to advance in one semester.
c) It can plan for short term course or long-term plan (linguistic courses of German, administrative Hindi, Business English, Personality development program as VAC with certificate)

7. Benefits of online education cannot be reaped without overcoming challenges like, ability to match physical learning and mitigating malpractices.
8. Key attributes for VAC -

a) Preannounced.
b) Certification 30 hours

9. For PG courses, VAC should be apart from the 8 subjects in a form of 30 hours certification course.

10. The Value-Added Courses should be included in NON-CREDIT courses and vocational subjects should not be considered part of it.

11. Holistic development is a comprehensive approach of learning -

a) 1. Physical ability development - Gross motor skills which involves the whole body (walking, running, practical approach). We can include a Physical development program with the help of the Physical education department (yoga, dance, P.T).
b) A VAC for developing aptitude skills like a 30-hour course for NET, GRE, GMAT, Job screening test and more.
c) VAC for interpersonal development, Attitude development, personality development, emotional development. Courses that could be included here are:- Emotional development courses, Basic mental health first aid courses
d) Tools courses like - Basic to advanced MS, office courses, ERP, Tally, Data interpretation tools like tableau etc.
e) Courses like a Stock exchange program, Equity research program
f) Data analysis course of SPSS, R language, Python, SQL
g) VAC for rural management Technologies
h) Life skill and farming courses like organic farming, Wildlife conservation, Creative writing, Public skills, anchoring VAC.

8. Assessment Using Rubrics for Outcome Based Education ,

Dr. Vivek Kushwaha, Director, IBMR, IPS Academy

Key Takeaways:

1. Outcomes define and pave the connectivity and relevancy of the lectures and course throughout the semester.
2. Highlighted how rubric making is essential and a hard task for overall efficiency for management programs.
3. Outcome based education is a student -centred instruction model that focuses on measuring student performance through outcomes.

4. A Program outcome must be directly related to the academic discipline. Focus on program outcomes that reflect the specific knowledge and skills you expect students to acquire as part of their education experience in the program.

5 Course outcomes are clear and concise statements that describe what you intend your students to learn by the end of the subject.

6 Learning outcomes express the present state and describe what your student learned after the completion of a particular unit of a subject.

8 Why Use rubrics for Teachers: Prompt a criterion-referenced assessment, Provide students with detailed and timely feedback, To encourage critical thinking, Facilitate communication with others involved in scoring, Help in refining teaching skills / learning activities.

10. Why use Rubrics for Students: To clarify the teachers Expectations of student performance, Provide informative descriptions of expected performance, Help to monitor and critique own work

9. Understanding ABC – The Academic Bank of Credit

Dr. Abhay Kumar, Head, School of Electronics, DAVV, Indore

Key Takeaways

Discussed about the international education policies and what the significance of the NEP for India. NEP aims at increasing the GER (50%), for that we need special purpose vehicle(s): MEME, ABC, etc.

A 3 year program doesn't need to be a 3 year program, rather it can be divided into a collective course of 1yr each , which will increase the GER ratio as we will be incorporating this 1yr program into GER calculation.

Needs of ABC :

a) Frame your courses - needs & Interests
b) Design your Degrees - Student Centricity
c) Study through any mode - Real world
d) learning or exam on demand - When ready

ADVANTAGES OF ABC :

a) Student chooses flowers of her choice to make bouquets.
b) Change specialisation on institution anytime (portability) .
c) Distributed and flexible teaching, learning.

d) Best suited for fast learners (attain degree fast) and for slow learners (attain degree at ease).

How Shall ABC operate?

a) UGC Regulation 2021 (Draft). UGC or state Govt. shall open Digital Credit Bank.. Universities/Colleges with NAAC A or higher can participate (Account Holders) For formal system of Credit Recognition, Credit Accumulation, Credit Transfers, and Credit Redemption. ABC shall not award degrees but it will facilitate tailoring degrees/specialization, major/minor and provide services like credit verification, Degree Authentication.

b) Students shall open a Unique Academic Bank Account.. Credits accrued by students can be used up to Ph.D. Credits earned through MOOC/Swayam/NPTEL can also be accrued. Credits shall be alive only up to 7 years of its earning!

Value Based Education is the need of the hour

Dr.P.K.Singh , Director, IIM Trichy

Key Takeaways :-

- Emphasis should be laid on integrating value education along with management education. Management institutions must focus on nurturing leaders with strong value system.
- "Value Education ", must be taught as a standalone course . At the same time learning of "values" must be integrated within each subject.
- Institutions must adopt a collaborative approach for developing holistic skills among learners. This will enable institutions to draw from each others competencies
- Teachers must have the skill to show the world to the students. They should be able to see micro picture as well as the macro view of the world.
- Management curriculum should evolve to include new disciplines, but the importance of basic and fundamental courses should not be undermined.

Summary of Panel Discussion Session

(Industry Experts and Alumni)

- Mr.Navin Patel, Cluster Head, HDFC – Alumni
- Mr.Amber Chaurasiya, Regional Head, Aditya Birla Capital –Alumni
- Mr.Arpit Mangal, Product Manager, Arcesium – Alumni
- Mr.Amit Dubey,Senior Manager, Vodafone-Indea – Alumni
- Mr.G.S.Saini, Director, National Civil Defence College, Nagpur
- Mr.Ankush Gupta, Board Member and COO, Sterling
- Mr.Ajit Talreja, Director, HR, Cummins Ltd – Alumni
- Mr. Piyush Arya, Group Manager HR, Royal Enfield – Alumni

The panelists were experts of various disciplines working collaboratively to aid in the curriculum redevelopment program.

The Panellists were asked their opinion on the following broad themes :-

Q1. What new role the expert industry and academic Panellists' see in the industry/market for the upcoming management graduates?

Q2. Since the requirement of management graduates is increasing in disaster mitigation, can you suggest key areas where students can be trained to make them more competent in the current scenario?

Q3. What kind of skills do recruiters look for in a management graduate in the current time?

Q4. Can you give us some critical inputs that we can incorporate in our curriculum to give society a better professional?

Q5. How can the industry help us in bridging the gap between industry and academia? What steps can the industry take in this problem?

Q6. NEP suggests that there should be an emphasis on multi-disciplinary learning. What does industry prefer (as a recruiter) - a student having deep subject knowledge of single specialization or a student with multidisciplinary knowledge.

Q7. What kind of roles can be seen in the future for management graduates?

Q8. When we look at the western world's model of interaction between industry and academia, we find that they have an amalgamated approach with a plethora of opportunities and industrial involvement in academics. What road map can be taken by the academia and industries of India to have this amalgamated approach to prevent the student from suffering and to provide the best learning experience.

Q9. Considering the fact that industry changes fast and there are certain limitations of academia, what are the new practices and courses that can be taken under consideration or incorporated as a new subject or course which can make students industry ready (specifically in finance)

Inputs given by panellists -

Mr. Amber Chourasia - A lot of changes are happening in the industry and industry is moving towards the data analytics domain, most of the processes are shifting towards Data analytics, AI & ML. There is a need to Unlearn and adapt to new ways of working for upcoming management graduates, the curriculum should emphasize more on teaching analytics and data interpretation. The student needs to be extremely agile and adaptive towards new system, new technology. Management graduates should develop the personality traits of a lifelong learner and update themselves in a continuous and rigorous manner. In the financial industry students at college level need to be taught about the practical aspects of the financial institutions like - basic kyc policy, Bank's working, Banking processes, General banking activities, difference between saving and current account, types of loans , mathematics of loans , We can train them about insurance, how insurance companies make money , basic knowledge of the product , framework of industry. More awareness of personal financing, taxations and basic financial planning to students. Money management is a critical part of financial training.

Financial institutes can teach students about how money works, mathematics of industry and money. A crucial knowledge of analysing and understanding the mathematics behind a student's salary (CTC division, taxation, Provident funds, allowances and the Value to salary aspect) can be imparted to the students, so that they can understand the value of their work in monetary terms.

Dr. G S Saini - There is a need to change the nomenclature of the Syllabus in DM course. A management graduate needs to stay updated with the technology but stay true to the basics and firm with them. Primary organizational planning is concrete only with clear basics. A practical case study-based learning to make students aware of the scenarios and judge their critical thinking and approach towards sustainable and organizational disaster prevention. A comprehensive approach where we need to look at the business continuity plan keeping in mind all the possible scenarios. This can be initiated by incorporating practical case study-

based learning and making students aware of the problems faced by the organizations during pandemics and natural disasters. A learning approach where Occupational safety and health hazards are focused upon.

Multidisciplinary approach is surely important and suggested 4 Important things for students:

1. Life skills (life support skills for survival)
2. Hazard resistance management
3. psychological service assessment
4. Emergency control scenario-based study

IMS need to put emphasis on the DM courses and a comprehensive practical scenario based cognitive learning because this is just the beginning of such pandemics, there are a lot more things to come considering the deteriorating environmental conditions and negligence towards environment. To be updated and be prepared, IMS can start with a feasibility study in this domain and introduce new courses while considering certain job roles like health officer courses.

Ajit Talreja - Recruiters look for 2 Aspects - Aptitude and Attitude

- Aptitude - Quantitative ability and Verbal ability
- Attitude - Management Graduate should be adaptable, they should be ready to learn new things and understand organizations goals.

  From Curriculum perspective - We can include new technologies and most common industrial tools in the syllabi (tools like Power BI). What matters more is focus should be on Psychology of the employee, what their mentality is and their approach towards the organization.

We need to look for a common ground between industry and institute where more sponsorship can be bought in. A cohort sponsorship by alumni can be bought in which can be in the form of Alumni mentorship or in other form and this can be really helpful.

Alumni understand our system very well and they can be engaged as Cohort mentors for IMS and thus provide students with a comprehensive knowledge of actual working of industry.

Ankush gupta - Whole idea of management studies are to prepare business leaders and as a business leader their main work revolves around solving 3 things -

a. Connect ability.
b. Chaos
c. Confusion

The main function of management studies is to align with the needs of the business (students need to be taught - how to align with the need for business).

Only curriculum approach is not enough, more input is required from industry experts, Industry experts and student interaction is very important. A collaborative approach towards learning can be set up where industry experts can mentor the students.

An idea lab in the institute can encourage students to be more thoughtful and develop entrepreneurial personality traits. This can stimulate students to think in an innovative manner and will give them the opportunity to have a more immersive and applied learning.

We need to stop the culture of unpaid internships and students need to get paid internships as this will force the industry to give more importance to the students. When industry will pay for internships then they will view interns as a valued resource and try to extract value from them. There needs to be a long-term association between Industry and Academia where all the stakeholders are getting value from this association and a better learning environment can be created for the students.Application based learning is missing in academia but an association between industry and academia can help to breach that gap.

Inculcating IT enabled services like tally and ERP 's simulation in the academic learning can provide students with a hands-on perspective of the tools and practices of the industry. Students need to be self-organised first before joining any organization.

Mr. Amit dubey - Adaptability of new technology in students is extremely necessary, Covid opened a new avenue with acceptability of online meets and online interactive sessions of teaching and learning can help. The Digital migration of industry and academia is important as industry can help out students in a better way since there will be no constrictions of demographics.

Mr. Arpit Mangal - Technology is ever evolving and there will be everlasting jobs (it will come up again again). New sectors like fintech, EdTech and all other sectors which are moving towards technology are creating new jobs, specifically in data analytics and data interpretation. Industry can make the students and academia aware of these changing scenarios, share the knowledge and provide ample learning opportunities in form of internships. Industry can give some problem cases to students to take new challenges and share their thoughts and learn in an interactive and application-based manner. Industry has the bandwidth to do this and try to decrease this gap.

As a recruiter both types of students are giving wonderful results. Industry recruiters are looking for individuals who are smart enough to be logically sound and have the cognitive ability to learn and adapt. But there is a problem faced by students with multidisciplinary knowledge, which they face after some years in industry - there growth gets limited due to lack of knowledge in the domain (specifically Finance) and then they realise the need to learn and take up specialization courses and continuing learning to move ahead in their career. Individual who can use data in an effective manner and has the ability to present data in a visual format with precision. Domain specific graduates with the ability to interpret, analyse and present data which can be utilized optimally for organizations growth.

Individuals need to learn about the operational clarity of derivatives and financial derivatives. Finance courses need to integrate certain languages like Python & R as (Scopes for curriculum) it has become a crucial part of the finance industry. Students can be taught about the framework of the tools and practices used in Industry to make them industry ready.

Value Added Courses to complement the MBA program for Holistic Development of Students

Holistic development is a comprehensive approach of learning which includes development of three basic capacities of human – thinking, feeling and action. Thus, it affects the overall development of "Aptitude, Attitude and Action". It is essential that the higher education program should ensure that it creates opportunities for nurturing cognitive as well as emotional skill sets among learners.

"Value Added Courses" could provide the platform for supplementing the skill sets that are essential for learner but they are not a part of the main courses of the program. For PG courses, VAC should be apart from the 8 subjects being taught in each semester.

VAC can be offered as follows -

- In the a form of 30 hours certification courses
- These VAC courses could be credit or non credit as decided by institution.
- Preferably be offered in workshop mode.
- Institution may collaborate with other bodies for offering these VAC courses
- VAC courses must be pre- announced in each semester.

The institution may consider to form a separate committee / cell to evaluate each VAC course being offered. The learning outcomes for the VAC courses must be evaluated before being offered. VAC course being offered should meet any one of the following two criteria –

1) It should add to the life skills of the learner.
2) It should add to the employability of the learner.

The following suggestive courses may be offered as VAC for MBA programs –

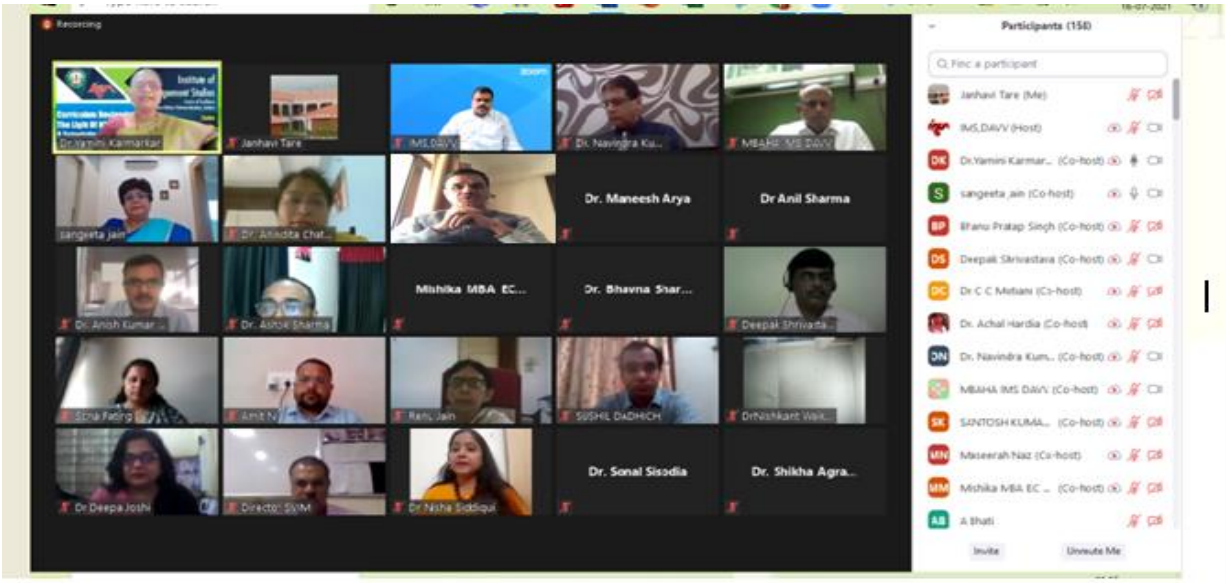
Linguistic development area – Spoken English, Image Building, Personality Development, Theatre, Creative Writing, Public Speaking

Physical Capacity Development –Yoga , PT , Dance, exercises, Theatre

Emotional Capacity Development - Meditation, Basic mental health, Self Awareness, Self Belief etc.

