

Devi Ahilya Vishwavidyalaya, Indore

Nomenclature and Course Outline

MBA (Full Time) 2 Years Programme

w.e.f. Academic year 2019-2020

First Year

MBA (Full-Time) First Semester

S. No.	Subject Code	Subject Name	Credit Hours	Cumulative Credit Hours
1	FT101C	PRINCIPLES AND PRACTICE OF MANAGEMENT	3	3
2	FT102C	QUANTITATIVE TECHNIQUES	3	6
3	FT103C	ACCOUNTING FOR MANAGERS	3	9
4	FT104C	IT & E-BUSINESS FUNDAMENTALS	3	12
5	FT105C	BUSINESS ENVIRONMENT	3	15
6	FT106C	ORGANIZATION BEHAVIOUR	3	18
7	FT107C	BUSINESS COMMUNICATION	3	21
8	FT108C	MANAGERIAL ECONOMICS	3	24
		TOTAL CREDITS FOR MBA I Sem.		24

MBA (Full-Time) Second Semester

S. No.	Subject Code	Subject Name	Credit Hours	Cumulative Credit Hours
1	FT201C	OPERATIONS RESEARCH	3	27
2	FT202C	OPERATIONS MANAGEMENT	3	30
3	FT203C	ENTREPRENEURSHIP	3	33
4	FT204C	FINANCIAL MANAGEMENT	3	36
5	FT205C	MARKETING MANAGEMENT	3	39
6	FT206C	HUMAN RESOURCE MANAGEMENT	3	42
7	FT207C	BUSINESS ETHICS AND INDIAN ETHOS IN MANAGEMENT	3	45
8	FT208C	BUSINESS RESEARCH METHODS	3	48
		TOTAL CREDITS FOR MBA I & II SEMESTER		48

Legall
A. S. S. S. *Ran* *Manant* *Shi* *Sangeetha* *Sh*
AK

w.e.f. Academic year 2019-20

Second Year

MBA (Full-Time) Third Semester

Third Semester			
Subject code	Subject Name	Credit Hours	Cumulative Credit Hours
COMPULSORY SUBJECTS			
FT 301 C	SUPPLY CHAIN MANAGEMENT	3	51
FT 302 C	PROJECT MANAGEMENT	3	54

ELECTIVES COURSES (SELECT ANY TWO ELECTIVE GROUPS)				
ELECTIVE GROUP-I: MARKETING MANAGEMENT				
Subject code	Subject Name	Credit Hours	Cumulative Credit Hours	
FT 303M	PRODUCT AND BRAND MANAGEMENT	3	Credits for core subjects up to III sem. : 54 Credits for Electives in III Sem.: 18 Credits for Internship/Field work/MRP: 04 Total Credits up to III Sem.: 76	
FT 304M	ADVERTISING AND DIGITAL MARKETING	3		
FT 305M	SALES AND DISTRIBUTION MANAGEMENT	3		
ELECTIVE GROUP -II: FINANCIAL MANAGEMENT				
Subject code	Subject Name	Credit Hours		
FT 303F	TAX PLANNING AND MANAGEMENT	3		
FT 304F	INDIAN FINANCIAL SYSTEMS	3		
FT 305F	BANK AND INSURANCE MANAGEMENT	3		
ELECTIVE GROUP -III: HUMAN RESOURCE MANAGEMENT				
Subject code	Subject Name	Credit Hours		
FT 303H	INDUSTRIAL RELATIONS AND LEGISLATIONS	3		
FT 304H	HUMAN RESOURCE DEVELOPMENT & AUDIT	3		
FT 305H	SOCIAL PSYCHOLOGY	3		
ELECTIVE GROUP -IV : INFORMATION TECHNOLOGY				
Subject code	Subject Name	Credit Hours		
FT 303I	WEB DESIGN AND TECHNOLOGY	3		
FT 304I	MANAGEMENT INFORMATION SYSTEM	3		
FT 305I	RDBMS USING ORACLE	3		
ELECTIVE GROUP -V: PRODUCTION AND OPERATIONS MANAGEMENT				
Subject code	Subject Name	Credit Hours		
FT 303P	TECHNOLOGY MANAGEMENT	3		
FT 304P	PRODUCT INNOVATION AND OPERATIONS PLANNING	3		
FT 305P	PURCHASE AND MATERIAL MANAGEMENT	3		
ELECTIVE GROUP -VI: BUSINESS ANALYTICS				