Cognitive Capacity Development – Aptitude Test / Reasoning Test for Placement / Advance Excel /Advanced MSWord /Advanced Power point / ERP /Tally / Data Analysis using R or SPSS or Matlab etc / Rural Technology / Organic Farming / Wild Life Conservation / Entrepreneurship

Glimpses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Dr Anil Sharma
Mishika MBA EC...
Dr. Bhavna Shar...
Dr. Sonal Sisodia
Dr. Shikha Agra...

sangeeta jain
Dr. Navindra Kumar...
Dr Pawan Kumar...
Renu Jain
Kapil Sharma
Dr.Shine David
Sonik Porwal
Dr. Anindita Chat...
Nisha siddiqui
Dr Anshu Bhati
Dr. Sonal Sisodia...
Dr.Yamini Karmarkar
Aroop Jain
Dr. Jitendra Nim...
DR. KAVITA KASLI...
Manisha Pandey
Neal Jain
Dr Girish Gupta
Bhanu pratap Sin...
Dr. Namita Hirwa...
Ira Bapna
Dr Maneesh Kan...
Dr. Unmesh Man...
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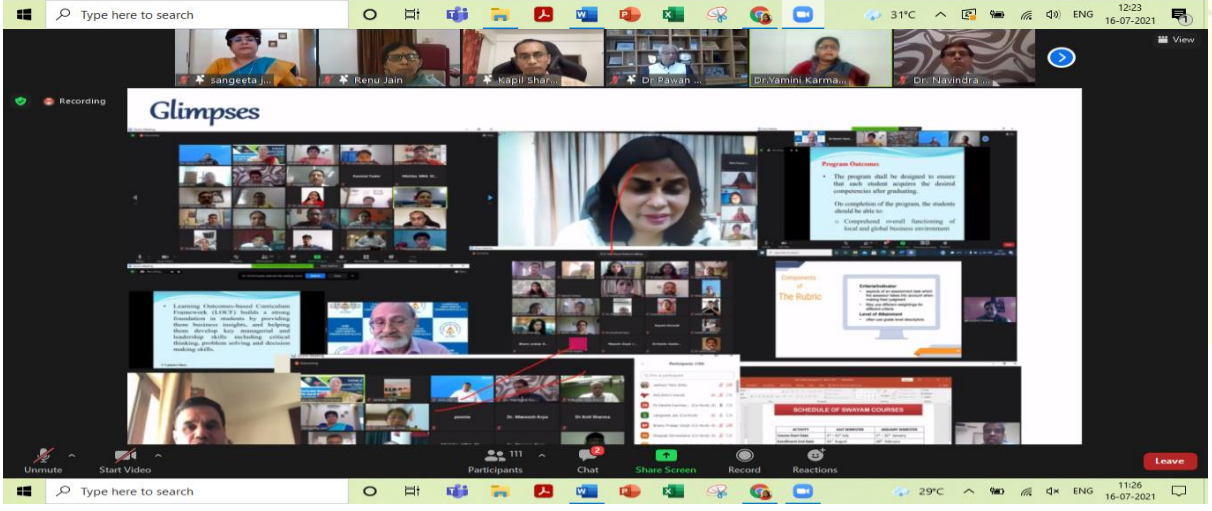
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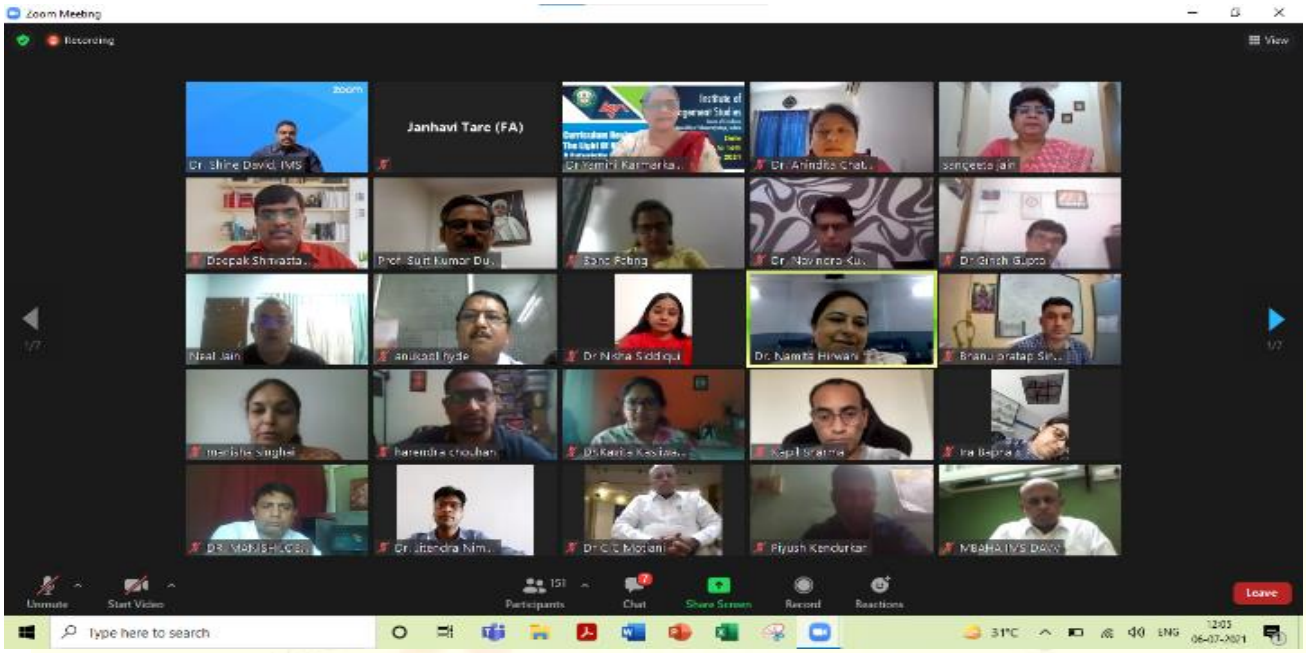
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Deepak Shrivasta...
Prof. Sujit Kumar Du...
Sonu Poting
Dr. Novindra Ku...
Dr Girish Gupta
Neal Jain
anukant hyde
Dr Nisha Siddiqui
Dr. Namita Hirwani
Branu pratap Sir...
manisha singhai
harendra chouhan
Dr.Kavita Kasliw...
Kapil Sharma
Ira Bapna
DR. MANISH LOE...
Dr. Jitendra Nim...
Dr C C Motiani
Piyush Kendurkar
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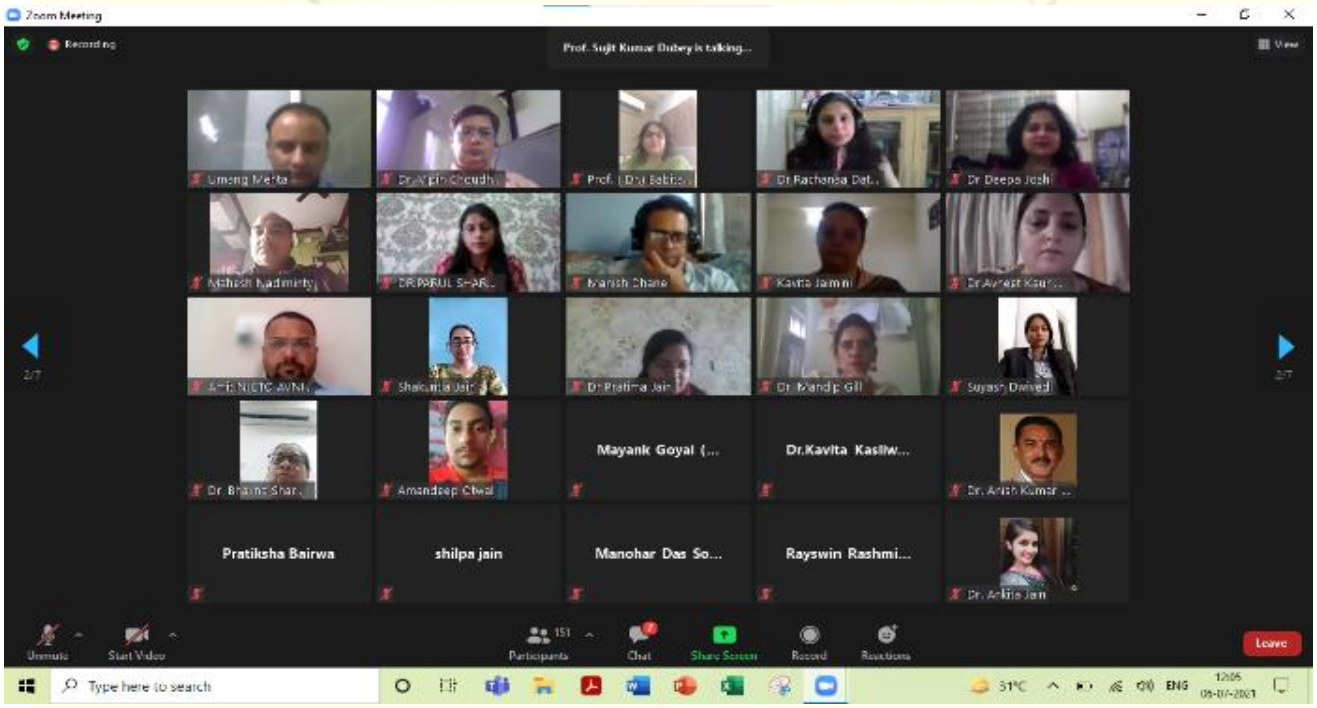
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Prof. I Dhu Babita...
Dr Rachanga Dat...
Dr Deepa Joshi
Mahesh Nadiminty
DR.PARUL SHAR...
Manish Dhane
Kavita Jamini
Dr.Avnest Kaur...
Amit NICTC AVNI...
Shakuntla Jain
Dr Pratima Jain
Dr. Mandip Gill
Suyash Dwivedi
Dr. Brajnit Shar...
Amandeep Otwal
Mayank Goyal (...
Dr.Kavita Kasliw...
Dr. Anish Kumar ...
Pratiksha Bairwa
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Manohar Das So...
Rayswin Rashmi...
Dr. Ankita Jain
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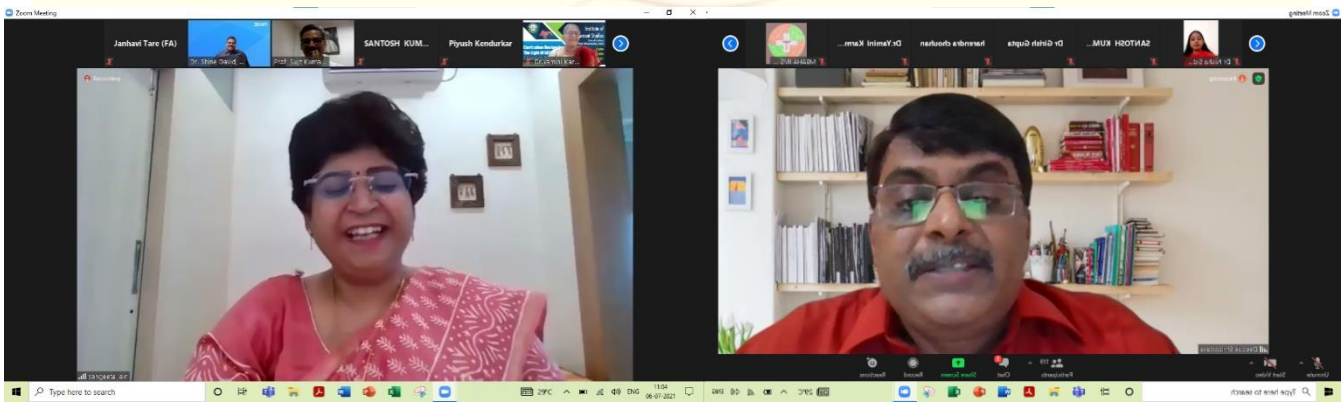
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Dr. Navindra ...
Dr. Anindita ...
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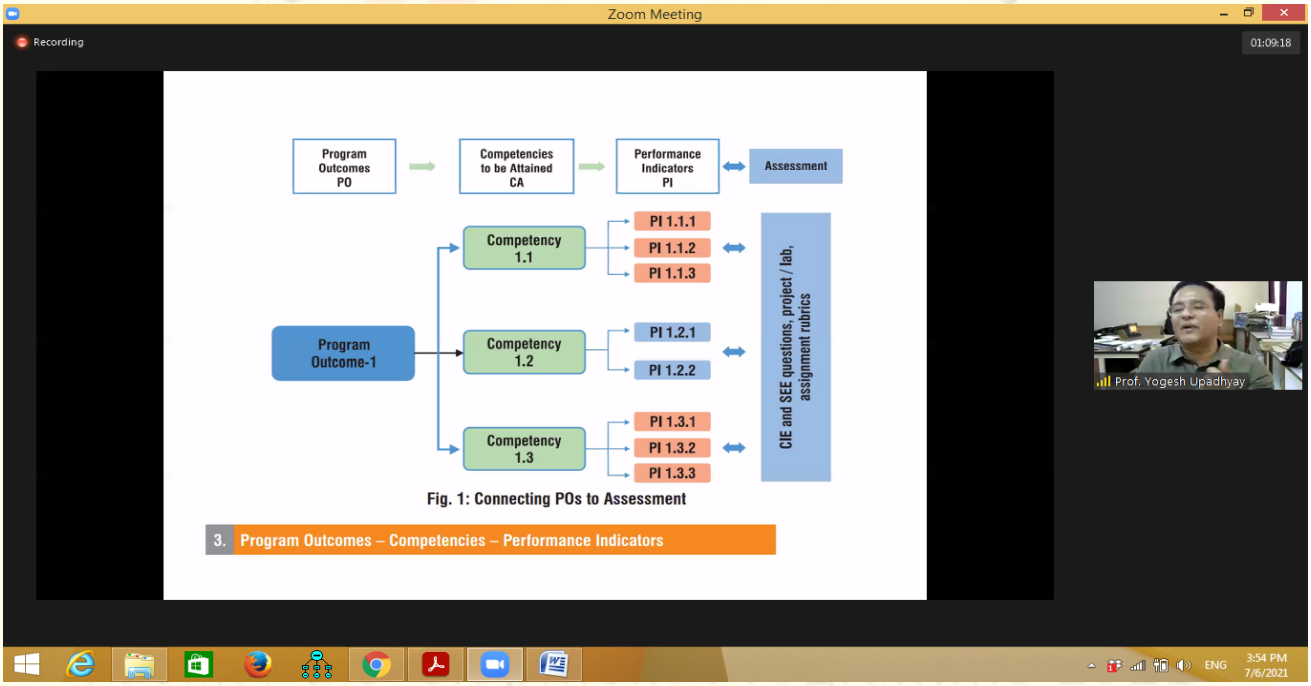
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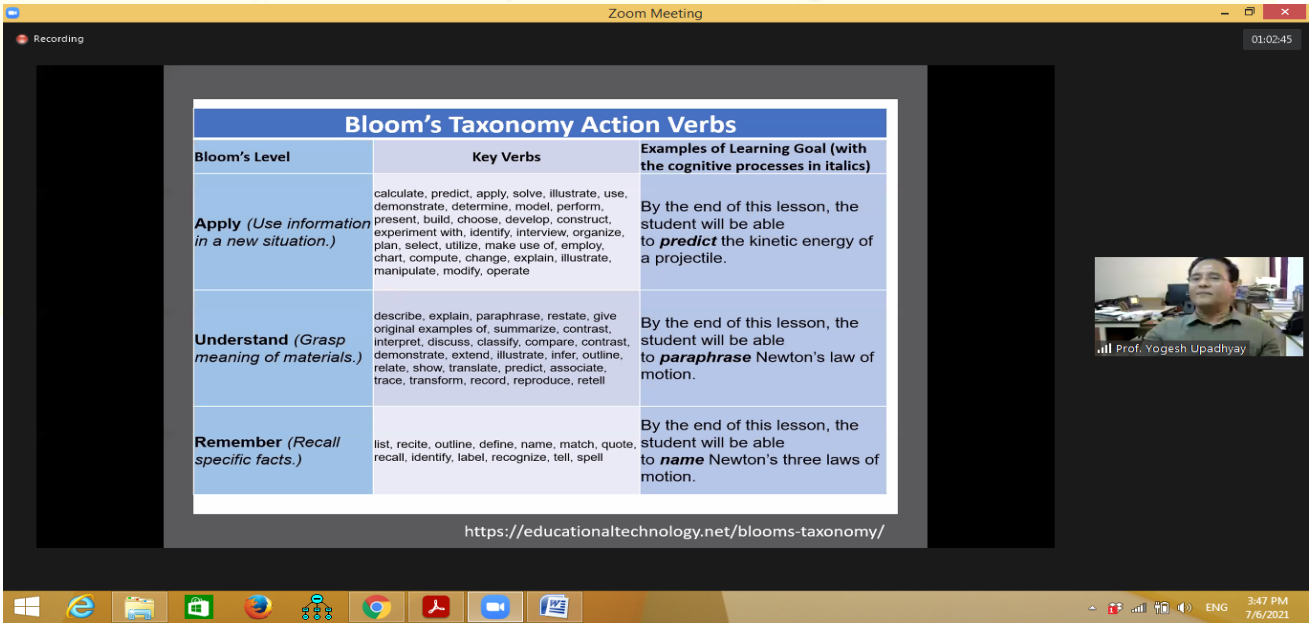
Program Outcomes PO
Competencies to be Attained CA
Performance Indicators PI
Assessment
Program Outcome-1
Competency 1.1
Competency 1.2
Competency 1.3
PI 1.1.1
PI 1.1.2
PI 1.1.3
PI 1.2.1
PI 1.2.2
PI 1.3.1
PI 1.3.2
PI 1.3.3
CIE and SEE questions, project / lab, assignment rubrics
Fig. 1: Connecting POs to Assessment
3. Program Outcomes – Competencies – Performance Indicators
Prof. Yogesh Upadhyay
ENG
3:54 PM
7/6/2021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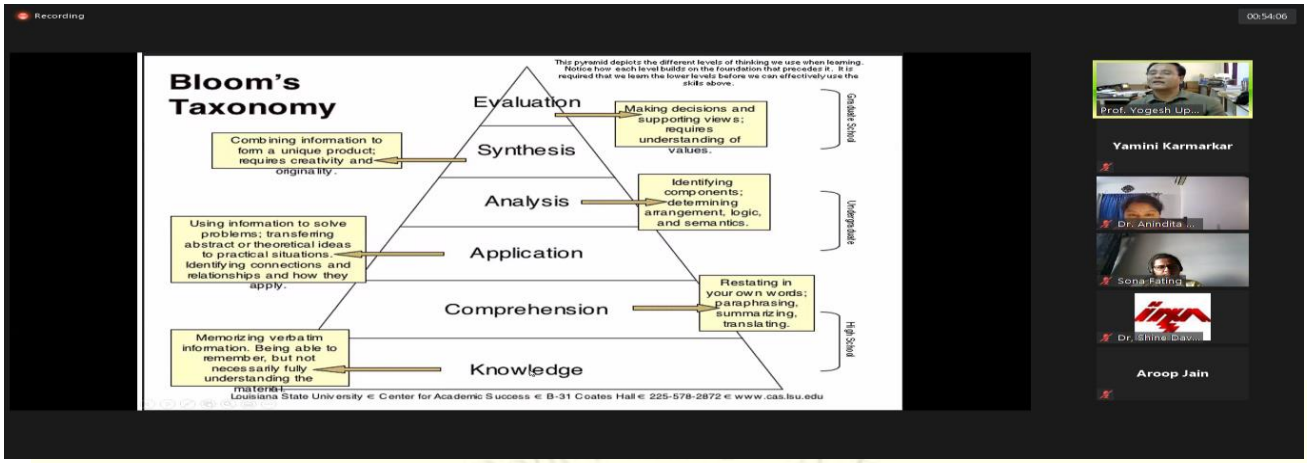
Bloom's Taxonomy Action Verbs
Bloom's Level
Key Verbs
Examples of Learning Goal (with the cognitive processes in italics)
Apply (Use information in a new situation.)
calculate, predict, apply, solve, illustrate, use, demonstrate, determine, model, perform, present, build, choose, develop, construct, experiment with, identify, interview, organize, plan, select, utilize, make use of, employ, chart, compute, change, explain, illustrate, manipulate, modify, operate
By the end of this lesson, the student will be able to predict the kinetic energy of a projectile.
Understand (Grasp meaning of materials.)
describe, explain, paraphrase, restate, give original examples of, summarize, contrast, interpret, discuss, classify, compare, contrast, demonstrate, extend, illustrate, infer, outline, relate, show, translate, predict, associate, trace, transform, record, reproduce, retell
By the end of this lesson, the student will be able to paraphrase Newton's law of motion.
Remember (Recall specific facts.)
list, recite, outline, define, name, match, quote, recall, identify, label, recognize, tell, spell
By the end of this lesson, the student will be able to name Newton's three laws of motion.
https://educationaltechnology.net/blooms-taxonomy/
Prof. Yogesh Upadhyay
ENG
3:47 PM
7/6/2021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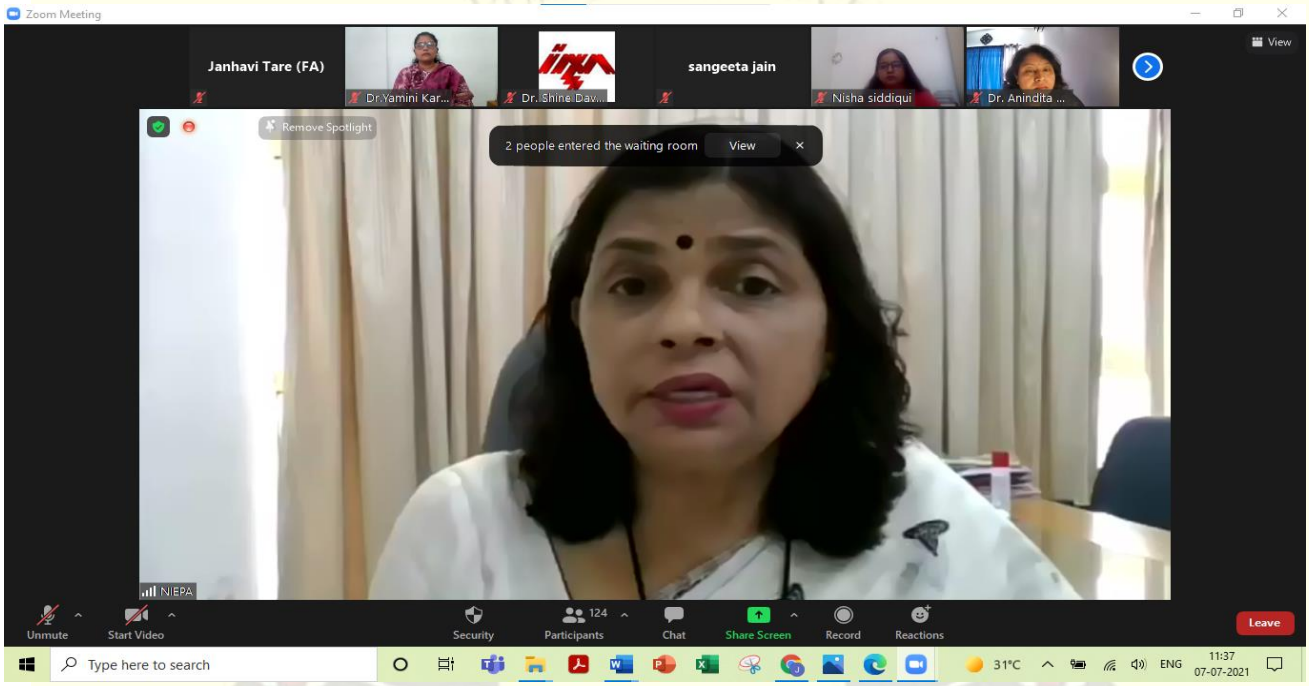
Bloom's Taxonomy
This pyramid depicts the different levels of thinking we use when learning. Notice how each level builds on the foundation that preceded it. It is required that we learn the lower levels before we can effectively use the skills above.
Evaluation
Making decisions and supporting views; requires understanding of values.
Synthesis
Combining information to form a unique product; requires creativity and originality.
Analysis
Identifying components; determining arrangement, logic, and semantics.
Application
Using information to solve problems; transfering abstract or theoretical ideas to practical situations. Identifying connections and relationships and how they apply.
Comprehension
Restating in your own words; paraphrasing, summarizing, translating.
Knowledge
Memorizing verbatim information. Being able to remember, but not necessarily fully understanding the material.
Graduate School
Undergraduate
High School
Louisiana State University ∈ Center for Academic Success ∈ B-31 Coates Hall ∈ 225-578-2872 ∈ www.cas.lsu.edu
Prof. Yogesh Up...
Yamini Karmarkar
Dr. Anindita ...
Sona Fating
Dr. Shine Dav...
Aroop Jain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Dr. Shine Dav...
sangeeta jain
Nisha siddiqui
Dr. Anindita ...
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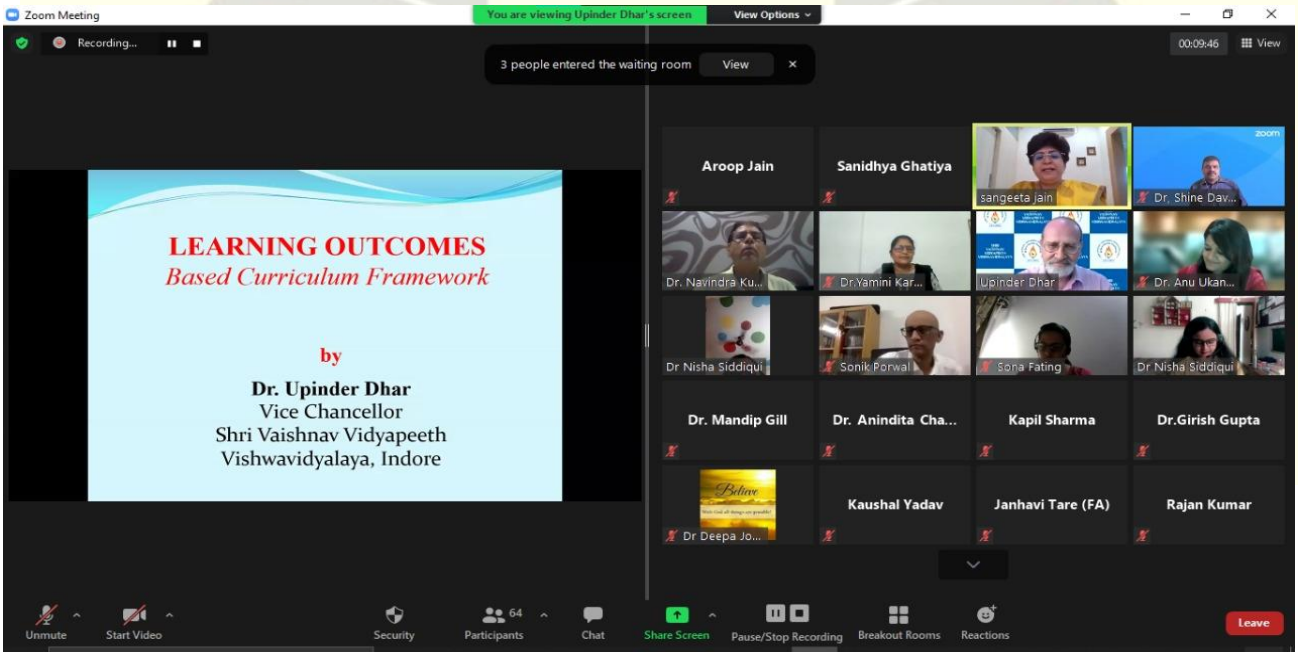
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LEARNING OUTCOMES
Based Curriculum Framework
by
Dr. Upinder Dhar
Vice Chancellor
Shri Vaishnav Vidyapeeth
Vishwavidyalaya, Indore
Aroop Jain
Sanidhya Ghatiya
sangeeta jain
Dr. Shine Dav...
Dr. Navindra Ku...
Dr.Yamini Kar...
Upinder Dhar
Dr. Anu Ukan...
Dr Nisha Siddiqui
Sonik Porwal
Sona Fating
Dr Nisha Siddiqui
Dr. Mandip Gill
Dr. Anindita Cha...
Kapil Sharma
Dr.Girish Gupta
Dr Deepa Jo...
Kaushal Yadav
Janhavi Tare (FA)
Rajan Kumar
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Breakout Rooms
Reactions
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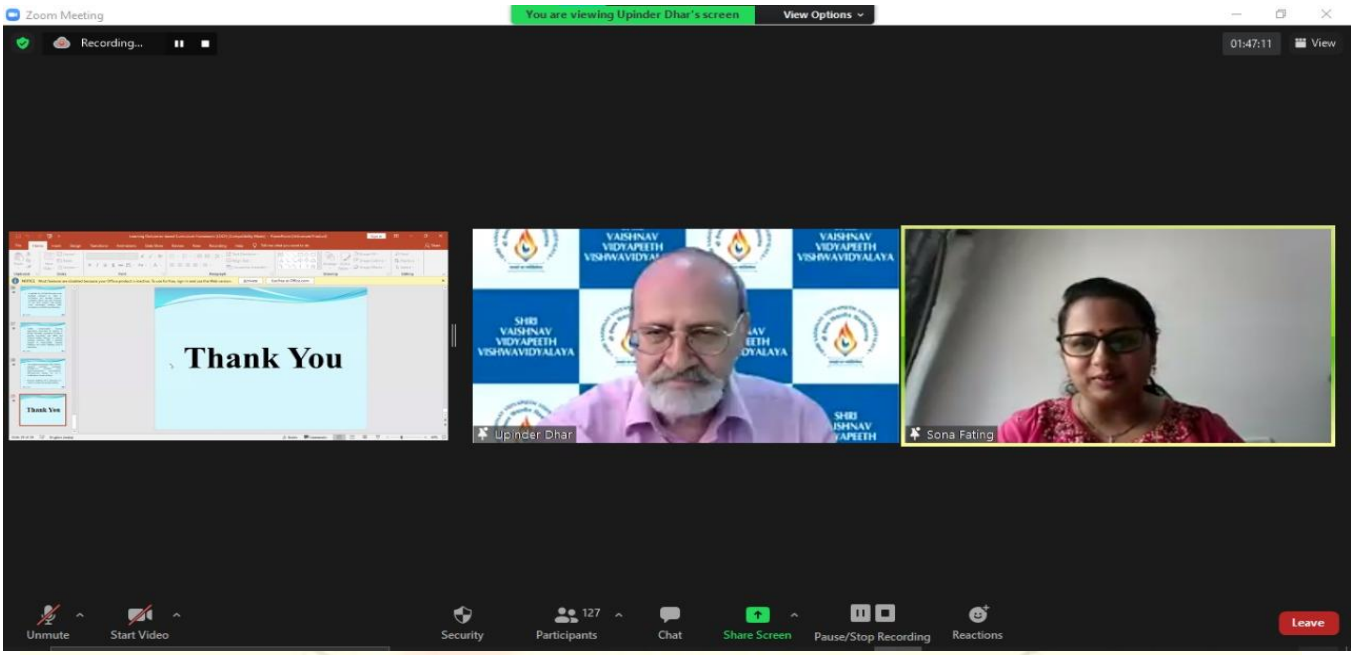
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Upinder Dhar
Sona Fating
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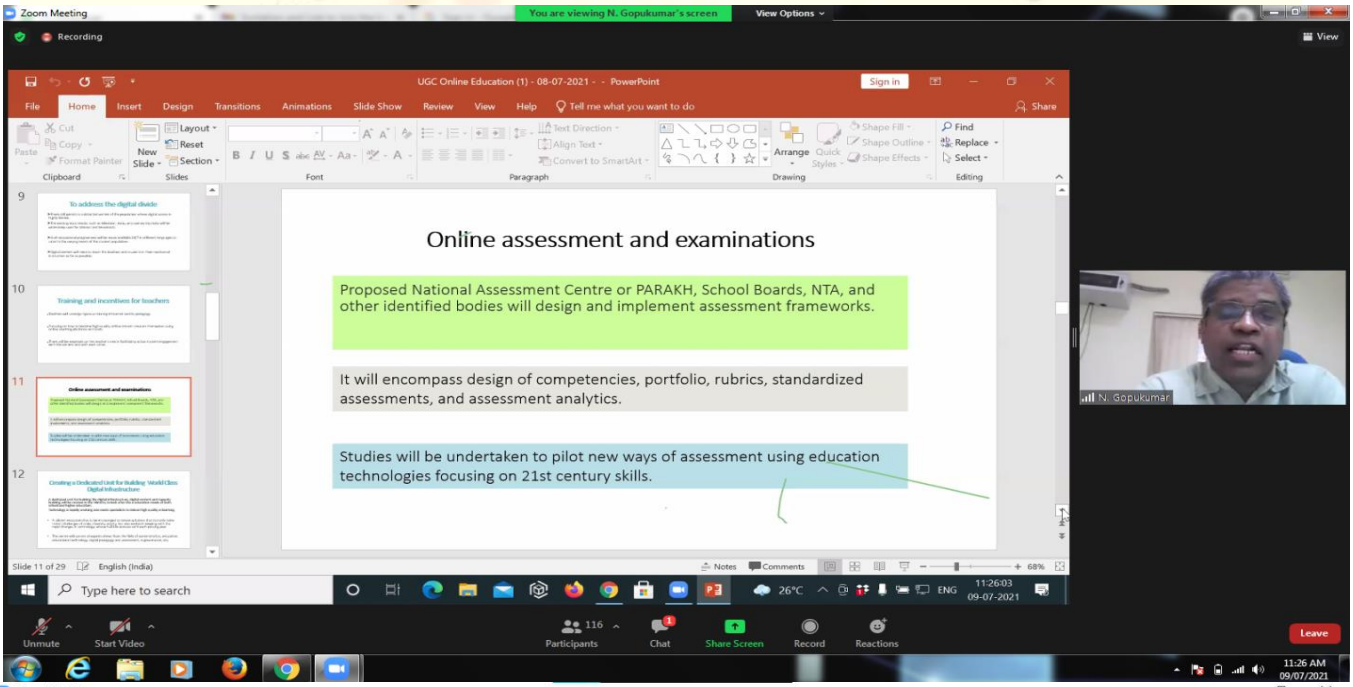
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UGC Online Education (1) - 08-07-2021 - PowerPoint
Online assessment and examinations
Proposed National Assessment Centre or PARAKH, School Boards, NTA, and other identified bodies will design and implement assessment frameworks.
It will encompass design of competencies, portfolio, rubrics, standardized assessments, and assessment analytics.
Studies will be undertaken to pilot new ways of assessment using education technologies focusing on 21st century skills.
N. Gopukumar
Slide 11 of 29
English (India)
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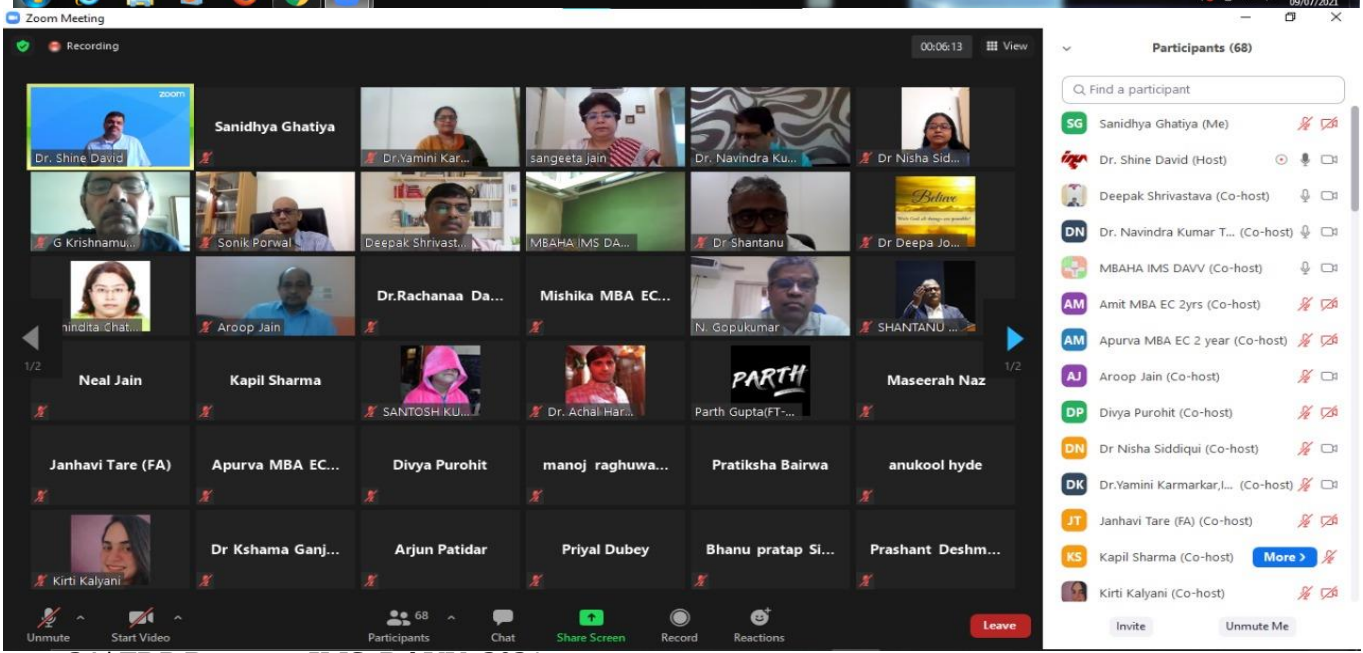
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Dr. Shine David
Dr.Yamini Kar...
sangeeta jain
Dr. Navindra Ku...
Dr Nisha Sid...
G Krishnamu...
Sonik Porwal
Deepak Shrivast...
MBAHA IMS DA...
Dr Shantanu
Dr Deepa Jo...
Aroop Jain
Dr.Rachanaa Da...
Mishika MBA EC...
N. Gopukumar
SHANTANU ...
Neal Jain
Kapil Sharma
SANTOSH KU...
Dr. Achal Har...
Parth Gupta(FT-...
Maseerah Naz
Janhavi Tare (FA)
Apurva MBA EC...
Divya Purohit
manoj raghuwa...
Pratiksha Bairwa
anukool hyde
Kirti Kalyani
Dr Kshama Ganj...
Arjun Patidar
Priyal Dubey
Bhanu pratap Si...
Prashant Deshm...
Sanidhya Ghatiya (Me)
Dr. Shine David (Host)
Deepak Shrivastava (Co-host)
Dr. Navindra Kumar T... (Co-host)
MBAHA IMS DAVV (Co-host)
Amit MBA EC 2yrs (Co-host)
Apurva MBA EC 2 year (Co-host)
Aroop Jain (Co-host)
Divya Purohit (Co-host)
Dr Nisha Siddiqui (Co-host)
Dr.Yamini Karmarkar,I... (Co-host)
Janhavi Tare (FA) (Co-host)
Kapil Sharma (Co-host)
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Kirti Kalyani (Co-host)
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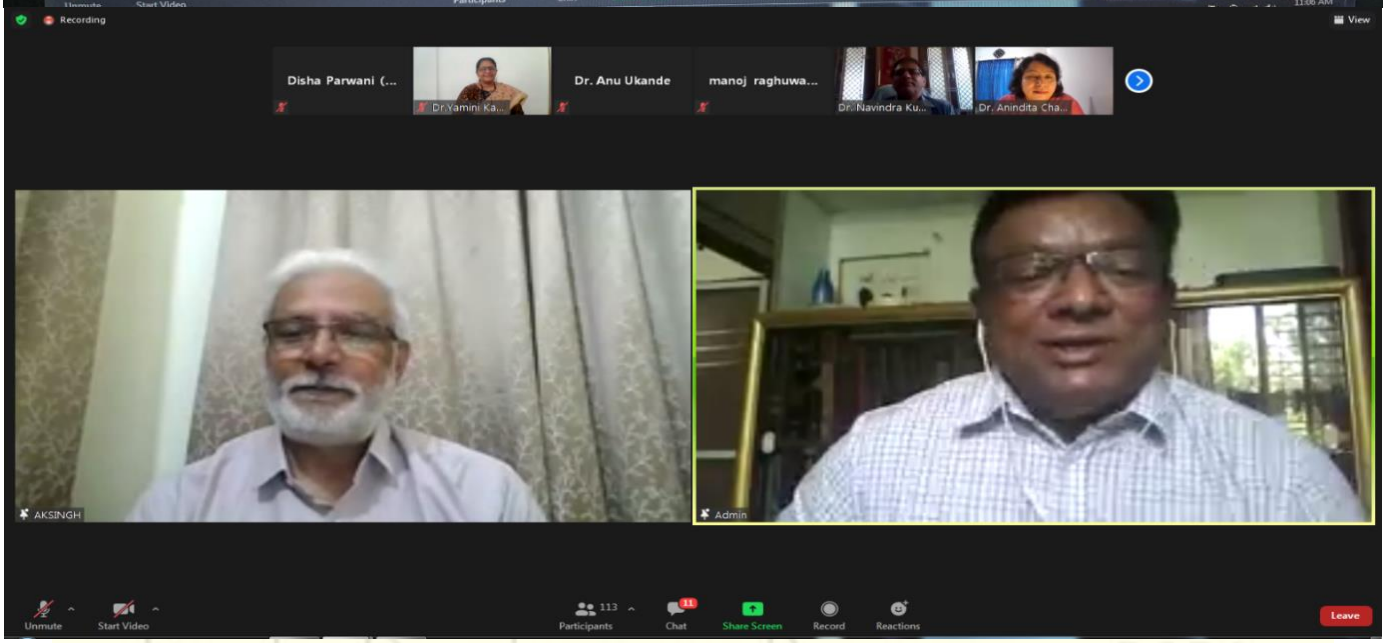
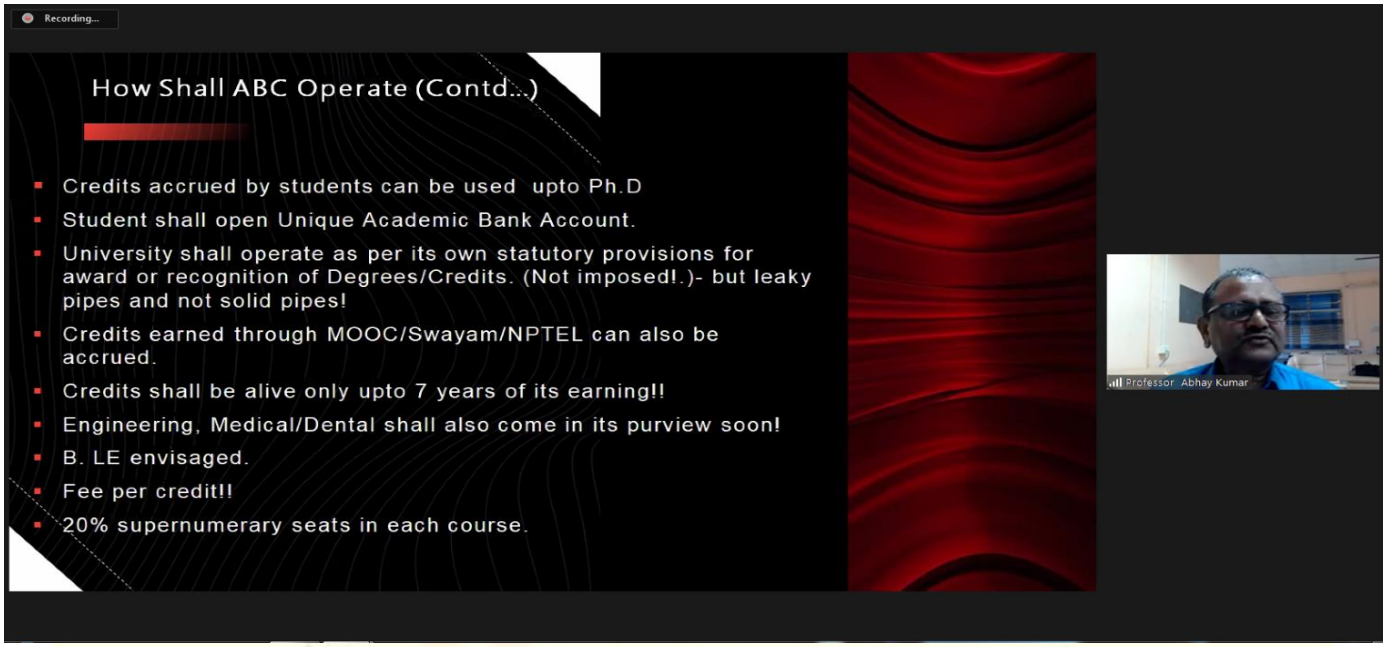