[Handwritten signature]

[Handwritten signature]

[Handwritten signature]

MBA Full Time Revised Syllabus for Affiliated Institutions of Devi Ahilya Vishwavidyalaya, Indore

Subject code	Subject Name	Credit Hours
FT 303B	INTRODUCTION TO BUSINESS ANALYTICS	3
FT 304B	PREDICTIVE MODELING	3
FT 305B	STATISTICAL PROGRAMMING IN 'R'	3
FT 306	MRP/INTERNSHIP/FIELD WORK	4

MBA (Full-Time) Fourth Semester

Fourth Semester			
Subject code	Subject Name	Credit Hours	Cumulative Credit Hours
COMPULSORY SUBJECTS			
FT 401C	BUSINESS LEGISLATION	3	57
FT 402C	STRATEGIC MANAGEMENT	3	60

ELECTIVES COURSES (SELECT ANY TWO ELECTIVE GROUPS)

ELECTIVE GROUP -I: MARKETING MANAGEMENT				
Subject code	Subject Name	Credit Hours	Credits for core subjects up to IV sem. : 60 Credits for Electives in IV sem.: 18 Credits for Comp. VIVA: 04 Total Credits up to IV Sem.: 104	
FT 403M	INTERNATIONAL MARKETING	3		
FT 404M	SERVICE AND RETAIL MARKETING	3		
FT 405M	CONSUMER BEHAVIOR AND RURAL MARKETING	3		
ELECTIVE GROUP -II: FINANCIAL MANAGEMENT				
Subject code	Subject Name	Credit Hours		
FT 403F	INTERNATIONAL FINANCE	3		
FT 404F	FINANCIAL DERIVATIVES AND RISK MANAGEMENT	3		
FT 405F	INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT	3		
ELECTIVE GROUP -III: HUMAN RESOURCE MANAGEMENT				
Subject code	Subject Name	Credit Hours		
FT 403H	COMPENSATION MANAGEMENT	3		
FT 404H	TRAINING AND DEVELOPMENT	3		
FT 405H	ORGANISATION DEVELOPMENT	3		
ELECTIVE GROUP -IV : INFORMATION TECHNOLOGY				
Subject code	Subject Name	Credit Hours		
FT 403I	OPERATING SYSTEM & AND THEIR UTILITIES	3		
FT 404I	PHP PROGRAMMING AND JAVA SCRIPTS	3		
FT 405I	MOBILE COMPUTING AND ITS APPLICATIONS	3		
ELECTIVE-V: PRODUCTION AND OPERATIONS				

Signature

Signature

Signature

w.e.f. Academic year 2019-20

Signature

Signature

MBA Full Time Revised Syllabus for Affiliated Institutions of Devi Ahilya Vishwavidyalaya, Indore

Subject code	Subject Name	Credit Hours
FT 403P	LOGISTICS MANAGEMENT	3
FT 404P	TOTAL QUALITY MANAGEMENT	3
FT 405P	ENTERPRISE RESOURCE PLANNING	3
ELECTIVE-VI: BUSINESS ANALYTICS		
Subject code	Subject Name	Credit Hours
FT 403B	DATA VISUALISATION FOR MANAGERS	3
FT 404B	SPREAD SHEET MODELING	3
FT 405B	APPLICATIONS OF MODELING IN BUSINESS	3
FT 406	COMPREHENSIVE VIVA-VOCE	4
		Total Credits: 104

Total Credits:

(1) For Core (Compulsory Subjects):	60
(2) For Elective Courses:	36
(3) For MRP/ INTERNSHIP/ FIELD WORK :	04
(4) For COMPREHENSIVE VIVA-VOCE:	04
Grand total	104