Faculty Development Programme 2021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How Shall ABC Operate (Contd...)
Credits accrued by students can be used upto Ph.D
Student shall open Unique Academic Bank Account.
University shall operate as per its own statutory provisions for award or recognition of Degrees/Credits. (Not imposed!.)- but leaky pipes and not solid pipes!
Credits earned through MOOC/Swayam/NPTEL can also be accrued.
Credits shall be alive only upto 7 years of its earning!!
Engineering, Medical/Dental shall also come in its purview soon!
B. LE envisaged.
Fee per credit!!
20% supernumerary seats in each course.
Professor Abhay Kumar

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Disha Parwani (...
Dr. Shine Dav...
Admin
Dr. Navindra ...
Deepak Shriv...
MBAHA IMS ...
Professor Abhay Kumar
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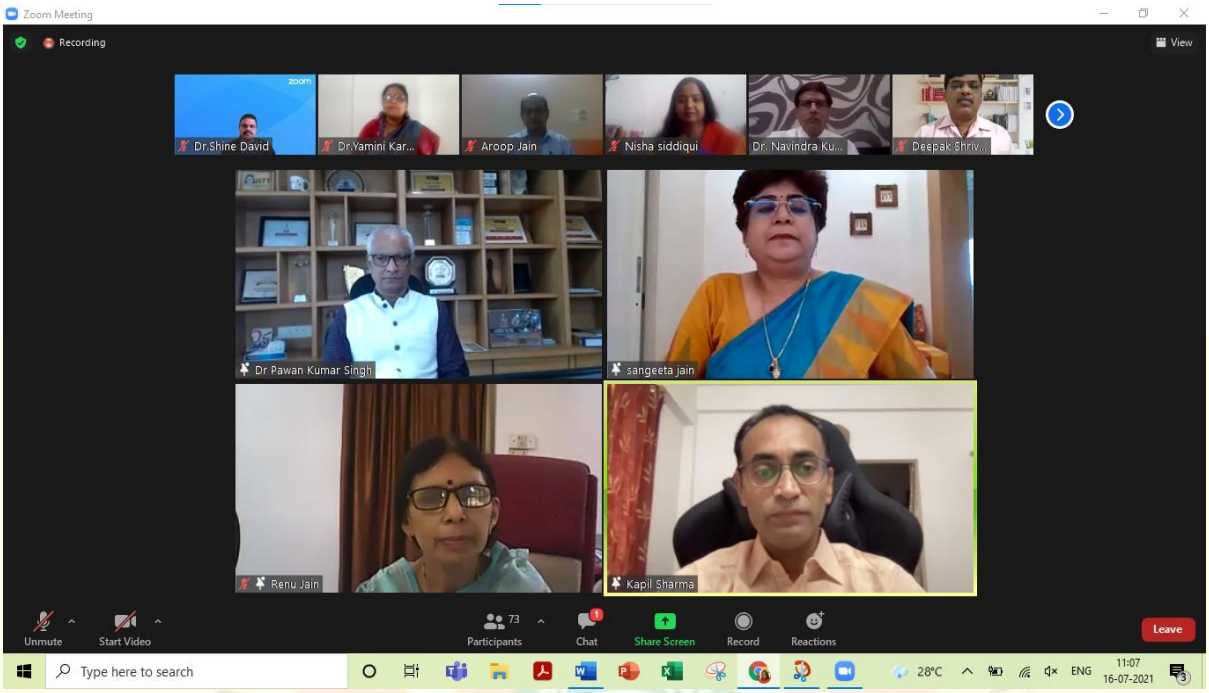
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Dr. Navindra Ku...
Deepak Shriv...
Dr Pawan Kumar Singh
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Renu Jain
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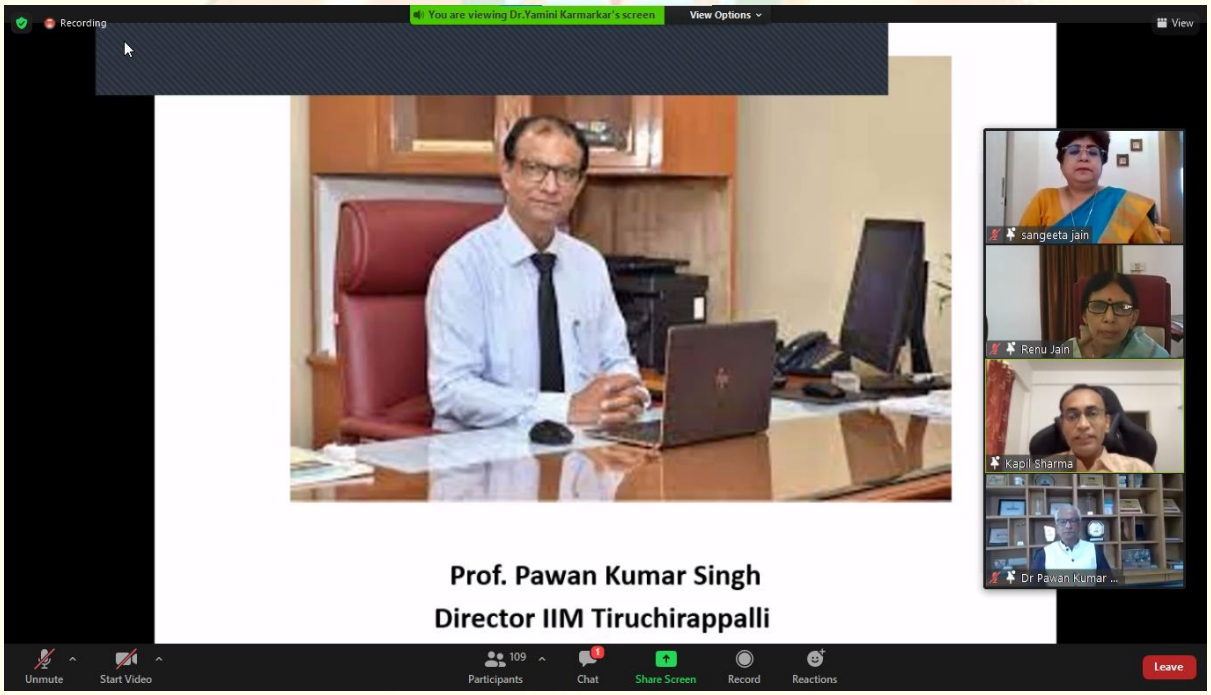
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Dr Pawan Kumar ...
Prof. Pawan Kumar Singh
Director IIM Tiruchirappalli
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Annexure 1-Summary of Program Wise Discussions and Outcomes

- Nomenclature presentation and introduction to currently used subject structure. Courses to be classified as Discipline Centric Core (DSC), Discipline Centric Elective (DCE), Generic Elective(GE), Ability Enhancement Course (AEC) and Skill Enhancement Course (SEC).
- Value Added Courses (VAC) to be included
- Suggested ways to divide credits and offering baskets of electives to students to help students from different backgrounds to gain marks.

MBA (Full Time) Program Code – MS5A

After due deliberations and discussions, following changes were proposed for the program:-

- Program Objectives of MBA(Full-Time) were modified to bring them in line with industry requirements
- Program Outcomes were modified to represent the desired graduate attributes.
- The following modifications were made to course structure :-
    - New Subjects Added –
        - Two Core Electives will be offered in 1st and 2nd Semester, along with 7 compulsory courses (DSC, SEC & AEC).
        - Courses - IT Applications for Business and Quantitative Methods will be offered as elective courses in semester 1
        - Courses - Operations Management and Operations Research will be offered as elective courses in semester 2
        - Course "Legal and Business Environment" was added to semester 2
        - Course "Corporate Governance & Sustainability" was added to semester 2
        - Courses added to specialization in Semester 3 -Talent acquisition and Management, Business Intelligence, Data Visualisation for Managers, Modeling And Analytics for Supply Chain Management
        - Course added to Core in Semester 4 - Systems and Design Thinking for Business
        - Courses added to specialization in Semester 4- Marketing for Non profit Organizations, HR Analytics
    - Courses dropped –
        - Business Law was removed from semester 2

- "Entrepreneurship and New Venture Creation" was replaced by "Entrepreneurship"

- The Subjects "Business Ethics and Management by Indian Values" and "Entrepreneurship" will be offered to students of other programs of the University under "Choice Based Credit System"
- The Course Outcomes of all courses were revised to match them with program outcomes, following the bloom's taxonomy.

MBA (Financial Administration) Program Code – MS5C

After due deliberations and discussions, following changes were proposed for the program:-

- Program Objectives of MBA (Financial Administration) were modified to bring them in line with industry requirements
- Program Outcomes were modified to represent the desired graduate attributes.
- The following modifications were made to course structure :-
    - New Subjects Added –
    - Two Core Electives will be offered in 1st and 2nd Semester, along with 7 compulsory courses (DSC, SEC & AEC).
    - Courses – Managerial Communication and Managerial Creativity and Innovation. will be offered as elective courses in semester 1
    - Nomenclature of Fundamentals of Management change to Management Principle and Practices. And Business Communication to Managerial Communication.
    - Courses – Business Research Methods and Operations Research will be offered as elective courses in semester 2
    - Nomenclature of Business Law is change to Legal and Business Environment and Research Methodology to Business Research Methods.
    - Courses added to Electives discipline Centric in Semester 3 – Financial Statement Analysis and Valuations, Project Management, Merger and Acquisition and Corporate Restructuring, Social Banking and Micro Finance and Social Banking and Micro Finance.
    - Nomenclature of Financial Risk and Derivatives has been change to Financial Derivatives.
    - Project Management has been introduced as core subject in semester 3
    - Courses added to Electives discipline Centric in Semester 4- Corporate Taxation and Tax Planning and Systems and Design Thinking.
    - Entrepreneurship and New Venture Creation was replaced by Entrepreneurship and Innovations and Financial Data Analytics has been renamed as Financial Analytics.
- The Subjects "Business Ethics and Management by Indian Values" and "Entrepreneurship" will be offered to students of other programs of the University under "Choice Based Credit System"

- The Course Outcomes of all courses were revised to match them with program outcomes, following the bloom's taxonomy.

MBA (Human Resource) Program Code – MS5E

After due deliberations and discussions, following changes were proposed for the program:-

- Program Objectives of MBA(Human Resource) were modified to bring them in line with industry requirements
- Program Outcomes were modified to represent the desired graduate attributes.
- The following modifications were made to course structure :-
    - Two Core Electives will be offered in 1st and 2nd Semester, along with 7 compulsory courses (DSC, SEC & AEC).
    - Courses –Managerial Communication and Indian Culture & Heritage will be offered as elective courses in semester 1
    - Courses - Operations Management and Financial Products & Serviceswill be offered as elective courses in semester 2
    - Course "Business Process Transformation & BPT" was removed from semester 2
    - Compensation and Reward Management was shifted from semester 4 to semester 3.
    - In semester 3, Training and Development was made core course, earlier it was elective.
    - The name of the course Corporate Governance was changed to Corporate Governance & Sustainability.
    - In place of service marketing a new course Managerial Creativity and innovation was added in semester 3.
    - Course added to Core in Semester 4 - Systems and Design Thinking for Business, Human Capital and Leadership, Talent Acquisition Management and Emotional & Social Intelligence.
    - Courses dropped from Semester 4- Knowledge Management and Decision Making Skills.

- The Course Outcomes of all courses were revised to match them with program outcomes, following the bloom's taxonomy.

MBA (Marketing Management) Program Code – MS5D

After due deliberations and discussions, following changes were proposed for the program:-

- Program Objectives of MBA (Marketing Management) were modified to bring them in line with industry requirements
- Program Outcomes were modified to represent the desired graduate attributes.

- The following modifications were made to course structure :-
    - New Subjects Added –
        - Two Core Electives will be offered in 1st and 2nd Semester, along with 7 compulsory courses (DSC, SEC & AEC).
        - Courses –Managerial Creativity and Innovationand Quantitative Methods will be offered as elective courses in semester 1
        - Courses - Financial Management and Operations Research will be offered as elective courses in semester 2
        - Course "Service Marketing" was added to semester 2
        - Course "Entrepreneurship" was added to semester 2
        - Courses added to specialization in Semester 3 -Marketing of Financial Services, Strategic Management, International Marketing
        - Course added to Core in Semester 4 –Marketing Data Analytics, Media Decision and Vendor Management
        - Courses added to specialization in Semester 4- Social and Emotional Intelligence, Green Marketing, Research Project/Systems and Design Thinking
    - Courses dropped –
        - Marketing Research was removed from semester 2
        - "Fundamental of Management" was replaced by "Management Principles and Practices"

- The Subjects "Business Ethics and Management by Indian Values"will be offered to students of other programs of the University under "Choice Based Credit System"
- The Course Outcomes of all courses were revised to match them with program outcomes, following the bloom's taxonomy.

MBA (DISASTER MANAGEMENT) Program Code- MS5B

After due deliberations and discussions, following changes were proposed for the program:-

- Program Objectives of MBA(Disaster Management) were modified to bring them in line with industry requirements as per the New education Policy
- Program Outcomes were modified to represent the desired graduate attributes.
- The following modifications were made to course structure :-
    - **New Subjects Added** –
    - Two Generic Electives will be offered in 1st and 2nd Semester, along with 7 compulsory courses (DSC, SEC & AEC).
    - Courses - Managerial Communication and Creativity and Innovation will be offered as elective courses in semester 1
    - Creativity and Innovation is added as value added course to semester 1 as per new education policy

- Courses – Business Environment and Public Administration (MP LOK SEVA Adhiniyam)will be offered as elective courses in semester 2
- Courses added to elective basket in Semester 3 - Risk Reduction and vulnerability Assessment, Media & Information Management in Disaster , Geology, Meteorology and Archaeology, Medical Health and response, Micro Finance for Rehabilitation in different Disaster and Field Report out of which students needs to choose any four subjects
- Courses added to elective basket in Semester 4 - NGO Management and Administration , Crisis Management, Strategic Disaster Management, Social Psychology , Rural Management Development and Rehabilitation Management out of which students needs to choose any four subjects

- **Courses dropped** –
  - "Business Communication" was renamed as "Managerial Communication". Changes were made in syllabus accordingly

- The Subjects "Business Ethics and Management by Indian Values" and "Entrepreneurship" will be offered to students of other programs of the University under "Choice Based Credit System"
- The Course Outcomes of all courses were revised to match them with program outcomes, following the bloom's taxonomy.

MBA (eCommerce 2years) Program Code – MS5E

After due deliberations and discussions, following changes were proposed for the program:-

- Program Objectives of MBA (eCommerce 2years) were modified to bring them in line with industry requirements.
- Program Outcomes were modified to represent the desired graduate attributes.
- The following modifications were made to course structure : New Subjects Added –
- Two Generic Electives will be offered in 1st and 2nd Semester, along with 7 compulsory courses (DSC, SEC & AEC).
- Courses - Managerial Communication and Business Environment will be offered as elective courses in semester 1
- Courses - Startup & Venture, and Managerial Creativity and Innovation will be offered as elective courses in semester 2
- Courses "e-Business", "Managerial Communication", "Business Environment" was added to semester 1

- Course "Startup & Venture" and "Managerial Creativity and Innovation" was added to semester 2
- Course "SEO & SMO" and both "Dot Net" Electives was added to Semester 3
- Course "Logistics and Supply Chain Management", "Student Research Project/ Systems and Design Thinking" was added to Semester 4
- Course added to Core in Semester 4 - Systems and Design Thinking for Business

- Courses dropped –
    - Web Designing and Animation was removed from semester 1
    - e-Business was removed from semester 2 and introduce to semester 1
    - DOT NET Programming, SQL Server was removed from semester 3
    - Entrepreneurship, Advanced DOT NET Programming, and Model View Controller (Dot Net) was removed from semester 4

- The Course Outcomes of all courses were revised to match them with program outcomes, following the bloom's taxonomy.

MBA(HOSPITAL ADMINISTRATION) 2 Year Program Code- MS5G

After due deliberations and discussions, following changes were proposed for the program:-

- Program Objectives of MBA(Hospital Administration) were modified to bring them in line with industry requirements and New education policy
- Program Outcomes were modified to represent the desired graduate attributes.
- The following modifications were made to course structure :-
- **New Subjects Added** –
- Two Generic Electives will be offered in 1st and 2nd Semester, along with 7 compulsory courses (DSC, SEC & AEC).
    - Courses - Managerial Communication and Environmental Issues & Disaster Management will be offered as elective courses in semester 1
    - Courses - International Business and Taxation and Insurance in Hospitals will be offered as elective courses in semester 2
    - Courses added specialization electives basket in Semester 3 - in **Group A - Human resource**- subjects are Human Resource Development, Industrial Relations and Labour Laws , in **Group B MARKETING subjects are** Consumer Behavior and Marketing for Hospital Services and in **Group C OPERATIONS** offers subjects as Logistics and Supply Chain Management and Logistics and Supply Chain Management, student can choose any two group out of this three group
    - Courses added specialization electives basket in Semester 4 - in Group A - **Human resource**- subjects are Organisational Change and Development , Compensation and Reward Management, in group B **MARKETING subjects are** Integrated Marketing Communications and Customer Relationship

Management and in group C **OPERATIONS** offers subjects as Quality Accreditation of Healthcare Organization and Contemporary Issues in Healthcare, student can choose any two group out of this three group

- **Courses dropped** –
  - "Business Communication" was renamed as "Managerial Communication". Changes within the syllabus made accordingly

- The Subjects "Business Ethics and Management by Indian Values" and "Entrepreneurship" will be offered to students of other programs of the University under "Choice Based Credit System"
- The Course Outcomes of all courses were revised to match them with program outcomes, following the bloom's taxonomy.

MBA (E-COMMERCE) 5YR Integrated Programme Program Code- MS6A

After due deliberations and discussions, following changes were proposed for the program: -

- Program Objectives of MBA (e-Commerce) 5years Integrated Programme were modified to bring them in line with industry requirements
- Program Outcomes were modified to represent the desired graduate attributes.
- The Course Outcomes of all courses were revised to match them with program outcomes, following the bloom's taxonomy.
- The following modifications were made to course structure:-
  - Semester 1 – Basic electronics was removed and Personal and professional skills, Indian culture and Heritage and Co-curricular activities were added as VACs
  - Semester 2 - Data Structure Using C was removed and Individual and Interpersonal Behavior, Environmental Sustainability & Climate Change Mitigation and Business accounting with Tally were added whereas name of RDBMS was changed to RDBMS(SQL Server/Oracle/MS Access)
  - Semester 3 - It Environment andOop Using C++ were Removed and Computer Networking, Data Structure Using C++, Marketing Management, International Business, Business Economics, Community Service were added as new subjects.
  - Semester 4 - Business Law, Fundamentals Of Marketing, Introduction To Economics were removed and Digital Marketing, Human resource management, Legal Environment, Financial Management, Introduction To Psychology, Retail Management, Creativity And Innovation were introduced as new subjects.
  - Semester 5 – Human Recourse Management was removed and Java Programming, Risk Management In E-Commerce, Contemporary E-Business Practices, and Emotional And Social Intelligence were added and nomenclature For E-Logistics And E-Supply Chain Management Was Changed To Logistics And Supply Chain Management And Of Basic Of Data

Mining And Data Warehousing Was Changed To Data Mining And Data Warehousing

- Semester 6 - Financial Management, Computer Networking, E Commerce Technologies Were Removed And Network And System Security, Advance E-Commerce And M-Commerce Technologies, Social Media Management, Knowledge Management, Python Programming, Business Intelligence And Entrepreneurship Were Added As New Subjects.

MBA (HOSPITAL ADMINISTRATION) 5 Year Program Code- MS6B

After due deliberations and discussions, following changes were proposed for the program:-

- Program Objectives of MBA(Hospital Administration) were modified to bring them in line with industry requirements
- Program Outcomes were modified to represent the desired graduate attributes.
- The following modifications were made to course structure :-
  - **New Subjects Added** –
  - One Generic Electives and co- curricular activities will be offered in 1st and 2nd Semester, along with 7 compulsory courses (DSC, SEC & AEC).
    - Courses - Personal & Professional Skills and Co-curricular Activities will be offered as elective courses in semester 1
    - Courses - Health Environment and Co-curricular Activities will be offered as elective courses in semester 2
    - Courses added to two electives basket in Semester 3 in first basket - Environment Sustainability and Climate Change Mitigation and Food Science and Safety out of which students needs to choose any one subject
    - Courses added to two electives basket in Semester 3 in second basket Cost and Management Accounting, Bio Medical Waste and Facility Management out of which students needs to choose any one subject
    - Courses added to elective basket in Semester 4 - Indian Financial System ,HRD , Consumer Behavior, Fundamentals of Insurance, Rural Marketing in HealthCare out of which students needs to choose any two subjects
    - Courses added to two electives basket in Semester 5 in first basket - System Analysis and Design and MIS, Purchase and Materials Management and Telemedicine, Medical Tourism and Start-ups out of which students needs to choose any two subject
    - Courses added to two electives basket in Semester 5 in second basket - Personal Financial Planning, Integrated Marketing Communication and Organization Development out of which students needs to choose any two subject
    - Courses added to two electives basket in Semester 6 in first basket - Marketing of Hospital Services, Bio Medical Instrumentation and

Technology and Environmental Issues and Disaster Management of which students needs to choose any two subject

- Courses added to two electives basket in Semester 6 in second basket - Social Psychology, Customer Relationship Management and Professional Communication and Negotiation Skills out of which students needs to choose any two subject

- Courses dropped –
  - Business Statistics I was removed from semester 1- it was decided to teach business statistics in a single semester

- The Subjects "Business Ethics and Management by Indian Values" and "Entrepreneurship" will be offered to students of other programs of the University under "Choice Based Credit System"
- The Course Outcomes of all courses were revised to match them with program outcomes, following the bloom's taxonomy.

F.D.P. - 2021
Faculty Development Programme 2021
5th - 16th July 2021
Institute of Management Studies
Devi Ahilya University, Indore

Annexure 2– Proposed Schemes for MBA Programs

MASTER OF BUSINESS ADMINISTRATION

(FULL TIME) 2 Year

Program Code – MS5A

Program Objectives (PO)

The MBA [Full Time] Program seeks to develop Learners into leaders ready to tackle the challenges of today's global business environment with a humane approach. This is accomplished through the following learning goals and objectives:

S.No.	Particulars
1	To develop an understanding of Social, legal and ethical responsibilities of organization.
2	To comprehend the effect of global environment on business
3	To develop Strategic and innovative thinking skills to enable effective decision-making and problem solving for Sustainable Business
4	To develop an Orientation towards Human Values and Harmonious existence of people.
5	To develop Functional business knowledge of marketing, operations, information technology, finance, accounting, statistics and quantitative analysis

Program Outcomes (PO)

The MBA (Full Time) students are expected to exhibit following set of knowledge, skills, values and attitudes:-

S.No.	Particulars
PO1	**Business Environment and Domain Knowledge (BEDK):** Graduates are able to improve their awareness and knowledge about functioning of local and global business environment and society. They will be able to recognize the functioning of businesses, identify potential business opportunities, evolvement of business enterprises and exploring the entrepreneurial opportunities. They will be able to understand Economic, legal and social environment of Indian business.
PO2	**Critical thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI):** Graduates will have competencies in quantitative and qualitative techniques. Graduates are expected to develop skills on analysing the business data, application of relevant analysis, and problem solving in other functional areas such as marketing, business strategy and human resources.
PO3	**Global Exposure and Cross-Cultural Understanding (GECCU):** Graduates will be able to demonstrate a global outlook with the ability to identify aspects of the global business and Cross Cultural Understanding. They will be able to formulate an integrative business project through the application of multidisciplinary

	knowledge
PO4	**Social Responsiveness and Ethics (SRE):**Graduates will develop responsiveness to contextual social issues / problems and exploring solutions, understanding business ethics and resolving ethical dilemmas. Graduates are expected to identify the contemporary social problems, exploring the opportunities for social entrepreneurship, designing business solutions and demonstrate ethical standards in organizational decision making. Demonstrate awareness of ethical issues and can distinguish ethical and unethical behaviours.
PO5	**Effective Communication (EC):** Usage of various forms of business communication, supported by effective use of appropriate technology, logical reasoning, articulation of ideas. Graduates are expected to develop effective oral and written communication especially in business applications, with the use of appropriate technology (business presentations, digital communication, social network platforms and so on).
PO6	**Leadership and Teamwork (LT):** Understanding 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, maximize the usage of diverse skills of team members in the related context.

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Course Scheme

SEMESTER 1			
CODE	**COURSE**	**TYPE**	**CREDIT**
MS5A-501	Principles and Practices of Management	Compulsory	3
MS5A-503	Marketing Management –I	Compulsory	3
MS5A-505	Organisation Behaviour	Compulsory	3
MS5A-507	Managerial Economics	Compulsory	3
MS5A-509	Business Accounting	Compulsory	3
MS5A-511	Quantitative Methods	Compulsory	3
MS5A-513	Business Ethics and Management by Indian Values	Compulsory	3
MS5A-515	IT Applications for Business	Electives (Select Any One)	3
MS5A-517	Managerial Communication		
MS5A-551	Comprehensive Viva	Compulsory	3 Virtual Credit
			Total Credit 24 + 3 Virtual Credits
SEMESTER II			
CODE	**COURSE**	**TYPE**	**CREDIT**
MS5A-502	Human Resource Management	Compulsory	3
MS5A-504	Financial Management	Compulsory	3

MS5A-506	Operations Research	Compulsory	3
MS5A-508	Marketing Management –II	Compulsory	3
MS5A-510	Introduction to Business Analytics	Compulsory	3
MS5A-512	Business Research Methods	Compulsory	3
MS5A-514	Operations Management	Compulsory	3
MS5A-516	Corporate Governance & Sustainability	Electives (Select Any One)	3
MS5A-518	Legal and Business Environment		
MS5A-552	Comprehensive Viva	Compulsory	3Virtual Credit
			Total Credit 24 + 3 Virtual Credits

It is mandatory to select only one specialization out of: (Marketing/Finance/Human Resource Management/Data Analytics)

SEMESTER III			
CODE	**CORE**	**Type**	**Credit**
MS5A-601	Entrepreneurship	Core Compulsory	3
MS5A-603	Project Management		3
MS5A-651	Comprehensive Viva Voce		3 Virtual Credit
	MARKETING		
MS5A-605	Product and Brand Management	Discipline Centric Compulsory	3
MS5A-607	Consumer Behaviour		3
MS5A-609	Sales and Distribution Management		3
MS5A-611	e-Business		3
	MARKETING ELECTIVES (Select Any 2)		
MS5A-613	Marketing of Financial Services	Discipline Centric Electives (Any Two)	3
MS5A-615	Logistic and Supply Chain Management		3
MS5A-617	Global Marketing		3
MS5A-619	Retail Marketing		3
	FINANCE		
MS5A-621	Financial Risk and Derivatives	Discipline Centric Compulsory	3
MS5A-623	Insurance and Bank Management		3
MS5A-625	Financial Market Products & Services		3
MS5A-627	Investment Analysis and Portfolio Management		3
	FINANCE ELECTIVES (Select Any 2)		

MS5A-629	Financial Statements Reporting and Analysis	Discipline Centric Electives (Any 2)	3
MS5A-631	Corporate Finance		3
MS5A-633	Structured Products and Alternative Investment		3
MS5A-635	Behavioural Finance		3
	HUMAN RESOURCE		
MS5A-637	Labour Laws	Discipline Centric Compulsory	3
MS5A-639	Talent acquisition and Management		3
MS5A-641	Human Resource Development and Audit		3
MS5A-643	Compensation and Reward Management		3
	HUMAN RESOURCE ELECTIVES (Select any 2)		
MS5A-645	Learning and Development	Discipline Centric Electives (Any 2)	3
MS5A-647	Business Intelligence		3
MS5A-649	Strategic HRM		3
MS5A-653	Performance Management		3
	BUSINESS ANALYTICS		
MS5A-655	Python for Analytics	Discipline Centric Compulsory	3
MS5A-657	Data Mining and Data Warehousing		3
MS5A-659	Data Visualisation for Managers		3
MS5A-661	Econometrics-I		3
	BUSINESS ANALYTICS ELECTIVES (Select any 2)		
MS5A-663	Modelling and Analytics for Supply Chain Management	Discipline Centric Electives (Any 2)	3
MS5A-665	Marketing Analytics		3
MS5A-667	Finance Analytics		3
MS5A-669	HR Analytics		3

SEMESTER IV

CODE	CORE	TYPE	CREDIT
MS5A-602	Strategic Management	Core Compulsory	3
MS5A-604	Systems and Design Thinking for Business	Core Elective (Any One)	3
MS5A-606	Student Research Project		3
MS5A-652	Comprehensive Viva Voce		3 Virtual Credit
	MARKETING		
MS5A-608	Rural Marketing	Discipline Centric Compulsory	3
MS5A-610	Services Marketing		3
MS5A-612	Integrated Marketing Communication		3
MS5A-614	Customer Relationship Management		3
	MARKETING ELECTIVES (Select Any 2)		
MS5A-616	Direct and Event Marketing	Discipline Centric	3
MS5A-618	Marketing for Non-profit Organizations		3

MS5A-620	Digital and Social Media Marketing	Electives (Any 2)	3
MS5A-622	B2B Marketing		3
	FINANCE		
MS5A-624	Taxation	Discipline Centric Compulsory	3
MS5A-626	International Finance		3
MS5A-628	Commodity Derivatives Market		3
MS5A-630	Strategic Financial Management		3
	FINANCE ELECTIVES (Select Any 2)		
MS5A-632	Sustainable Finance	Discipline Centric Electives (Any 2)	3
MS5A-634	Credit Management and Retail Banking		3
MS5A-636	Financial Research		3
MS5A-638	Social Banking and Microfinance		3
	HUMAN RESOURCE		
MS5A-640	Organizational Change and Development	Discipline Centric Compulsory	3
MS5A-642	Human Resource information System		3
MS5A-644	Conflict and Negotiation		3
MS5A-646	Industrial and Social Psychology		3
	HUMAN RESOURCE ELECTIVES (Select Any 2)		
MS5A-648	Managerial Counselling	Discipline Centric Electives (Any 2)	3
MS5A-650	HR Analytics		3
MS5A-654	International HRM		3
MS5A-656	Human Capital Leadership		3
	BUSINESS ANALYTICS		
MS5A-658	Forecasting Methods	Discipline Centric Compulsory	3
MS5A-660	Econometrics-II		3
MS5A-662	Statistical Software Packages		3
MS5A-664	Decision Analysis		3
	BUSINESS ANALYTICS ELECTIVES (Select Any 2)		
MS5A-666	Data Analytics Tools	Discipline Centric Electives (Any 2)	3
MS5A-668	Digital Marketing/Financial Modelling		3
MS5A-670	Big Data Analytics		3
MS5A-672	Statistical Programming with R –I		3

Total Programme Credits = 96 + 12 virtual credits

MASTER OF BUSINESS ADMINISTRATION

(MARKETING MANAGEMENT) 2 Year

Program Code– MS5D

Program Objectives

The MBA [Marketing Management] programme seeks to develop Learners into leaders ready to tackle the challenges of today's global business environment with a humane approach. This is accomplished through the following learning goals and objectives:

Sr. No.	Particulars
1	To comprehend overall functioning of the local and global marketing environment
2	To develop critical thinking, problem solving and innovative, 'out of the box thinking' abilities.
3	To develop effective communicating and teambuilding abilities.
4	To demonstrate competencies to gather and analyse information using scientific techniques and take appropriate decisions.
5	To develop social responsiveness and ethical behaviour as a marketer and corporate citizen.

Program Outcomes (PO)

The MBA(Marketing Management) students are expected to exhibit following set of knowledge, skills, values and attitudes:

Sr. No.	Particulars
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 problems. They will be competent in strategizing towards a sustained competitive advantage.
PO3	**Global Exposure and Cross-Cultural Understanding (GECCU):** Graduates will be able to develop a global outlook towards business along with the ability toidentify relative differences between global and local markets and the factors that influence them.
PO4	**Social Responsiveness and Ethics (SRE):** Graduates will develop responsiveness towards contemporary market needsand explore ethicalproduct 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, designsustainable business solutions and demonstrate

	ethical standards in marketing decisions.
PO5	**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.
PO6	**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.

COURSE SCHEME

S. No.	CODE	COURSE NAME	TYPE	CREDITS
SEMESTER – I				
1	**MS5D-501**	Management Principles and Practices	Compulsory	3
2	**MS5D-503**	Organisational Behaviour	Compulsory	3
3	**MS5D-505**	Marketing Management	Compulsory	3
4	**MS5D-507**	IT Applications for Business	Compulsory	3
5	**MS5D-509**	Managerial Communication	Compulsory	3
6	**MS5D-511**	Business Accounting	Compulsory	3
7	**MS5D-513**	Business Ethics & Management by Indian Values	Compulsory	3
8	**MS5D-515**	Quantitative Methods	Electives (Select Any One)	3
9	**MS5D-517**	Managerial Creativity and Innovation		
10	**MS5D-551**	Comprehensive Viva Voce	Compulsory	3 Virtual Credits
Total Credits: 24 + 3 Virtual Credits				
SEMESTER – II				
11	**MS5D-502**	Logistics & Supply Chain Management	Compulsory	3
12	**MS5D-504**	Consumer Behaviour	Compulsory	3
13	**MS5D-506**	Service Marketing	Compulsory	3
14	**MS5D-508**	Entrepreneurship	Compulsory	3
15	**MS5D-510**	Human Resource Management	Compulsory	3
16	**MS5D-512**	Digital Marketing	Compulsory	3
17	**MS5D-514**	Managerial Economics	Compulsory	3
18	**MS5D-516**	Financial Management	Electives (Select Any One)	3
19	**MS5D-518**	Operations Research		
20	**MS5D-552**	Comprehensive Viva Voce	Compulsory	3 Virtual Credits
Total Credits: 24 + 3 Virtual Credits				
SEMESTER – III				
21	**MS5D-601**	Sales and Distribution Management	Compulsory	3
22	**MS5D-603**	Product & Brand Management	Compulsory	3
23	**MS5D-605**	Marketing of Financial Services	Compulsory	3

24	**MS5D-607**	Strategic Management	Compulsory	3
25	**MS5D-651**	Comprehensive Viva Voce	Compulsory	3 Virtual Credits
Electives				
26	**MS5D-609**	Public Relations & Corporate Communication	Electives (Select any Four)	3×4 = 12
27	**MS5D-621**	Retail Management		
28	**MS5D-623**	International Marketing		
29	**MS5D-625**	Innovative Marketing Practices		
30	**MS5D-627**	Business to Business Marketing		
31	**MS5D-629**	Social, Direct and Event Marketing		
Total Credits: 24 + 3 Virtual Credits				
Semester – IV				
32	**MS5D-602**	Marketing Data Analytics	Compulsory	3
33	**MS5D-604**	Media Decisions and Vendor Management	Compulsory	3
34	**MS5D-606**	Integrated Marketing Communication	Compulsory	3
35	**MS5D-608**	Legal & Business Environment	Compulsory	3
36	**MS5D-652**	Comprehensive Viva Voce	Compulsory	3 Virtual Credits
Electives				
37	**MS5D-624**	Rural Marketing	Electives (Select Any Four)	3×4 = 12
38	**MS5D-626**	Social and Emotional Intelligence		
39	**MS5D-628**	Strategic Marketing		
40	**MS5D-630**	Customer Relationship Management		
41	**MS5D-632**	Green Marketing		
42	**MS5D-654**	Research Project	Electives (Select Any One)	3
43	**MS5D-656**	System Design and Thinking		
Total Credits: 24 + 3 Virtual Credits				

Total Programme Credits = 96 + 12 Virtual Credits

F.D.P. - 2021
Faculty Development Programme 2021
5th - 16th July 2021
Institute of Management Studies
Devi Ahilya University, Indore

MASTER OF BUSINESS ADMINISTRATION

(FINANCIAL ADMINISTRATION) 2 Year

Program Code – MS5C

Program Objectives

Sr. No.	Particulars
1	To develop an understanding of Social, legal and ethical responsibilities of organization.
2	To comprehend the effect of global environment on business and financial environment.
3	To develop Strategic and innovative thinking skills , enable effective decision-making and problem solving for Sustainable Business.
4	To utlise qualitatitive and quantitative methods of critical decision making and problem solving.
5	To develop Functional business knowledge of financial operations, information technology, statistics and quantitative analysis.

Program Outcomes (PO)

The MBA(Financial Management) students are expected to exhibit following set of knowledge, skills, values and attitudes:-

Sr. No.	Particulars
PO1	**Business Environment and Domain Knowledge (BEDK):** Graduates are able to improve their awareness and knowledge about functioning of local and global business environment and society. They will be able to recognize the functioning of businesses, identify potential business opportunities, evolvement of business enterprises and exploring the entrepreneurial opportunities. They will be able to understand Economic, legal and social environment of Indian business.
PO2	**Critical thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI):**Graduates will have competencies in quantitative and qualitative techniques and use of appropriate financial models and strategies. Graduates are expected to develop skills on analysing the business data, application of relevant analysis, and problem solving in other functional areas such as marketing, business strategy and human resources.
PO3	**Global Exposure and Cross-Cultural Understanding (GECCU):**Graduates will be able to demonstrate a global outlook with the ability to identify aspects of the global business and Cross Cultural Understanding. They will be able to formulate an integrative business project through the application of multidisciplinary knowledge
PO4	**Social Responsiveness and Ethics (SRE):**Graduates will develop responsiveness to contextual social issues / problems and exploring solutions, understanding

	business ethics and resolving ethical dilemmas. Graduates are expected to identify the contemporary social problems, exploring the opportunities for social entrepreneurship, designing business solutions and demonstrate ethical standards in organizational decision making. Demonstrate awareness of ethical issues and can distinguish ethical and unethical behaviours.
PO5	**Effective Communication (EC):** Usage of various forms of business communication, supported by effective use of appropriate technology, logical reasoning, articulation of ideas. Graduates are expected to develop effective oral and written communication especially in business applications, with the use of appropriate technology (business presentations, digital communication, social network platforms and so on).
PO6	**Leadership and Teamwork (LT):** Understanding 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, maximize the usage of diverse skills of team members in the related context.

COURSE SCHEME

S. No.	CODE	COURSE NAME	TYPE	CREDITS
		SEMESTER – I		
1	**MS5C-501**	Management Principles and Practices	Compulsory	3
2	**MS5C-503**	Quantitative Methods	Compulsory	3
3	**MS5C-505**	Financial Accounting And Reporting	Compulsory	3
4	**MS5C-507**	Indian Financial System	Compulsory	3
5	**MS5C-509**	Micro Economics	Compulsory	3
6	**MS5C-511**	Business Ethics and Management by Indian Values	Compulsory	3
7	**MS5C-513**	IT For Business Applications	Compulsory	3
8	**MS5C-515**	Managerial Communication	Electives (Select Any One)	3
9	**MS5C-517**	Managerial Creativity and Innovation		
10	**MS5C-551**	Comprehensive Viva Voce		3 Virtual Credit
				Total Credits: 24 + 3 Virtual Credits
				Total credits 24
		SEMESTER – II		
11	**MS5C-502**	Financial Management	Compulsory	3
12	**MS5C-504**	Financial Products And Services	Compulsory	3
13	**MS5C-506**	Cost And Management Accounting	Compulsory	3
14	**MS5C-508**	Macro Economics	Compulsory	3
15	**MS5C-510**	Legal And Business Environment	Compulsory	3
16	**MS5C-512**	Organisational Behaviour	Compulsory	3
17	**MS5C-514**	Marketing Management	Compulsory	3
18	**MS5C-516**	Business Research Methods	Elective (Select Any One)	3
19	**MS5C-518**	Operations Research		
20	**MS5C-552**	Comprehensive Viva Voce		3 Virtual

				Credit
				Total Credits: 24 + 3 Virtual Credits
\				
		SEMESTER – III		
21	**MS5C-601**	Financial Derivatives	Compulsory	3
22	**MS5C-603**	Direct Taxation	Compulsory	3
23	**MS5C-605**	Banking Services And Operations	Compulsory	3
24	**MS5C-607**	Investment Analysis And Portfolio Management	Compulsory	3
25	**MS5C-651**	Comprehensive Viva Voce		3 Virtual Credit
		ELECTIVES		
26	**MS5C 621**	Financial Statement Analysis And Valuations	Electives (Select Any Four)	3×4 = 12
27	**MS5C 623**	Project Management		
28	**MS5C 625**	Merger Acquisition And Corporate Restructuring		
29	**MS5C 627**	Financial Institutions And Market Regulations		
30	**MS5C 629**	Social Banking And Micro Finance		
31	**MS5C 631**	Structured Products And Alternate Investments		
				Total Credits: 24 + 3 Virtual Credits
		SEMESTER – IV		
32	**MS5C-602**	International Finance	Compulsory	3
33	**MS5-C604**	Indirect Taxation	Compulsory	3
34	**MS5-C606**	Strategic Financial Management	Compulsory	3
35	**MS5-C608**	Working Capital Management	Compulsory	3
36	**MS5-C652**	Comprehensive viva voce		3
		ELECTIVES		
37	**MS5C-622**	Entrepreneurship And Innovations	Electives (Select Any Four)	3×4 = 12
38	**MS5C-624**	Risk and Insurance Management		
39	**MS5C-626**	Personal Financial Planning		
40	**MS5C-628**	Financial Analytics		
41	**MS5C-630**	Corporate taxation and Tax Planning		
43	**MS5C-632**	MRP	Elective (Any 1)	3
43	**MS5C-656**	Systems and design thinking		
				Total Credits: 24 + 3 Virtual Credits

Total Programme Credits = 96 + 12 Virtual Credits

MASTER OF BUSINESS ADMINISTRATION

(HUMAN RESOURCE) 2 Year

Program Code – MS5E

Program Objectives

The MBA (Human Resource) Program seeks to develop HR professionals, who have the knowledge, skills and abilities to tackle the challenges of today's global business environment with a humane approach. This is accomplished through the following learning goals and objectives:

Sr. No.	Particulars
1	To prepare the students in such a way sothat they become capable and confident Human Resource professionals at the end of the program.
2	To equip the students with the concept and methods of Human Resource enabling them to plan, design and carry out HR plans / strategies.
3	To enable students understand concepts, tools and skills for HR research and analysis and its application in the efficient conduct of business.
4	To enable student develop the ability to take rationale and informed decisions by taking in to consideration the different perspectives and their outcomes related to Human Resource.
5	To develop an Orientation towards Human Values and harmonious existence of people.

Program Outcomes (PO)

The MBA (Human Resource) students are expected to exhibit following set of knowledge, skills, values and attitudes:

Sr. No.	Particulars
PO1	**Domain Knowledge:** Graduates will be able to recognize the functioning of business organizations with significance to HR functional area. They will be able to understand Economic, legal and social environment of Indian business.
PO2	**Critical thinking and Innovative Solutions:** Graduates will have developed the necessary skills to take innovative decisions which make organizations more productive and competitive.
PO3	**Cross-Cultural Understanding:** Graduates will be able to understand the requirements of individuals from a specific culture and will help the personnel to adjust and adapt to various other cultures.
PO4	**Social Responsiveness and Ethics:** Graduates will develop responsiveness to contextual social issues / problems and are expected to identify the contemporary social problems. They are required to demonstrate ethical standards in organizational decision making.
PO5	**Effective Communication:** Graduates will be able to effectively use appropriate technology for better communication (business presentations, digital communication, social network platforms and so on).
PO6	**Leadership and Teamwork (LT):** Graduates will be able to work in teams and

	demonstrate leadership roles at various levels of the organization. Graduates are expected to maximize the usage of diverse skills of team members in the related context.

COURSE SCHEME

S. No.	CODE	COURSE NAME	TYPE	CREDITS
SEMESTER – I				
1	**MS5E-501**	Management Principles and Practices	Compulsory	3
2	**MS5E-503**	Quantitative Methods	Compulsory	3
3	**MS5E-505**	Business Accounting	Compulsory	3
4	**MS5E-507**	IT For Business Applications	Compulsory	3
5	**MS5E-509**	Human Resource Management	Compulsory	3
6	**MS5E-511**	Business Ethics and Management by Indian Values	Compulsory	3
7	**MS5E-513**	Organizational Behaviour – I	Compulsory	3
8	**MS5E-515**	Managerial Communication	Electives(Select Any One)	3
9	**MS5E-517**	Indian Culture and Heritage		
10	**MS5E-551**	Comprehensive Viva	Compulsory	3 Virtual Credits
Total Credits: 24 + 3 Virtual Credits				
SEMESTER – II				
11	**MS5E-502**	Organisational Behaviour – II	Compulsory	3
12	**MS5E-504**	Human Resource Development	Compulsory	3
13	**MS5E-506**	Marketing Management	Compulsory	3
14	**MS5E-508**	Labour Laws – I	Compulsory	3
15	**MS5E-510**	Managerial Economics	Compulsory	3
16	**MS5E-512**	Operations Research	Compulsory	3
17	**MS5E-514**	Research Methodology	Compulsory	3
18	**MS5E-516**	Financial Products and Services	Electives (Select Any One)	3
19	**MS5E-518**	Operations Management		
20	**MS5E-552**	Comprehensive Viva	Compulsory	3 Virtual Credits
Total Credits: 24 + 3 Virtual Credits				
SEMESTER – III				
21	**MS5E-601**	Social and Industrial Psychology	Compulsory	3
22	**MS5E-603**	Training and Development	Compulsory	3
23	**MS5E-605**	Human Resource Information System	Compulsory	3
24	**MS5E-607**	Compensation and Reward Management	Compulsory	3
25	**MS5E-651**	Comprehensive Viva Voce	Compulsory	3 Virtual Credits
Electives				

26	**MS5E-609**	Managerial Creativity and Innovation	Electives (Select Any Four)	3×4 = 12
27	**MS5E-611**	Labour Laws – II		
28	**MS5E-613**	Managerial Counselling		
29	**MS5E-615**	Corporate Governance and Sustainability		
30	**MS5E-617**	Entrepreneurship		
31	**MS5E-619**	Business Intelligence		
Total Credits: 24 + 3 Virtual Credits				
SEMESTER – IV				
32	**MS5E-602**	Strategic Human Resource Management	Compulsory	3
33	**MS5E-604**	Organizational Change and Development	Compulsory	3
34	**MS5E-606**	Talent Acquisition Management	Compulsory	3
35	**MS5E-608**	Conflict And Negotiation Process	Compulsory	3
36	**MS5E-652**	Comprehensive Viva Voce	Compulsory	3 Virtual Credits
Electives				
37	**MS5E-610**	International HRM	Electives (Select Any Four)	3×4 = 12
38	**MS5E-612**	Performance Management		
39	**MS5E-614**	Human Capital and Leadership		
40	**MS5E-616**	HR Analytics		
41	**MS5E-618**	Emotional and Social Intelligence		
42	**MS5E-654**	Student Research Project	Electives (Select Any One)	3
43	**MS5E-656**	System and Design Thinking		
Total Credits: 24 + 3 Virtual Credits				

Total Programme Credits = 96 + 12 Virtual Credits

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Devi Ahilya University, Indore

MASTER OF BUSINESS ADMINISTRATION

(e-COMMERCE) 2 Year

Program Code – MS5F

Program Objectives

Sr. No.	Particulars
1	To set up the students in such a manner with the goal that they become proficient and certain E-commerce experts toward the finish of the program.
2	To furnish the students with the idea and strategies for E-commerce empowering them to design, plan and to get ideas, devices and abilities for E-commerce exploration and investigation also do E-commerce in the productive direct of business.
3	To furnish the students with the idea and strategies for E-commerce empowering them to design, plan and to get ideas, devices and abilities for E-commerce exploration and investigation also do E-commerce in the productive direct of business
4	To empower students, foster the capacity to take rational and informed decisions by taking into consideration the different perspectives and their outcomes related to E-commerce.
5	To explore, appropriate communication skills and higher levels of proficiency and develop Leadership, Team work, Social, Legal and Ethical responsibilities in Business and Society

Program Outcomes (PO)

To After completing MBA (E-commerce) program students will be able to;

Sr. No.	Particulars
PO1	Analyse the Political, Economic, Social, Technological, Legal and Environmental context of E-commerce and contemporary societal and global issues resulting from diversity
PO2	Exhibit Leadership and Team work abilities.Will acquire in depth knowledge on the different functionalities of E-commerce guaranteeing their own worldwide employability as well as possess requisite knowledge, abilities and capacities to begin their own endeavors.
PO3	Adjust and discover creative techniques for critical thinking, to adapt to unexpected occasions, and to oversee in unusual conditions.
PO4	Appreciate individual ethical behaviour and discharge community responsibilities in Organization and Society.
PO5	Demonstrate abilities such as initiative taking and innovative thinking, an ability to function in multi- disciplinary teams and to instill enthusiasm of self- learning while at the same time overseeing workplace.

COURSE SCHEME

S. No.	CODE	COURSE NAME	TYPE	CREDITS
SEMESTER – I				
1	**MS5F-701**	Management Principles and Practices	Compulsory	3
2	**MS5F-702**	Organizational Behaviour	Compulsory	3
3	**MS5F-703**	E-business	Compulsory	3
4	**MS5F-704**	ITforBusinessApplication	Compulsory	3
5	**MS5F-705**	QuantitativeMethods	Compulsory	3
6	**MS5F- 706**	BusinessEthicsandManagementbyIndianValues	Compulsory	3
7	**MS5F-707**	Business Accounting	Compulsory	3
8	**MS5F-708**	Managerial Communication	Electives (Select Any One)	3
9	**MS5F-709**	Business Environment		
10	**MS5F-751**	ComprehensiveVivaVoce		3 Virtual Credits
Total Credits: 24 + 3 Virtual Credits				
SEMESTER – II				
11	**MS5F-710**	Marketing Management	Compulsory	3
12	**MS5F-711**	OOPSUsingC++	Compulsory	3
13	**MS5F-712**	Computer Networks	Compulsory	3
14	**MS5F-713**	RDBMS and SQL	Compulsory	3
15	**MS5F-714**	Java Programming	Compulsory	3
16	**MS5F-715**	Research Methodology	Compulsory	3
17	**MS5F-716**	Operation Research	Compulsory	3
18	**MS5F-717**	Managerial Creativity and Innovation	Elective (Select Any One)	3
19	**MS5F-718**	Start-up & New Venture Management		
20	**MS5F-752**	Comprehensive VivaVoce		3 Virtual Credits
Total Credits: 24 + 3 Virtual Credits				
SEMESTER – III				
21	**MS5F-801**	HumanResourceManagement	Compulsory	3
22	**MS5F-802**	e-Commerce Application Development using PHP	Compulsory	3
23	**MS5F-803**	DigitalMarketing	Compulsory	3
24	**MS5F-804**	Software engineering and Project Management	Compulsory	3
25	**MS5F-805**	Data Analytics	Compulsory	3
26	**MS5F-806**	SEO and SMO	Compulsory	3
27	**MS5F-851**	Comprehensive Viva Voce		3 Virtual Credits
ELECTIVES				
28	**MS5F-807**	J2EEProgramming	Electives (Select Any Two)	3×2 = 6
29	**MS5F-808**	CommonArchitectureinJAVA		
30	**MS5F-809**	C-sharp		
31	**MS5F-810**	ASP dot net		
Total Credits: 24 + 3 Virtual Credits				

SEMESTER – IV				
32	**MS5F-811**	StrategicManagement	Compulsory	3
33	**MS5F-812**	KnowledgeManagement	Compulsory	3
34	**MS5F-813**	Logistics and Supply Chain Management	Compulsory	3
35	**MS5F-814**	Cyber Law&BusinessRegulatoryframework	Compulsory	3
36	**MS5F-815**	Student Research Project / Systems and Design Thinking	Compulsory	3
37	**MS5F-816**	ITES Marketing	Compulsory	3
38	**MS5F-852**	Comprehensive Viva Voce		3 Virtual Credits
ELECTIVES				
39	**MS5F-817**	Data base framework using hibernate- Group A	Electives (Select Any Two)	3×2 = 6
40	**MS5F-818**	Model View Controller using Java- Group A		
41	**MS5F-819**	ASP DOT NET using Model View Controller- Group B		
42	**MS5F-820**	AdvanceDOTNETProgramming- Group B		
Total Credits: 24 + 3 Virtual Credits				

Total Programme Credits = 96 + 12 Virtua

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Institute of Management Studies
Devi Ahilya University, Indore

MASTER OF BUSINESS ADMINISTRATION

(DISASTER MANAGEMENT) 2 Year

Program Code – MS5B

Program Objectives

Sr. No.	Particulars
1	To set up the students in such a manner with the goal that they become proficient and certain disaster management experts toward the finish of the program.
2	To furnish the students with the idea and strategies for disaster management empowering them to design, plan and to get ideas, devices and abilities for disaster management exploration and investigation also do disaster management in the productive direct of business.
3	To furnish the students with the idea and strategies for disaster management empowering them to design, plan and to get ideas, devices and abilities for disaster management exploration
4	To empower students, foster the capacity to take rational and informed decisions by taking into consideration the different perspectives and their outcomes related to disaster management
5	To explore, appropriate communication skills and higher levels of proficiency and develop Leadership, Team work, Social, Legal and Ethical responsibilities in Business and Society

Program Outcomes (PO)

To After completing MBA (E-commerce) program students will be able to;

Sr. No.	Particulars
PO1	Analyse the Political, Economic, Social, Technological, Legal and Environmental context of disaster management and contemporary societal and global issues resulting from diversity
PO2	Exhibit Leadership and Team work abilities. Will acquire in depth knowledge on the different functionalities of disaster management guaranteeing their own worldwide employability as well as possess requisite knowledge, abilities and capacities to begin their own endeavours.
PO3	Adjust and discover creative techniques for critical thinking, to adapt to unexpected occasions, and to oversee in unusual conditions.
PO4	Appreciate individual ethical behaviour and discharge community responsibilities in Organization and Society.
PO5	Demonstrate abilities such as initiative taking and innovative thinking, an ability to function in multi- disciplinary teams and to instill enthusiasm of self- learning while at the same time overseeing workplace.

COURSE SCHEME

S. No.	CODE	COURSE NAME	TYPE	CREDITS
SEMESTER – I				
1	**MS5B-501**	Management Principal and Practices	Compulsory	3
2	**MS5B-503**	Business Ethics and Management by Indian Values	Compulsory	3
3	**MS5B-505**	Principles of Disaster Management	Compulsory	3
4	**MS5B-507**	Business Accounting	Compulsory	3
5	**MS5B-509**	IT for Managers	Compulsory	3
6	**MS5B-511**	Quantitative Methods	Compulsory	3
7	**MS5B-517**	Managerial Economics	Compulsory	3
8	**MS5B-513**	Managerial Communication	Electives (Select Any One)	3
9	**MS5B-515**	Creativity and Innovation		
10	**MS5B-551**	ComprehensiveVivaVoce		3 Virtual Credit
Total Credits: 24 + 3 Virtual Credits				
SEMESTER – II				
11	**MS5B-502**	Organization Behaviour	Compulsory	3
12	**MS5B-504**	Disaster Management Framework	Compulsory	3
13	**MS5B-506**	Disaster Management Laws	Compulsory	3
14	**MS5B-508**	Disaster Preparedness	Compulsory	3
15	**MS5B-510**	Research Methodology	Compulsory	3
16	**MS5B-512**	Operations Management	Compulsory	3
17	**MS5B-514**	Marketing Management	Compulsory	3
18	**MS5B-516**	Business Environment	Elective (Select Any One)	3
19	**MS5B-518**	Public Administration (MP LOK SEVA Adhiniyam)		
20	**MS5B-552**	Comprehensive Viva		3 Virtual Credit
Total Credits: 24 + 3 Virtual Credits				
SEMESTER – III				
21	MS5B-601	Human Resource Management	Compulsory	3
22	MS5B-603	Disaster Management Policy and Response	Compulsory	3
23	MS5B-605	Project Management	Compulsory	3
24	MS5B-607	Industrial Safety and Health Management	Compulsory	3
27	MS5B-553	Comprehensive Viva Voce		3 Virtual Credit
ELECTIVES				
28	MS5B-609	Risk Reduction and vulnerability Assessment	Electives (Select Any four)	3×4 = 12
29	MS5B-611	Media & Information Management in Disaster		
30	MS5B-613	Geology, Meteorology and Archaeology		
31	MS5B-615	Medical Health and response in different Disaster		
32	MS5B-617	Micro Finance for Rehabilitation		
33	MS5B-619	Field Report		

				Total Credits: 24 + 3 Virtual Credits
		SEMESTER – IV		
34	**MS5B-621**	Logistics and Supply Chain Management	Compulsory	3
35	**MS5B-623**	E-Governance & Emerging technology in Disaster Management	Compulsory	3
36	**MS5B-625**	Entrepreneurship(Compulsory	Compulsory	3
37	**MS5B-627**	Community Development	Compulsory	3
38	**MS5B-554**	Comprehensive Viva Voce		3 Virtual Credit
		ELECTIVES		
39	**MS5B-631**	NGO Management and Administration	Electives (Select Any four)	3×4 = 12
40	**MS5B-633**	Crisis Management		
41	MS5B-635	Strategic Disaster Management		
42	**MS5B-637**	Social Psychology		
43	MS5B-639	Rural Management		
44	MS5B-641	Development and Rehabilitation Management		
				Total Credits: 24 + 3 Virtual Credits

Total Programme Credits = 96 + 12 Virtual Credits

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Institute of Management Studies
Devi Ahilya University, Indore

(e-Commerce) 5 Year
Program Code- MS5A
(Semester – I to VI)

Program Objectives

The MBA (E Commerce) programme seeks to develop Learners into leaders ready to tackle the challenges of today's global business environment with an efficient Technology of e - commerce. This is accomplished through the following learning goals and objectives:

Sr. No.	Particulars
1	To prepare the students in such a way so that they become capable and confident I.T. Services professionals at the end of the program.
2	To enable students, understand concepts, tools and skills for I.T. analysis and its application in the efficient conduct of business.
3	To enable the students to gain acumen, insights and thorough knowledge relating to the various aspects of e-Commerce markets and their regulatory frameworks.
4	Offer a platform for developing analytical reasoning and critical thinking ability from the perspective of an e-Commerce professional
5	For holistic development of students to inculcate the ability to take rational and informed business decisions with hands-on experience of different tools and skills of IT through project-based learning pedagogy.

Program Outcomes (PO)

The MBA (E Commerce) students are expected to exhibit following set of knowledge, skills, values and attitudes:-

Sr. No.	Particulars
PO1	**Domain Knowledge:** Graduates will be able to recognize the functioning of business organizations with significance to E Commerce functional area. They will be able to understand Economic, legal and social environment of Indian business.
PO2	**Critical thinking and Innovative Solutions:** Graduates will have developed the necessary skills to take innovative decisions which make organizations more productive and competitive.
PO3	**Cross-Cultural Understanding:** Graduates will be able to understand the requirements of individuals from a specific culture and will help the personnel to adjust and adapt to various other cultures.
PO4	**Social Responsiveness and Ethics:** Graduates will develop responsiveness to contextual social issues / problems and are expected to identify the contemporary social problems. They are required to demonstrate ethical standards in organizational decision making.
PO5	**Effective Communication:** Graduates will be able to effectively use appropriate technology for better communication (business presentations, digital communication, social network platforms and so on).
PO6	**Leadership and Teamwork (LT):** Graduates will be able to work in teams and demonstrate leadership roles at various levels of the organization. Graduates are expected to maximize the usage of diverse skills of team members in the related context.

COURSE SCHEME

S. No.	CODE	COURSE NAME	TYPE	CREDITS
		SEMESTER – I		
1	**MS6A-101**	Fundamentals of E-Commerce And M-Commerce	Compulsory	3
2	**MS6A-103**	Fundamentals Of Computers And Programming	Compulsory	3
3	**MS6A-105**	Office Automation	Compulsory	3
4	**MS6A-107**	Fundamentals Of Management	Compulsory	3
5	**MS6A-109**	Business Mathematics	Compulsory	3
6	**MS6A-111**	Hindi	Compulsory	3
7	**MS6A-113**	Personal and Professional Skills	Compulsory	3
8	**MS6A-115**	Indian Culture and Heritage	Compulsory	3
9	**MS6A-117**	Co-curricular Activities	Compulsory	2
10	**MS5E-551**	Comprehensive Viva		3Virtual Credits
				Total Credits: 24 + 3 Virtual Credits
		SEMESTER – II		
11	**MS6A-102**	RDBMS(SQL Server/Oracle/MS Access)	compulsory	3
12	**MS6A-104**	Operating System	compulsory	3
13	**MS6A-106**	Digital Information System	compulsory	3
14	**MS6A-108**	Individual and Interpersonal Behaviour	compulsory	3
15	**MS6A-110**	Business Statistics	compulsory	3
16	**MS6A-112**	Corporate English	compulsory	3
17	**MS6A-114**	Business Accounting with Tally	compulsory	3
18	**MS6A-116**	Environmental Sustainability & Climate Change Mitigation	compulsory	3
19	**MS6A-118**	Co-curricular Activities		2
20	**MS5E-552**	Comprehensive Viva		3Virtual Credits
				Total Credits: 24 + 3 Virtual Credits
				Total Credits (After I Year) = 48+6 Virtual Credits
		SEMESTER – III		
21	**MS6A-201**	System Analysis And Design	Compulsory	3
22	**MS6A-203**	Computer Networking	Compulsory	3
23	**MS6A-205**	Data Structures using C ++	Compulsory	3
24	**MS6A-207**	Marketing Management	Compulsory	3
25	**MS6A-209**	Quantitative Techniques	Compulsory	3
26	**MS6A-211**	International Business	(Select Any One)	3
27	**MS6A-213**	Business Economics		
28	**MS6A-215**	Community Service	(Select Any	3

29	**MS6A-217**	Cost And Management Accounting	One	
30	**MS6A-219**	Business Communication		3
31	**MS6A-554**	Comprehensive Viva-voce		3Virtual Credits
Total Credits: 24 + 3 Virtual Credits				
Total Credit (After III Semester) = 72+9 Virtual Credits				
SEMESTER – IV				
32	**MS6A-202**	Digital Marketing	Compulsory	3
33	**MS6A-204**	Computer Graphics & Animation	Compulsory	3
34	**MS6A-206**	Software Engineering	Compulsory	3
35	**MS6A-208**	Human Resource Management	Compulsory	3
36	**MS6A-210**	Business Research Methodology	Compulsory	3
37	**MS6A-212**	Legal Environment	Electives (Select Any Two)	3×2=6
38	**MS6A-214**	Financial Management		
39	**MS6A-216**	Introduction to Psychology		
40	**MS6A-218**	Retail Management		
41	**MS6A-220**	Creativity and Innovation	Compulsory	3
42	**MS6A-556**	Comprehensive Viva-voce		3Virtual Credits
Total Credits: 24 + 3 Virtual Credits				
Total Credit (After II Year) = 96+12Virtual Credits				
SEMESTER – V				
43	MS6A-301	Management Information System	Compulsory	3
44	MS6A-303	Logistics & Supply Chain Management	Compulsory	3
45	MS6A-305	Numerical Methods	Compulsory	3
46	MS6A-307	Web Designing And Animation Tools	Electives (Select any Three)	3×3=9
47	MS6A-309	Data Mining And Data Warehousing		
48	MS6A-311	Java Programming		
49	MS6A-313	Risk Management in e-Commerce		
50	MS6A-315	Business Environment	Electives (Select Any Two)	3×2=6
51	MS6A-317	Contemporary e-Business practices		
52	MS6A-319	Emotional and Social Intelligence		
53	MS6A-558	Comprehensive Viva-voce		3Virtual Credits
Total Credits: 24 + 3 Virtual Credits				
Total Credit (After V Semester) = 120+15Virtual Credits				
SEMESTER – VI				
54	MS6A-302	Network and System Security	Compulsory	3
55	MS6A-304	Business Ethics and Corporate Governance	Compulsory	3
56	MS6A-306	Advanced e-Commerce Technologies and m-Commerce Technologies	Compulsory	3
57	MS6A-308	Social Media Management	Electives (Select Any Three)	3×3=9
58	MS6A-310	Knowledge Management		
59	MS6A-312	Integrated Marketing Communication		
60	MS6A-314	Python Programming		

61	MS6A-316	Business Intelligence	Electives (Select Any Two)	3×2=6
62	MS6A-318	Operations Management		
63	MS6A-320	Entrepreneurship		
64	MS6A-560	Comprehensive Viva-voce		3Virtual Credits
Total Credits: 24 + 3 Virtual Credits				
Total Credit (After VI Semester) = 144+18Virtual Credits				

MASTER OF BUSINESS ADMINISTRATION (HOSPITAL ADMINISTRATION) 5 Year

Program Code- MS6B

(Semester – I to VI)

Program Objectives

The MBA (Hospital Administration) programme seeks to develop Learners into leaders ready to tackle the challenges of today's global business environment with an efficient Technology of Healthcare and Hospital Administration. This is accomplished through the following learning goals and objectives

Sr. No.	Particulars
1	To prepare the students in such a way so that they become capable and confident healthcare Services professionals at the end of the program.
2	To enable students, understand concepts, tools and skills for healthcare analysis and its application in the efficient conduct of business.
3	To enable the students to gain acumen, insights and thorough knowledge relating to the various aspects of healthcare markets and their regulatory frameworks.
4	Offer a platform for developing analytical reasoning and critical thinking ability from the perspective of an healthcare professional
5	For holistic development of students to inculcate the ability to take rational and informed business decisions with hands-on experience of different tools and skills of healthcare through project-based learning pedagogy.

Program Outcomes (PO)

The MBA (Hospital Administration) students are expected to exhibit following set of knowledge, skills, values and attitudes:-

Sr. No.	Particulars
PO1	**Domain Knowledge:** Graduates will be able to recognize the functioning of business organizations with significance to healthcare functional area. They will be able to understand Economic, legal and social environment of Indian business.
PO2	**Critical thinking and Innovative Solutions:** Graduates will have developed the necessary skills to take innovative decisions which make organizations more productive and competitive for healthcare organization.
PO3	**Cross-Cultural Understanding:** Graduates will be able to understand the requirements of individuals from a specific culture and will help the personnel to adjust and adapt to various other cultures.
PO4	**Social Responsiveness and Ethics:** Graduates will develop responsiveness to contextual social issues / problems and are expected to identify the contemporary social problems. They are required to demonstrate ethical standards in organizational decision making.
PO5	**Effective Communication:** Graduates will be able to effectively use appropriate technology for better communication in healthcare and hospital industry (business presentations, digital communication, social network platforms and so on).
PO6	**Leadership and Teamwork (LT):** Graduates will be able to work in teams and demonstrate leadership roles at various levels of the organization. Graduates are expected to maximize the usage of diverse skills of team members in context of healthcare and hospital administration.

COURSE SCHEME

S. No.	CODE	COURSE NAME	TYPE	CREDITS
		SEMESTER – I		
1	MS6B-101	Introduction to Human Physiology & Biochemistry	Compulsory	3
2	MS6B-103	Introduction to Human Anatomy	Compulsory	3
3	MS6B-105	Introduction to Hospital & Healthcare	Compulsory	3
4	MS6B-107	Fundamentals of Management	Compulsory	3
5	MS6B-109	Hindi	Compulsory	3
6	MS6B-111	Fundamentals of Computers	Compulsory	3
7	MS6B-113	Personal & Professional Skills	Compulsory	3
8	MS6B-115	Business Environment	Compulsory	3
9		Co-curricular Activities	Compulsory	2
10	MS6B-151	Comprehensive Viva Voce		3Virtual Credit
				Total Credits: 24 + 3 Virtual Credits
		SEMESTER – II		
11	MS6B-102	Business Statistics	Compulsory	3
12	MS6B-104	Basics of Community Medicine	Compulsory	3
13	MS6B-106	Introduction to Pathology and Microbiology	Compulsory	3
14	MS6B-108	Nutrition and Dietetics	Compulsory	3
15	MS6B-110	English	Compulsory	3
16	MS6B-112	Business Accounting	Compulsory	3
17	MS6B-114	IT Environment	Compulsory	3
18	MS6B-116	Health Environment	Compulsory	3
19		Co-curricular Activities	Compulsory	2
20	**MS6B-152**	Comprehensive Viva		3Virtual Credit
				Total Credits: 24 + 3 Virtual Credits
				Total Credits (After I Year) = 48+6 (virtual)
		SEMESTER – III		
21	MS6B-201	Introduction to Pharmacology	Compulsory	3
22	MS6B-203	Hospital Administration	Compulsory	3
23	MS6B-205	Business Economics	Compulsory	3
24	MS6B-207	Organizational Behaviour	Compulsory	3
25	MS6B-209	Marketing Management	Compulsory	3
26	MS6B-211	R.D.B.M.S.	Compulsory	3
27	MS6B-213	Environment Sustainability and Climate Change Mitigation	Electives (Select Any	3

28	MS6B-215	Food Science and Safety	One)	
29	MS6B-217	Cost and Management Accounting	Electives (Select Any One	3
30	MS6B-219	Bio Medical Waste and Facility Management		
31	**MS6B-153**	Comprehensive Viva-voce		3Virtual Credit
				Total Credits: 24 + 3 Virtual Credits
				Total Credit (After III Semester) = 72+9 (virtual)
		SEMESTER – IV		
32	MS6B-202	Quantitative Techniques	Compulsory	3
33	MS6B-204	Introduction to Health Administration	Compulsory	3
34	MS6B-206	Introduction to Obstetrics & Gynaecology	Compulsory	3
35	MS6B-208	Rural Marketing in HealthCare	Compulsory	3
36	MS6B-210	Human Resource Management	Compulsory	3
37	MS6B-212	Indian Financial System	Electives (Select Any Two)	3×2=6
38	MS6B-214	HRD		
39	MS6B-216	Consumer Behaviour		
40	MS6B-218	Fundamentals of Insurance		
41	MS6B-220	Financial Management	Compulsory	3
42	MS6B-154	Comprehensive Viva Voce		3Virtual Credit
				Total Credits: 24 + 3 Virtual Credits
				Total Credit (After IV Semester) = 96+12 (virtual)
		SEMESTER – V		
43	MS6B-301	Introduction to Medicine	Compulsory	3
44	MS6B-303	Introduction to Surgery	Compulsory	3
45	MS6B-305	Forensic Medicine and Toxicology	Compulsory	3
46	MS6B-307	Basics of Research Methodology	Compulsory	3
47	MS6B-309	System Analysis and Design and MIS	Electives (Select Any Two)	3×2=6
48	MS6B-311	Purchase and Materials Management		
49	MS6B-313	Telemedicine, Medical Tourism and Start-ups		
51	MS6B-315	Personal Financial Planning	Electives (Select Any Two)	3×2=6
52	MS6B-317	Integrated Marketing Communication		
53	MS6B-319	Organization Development		
54	**MS6B-155**	Comprehensive Viva-voce		3Virtual Credit
				Total Credits: 24 + 3 Virtual Credits
				Total Credit (After V Semester) = 120+15 (virtual)
		SEMESTER – VI		
54	MS6B-302	Strategic Management	Compulsory	3
55	MS6B-304	Hospital Planning	Compulsory	3
56	MS6B-306	Business Ethics and Management by Indian Values	Compulsory	3

57	MS6B-308	Management of Quality	Compulsory	3
58	MS6B-310	Marketing of Hospital Services	Electives (Select Any Two)	3×2=6
59	MS6B-312	Bio Medical Instrumentation and Technology		
60	MS6B-352	Environmental Issues and Disaster Management		
61	MS6B-355	Social Psychology	Electives (Select Any Two)	3×2=6
62	MS6B-354	Customer Relationship Management		
63	MS6B-356	Professional Communication and Negotiation Skills		
64	MS6B-156	Comprehensive Viva Voce		3Virtual Credit
Total Credits: 24 + 3 Virtual Credits				
Total Credit (After V Semester) = 144+18(Virtual)				

National Education Policy 2020 - A Futuristic Perspective
F.D.P. - 2021
Faculty Development Programme 2021
5th - 16th July 2021
Institute of Management Studies
Devi Ahilya University, Indore

MASTER OF BUSINESS ADMINISTRATION

(EXECUTIVE) 2 Year

Program Code– MS5H

Annexure 3 - List of Participants

1. Dr. Achal Hardia Faculty Ims Davv
2. Ms. Aditi Gaykwad Academic & Research Associate Prestige Institute Of Management & Research
3. Dr. Ajay Joshi
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5. Mr. Amit Nashikkar Cto Avninfotech Avninfotech
6. Mrs. Amreen Khan District Project Officer Gsdma
7. Dr. Aniket Sane Visiting Faculty Ims-Davv
8. Dr Anindita Chatterjee Assistant Professor Ims Davv
9. Dr. Anish Kumar Choudhary Associate Professor Chameli Devi Institute Of Professional Studies
10. Mr. Anjani Kumar Ex. General Manager Ex- Vodafone Idea Ltd.
11. Dr. Ankita Jain Assistant Professor Shri Vaishnav Institute Of Management, Indore
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13. Dr. Antim Bala Prajapat Assistant Professor Aishvarya College Of Education Sansthan
14. Dr. Anu Ukande Assistant Professor Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore
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16. Dr. Anurag Joshi Assistant Professor Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore
17. Dr. Anushruti Neema Assistant Professor Mrscps
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23. Dr. Avneet Kaur Narang Lecturer Ims
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30. Mr. Burhanuddin Bhandari Visiting Faculty Iips Davv
31. Dr. C C Motiani Assistant Professor Ims Davv
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82. Prof Neeraj Jaiswal Professor Christian Eminent College, Indore
83. Ms. Nidhi Kshirsagar Visiting Faculty Ims, Davv
84. Ms. Nikita Purandare Administrator Shaiby Indore
85. Mr. Nilesh Jain Asst. Prof. Visiting Faculty Ims
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105. Mr. Rajeev Singh Cheif Administrator Saims
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142. Prof Umang Mehta Assistant Professor Acropolis Institute Of Management And Research
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144. Mr. Vaibhav Ratnaparkhe Media Consultant Seeuhappy
145. Dr. Vikas Jain Director Academic Oxford International College Indore
146. Dr. Vipin Choudhary Associate Professor Prestige Institute Of Management And Research, Indore
147. Dr. Vishal Sood Professor Sri Sri University
148. Dr Vivek Sharma Assistant Professor Ims Davv

149. Dr. Vonica Motiani Uniesca Pvt. Ltd., Orbedec, Dr. Motiani's, Centre For Self Development
150. Dr Yamini Karmarkar Associate Professor Ims Davv

Annexure 4 - List of Student Volunteers

Mr. Darshan Rathi
Mr Amandeep Otwal
Mr Arjun Patidar
Mr Ashish Tripathi
Mr Pranay Swamy
Mr. Akshat Porwal
Mr. Hardik Pandey
Mr. Mayank Goyal
Mr. Nikhil Singh
Mr. Parth Gupta
Mr. Sanidhya Ghatiya
Mr. Sanket Vaidya
Ms Ayushi Bhatnagar
Ms Himika Garg
Ms Muskan Suhane
Ms Shruti Jain
Ms. Atisha Rathore
Ms. Deepshikha
Ms. Disha Parwani
Ms. Honey Bablani
Ms. Janhavi Tare
Ms. Mishika Vinayak
Ms. Muskan Soni
Ms. Shivani Jain
Ms.Janhavi Waikar
Ms.Parul Rawat
Ms.Sejal Jain
Ms.Tarishi Chauhan