

# Devi Ahilya Vishwavidyalaya, Indore



Syllabus

M.B.A (Full-Time) 2 Years Programme

Semester- I to IV

w.e.f. Academic year 2019-2020

## **Devi Ahilya Vishwavidyalaya, Indore**

### **MBA [FULL TIME]**

**w.e.f. Academic year 2019-2020**

#### **Programme Objectives**

The MBA [Full Time] program is oriented to enhance students learning and develop their skills and attitude towards Business, Market and Society as a whole. To support this aim following objectives are formulated:

- Apply best practices to solve managerial issues.
- Understanding of link between business and society.
- Knowledge and skills in each functional area of management.
- Demonstrate effective written forms of communication and oral business presentations.
- Implement leadership skills to work effectively within diverse teams.
- Identify and analyze ethical responsibilities of businesses.

#### **Programme /Learning Outcomes**

The learning outcomes specify the knowledge, skills, values and attitudes that students are expected to attain in MBA program as below:

- ***Business Environment and Domain Knowledge (BEDK)***: Economic, legal and social environment of Indian business. Graduates are able to improve their awareness and knowledge about functioning of local and global business environment and society. This helps in recognizing the functioning of businesses, identifying potential business opportunities, evolution of business enterprises and exploring the entrepreneurial opportunities.
- ***Critical thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI)***: 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.
- ***Global Exposure and Cross-Cultural Understanding (GECCU)***: Demonstrate a global outlook with the ability to identify aspects of the global business and Cross Cultural Understanding.

- ***Social Responsiveness and Ethics (SRE)***: Developing 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 behaviors.
- ***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).
- ***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.

## 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                      |
|        |              | <b>TOTAL CREDITS FOR MBA I Sem.</b>   |              | 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                      |
|        |              | <b>TOTAL CREDITS FOR MBA I &amp; II SEMESTER</b> |              | 48                      |

## Second Year

## MBA (Full-Time) Third Semester

| Third Semester             |                         |              |                         |
|----------------------------|-------------------------|--------------|-------------------------|
| Subject code               | Subject Name            | Credit Hours | Cumulative Credit Hours |
| <b>COMPULSORY SUBJECTS</b> |                         |              |                         |
| 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<br><br>Credits for Electives in III Sem.: 18<br><br>Credits for Internship/Field work/MRP: 04<br>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                  |  |              |   |  |

| 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 |
| <b>COMPULSORY SUBJECTS</b> |                      |              |                         |
| FT 401C                    | BUSINESS LEGISLATION | 3            | 57                      |
| FT 402C                    | STRATEGIC MANAGEMENT | 3            | 60                      |




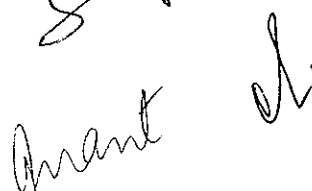


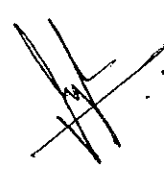
### ELECTIVES COURSES (SELECT ANY TWO ELECTIVE GROUPS)

| ELECTIVE GROUP -I: MARKETING MANAGEMENT        |  |              |  |
|--|--|--------------|--|
| Subject code                                   | Subject Name                                 | Credit Hours | Credits for core subjects up to IV sem.: 60                    |
| 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 | Credits for Electives in IV sem.: 18                           |
| 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 | Credits for Comp. Viva: 04<br>Total Credits up to IV Sem.: 104 |
| 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          |  |              |  |

| Subject code                           | Subject Name                         | Credit Hours              |
|--|--------------------------------------|---------------------------|
| FT 403P                                | LOGISTICS MANAGEMENT                 | 3                         |
| FT 404P                                | TOTAL QUALITY MANAGEMENT             | 3                         |
| FT 405P                                | ENTERPRISE RESOURCE PLANNING         | 3                         |
| <b>ELECTIVE-VI: BUSINESS ANALYTICS</b> |                                      |                           |
| 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                         |
|  |                                      | <b>Total Credits: 104</b> |

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         |
| <b>Grand total</b>                    | <b>104</b> |

**EXAMINATION SCHEME FOR MBA (FULL TIME) 2 YEARS PROGRAM OF DEVI AHILYA UNIVERSITY, INDORE FOR AFFILATED COLLEGS: (w.e.f. Academic year 2019-20)**

**(1) Semester examination Scheme:**

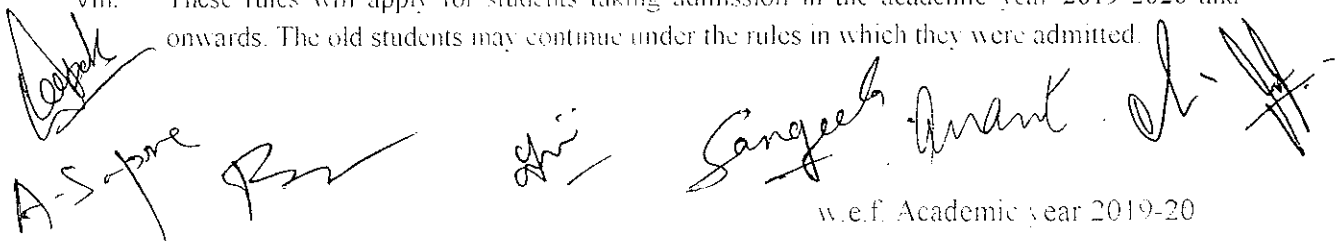
Each paper (course) will carry 100 marks of which 20 marks shall be reserved for internal assessment and the remaining 80 marks for external examination to be held at the end of each semester as per the academic calendar notified in advance. The duration of the written examination for each paper shall be three hours.

**(2) Pass Percentage scheme:**

The minimum marks for passing the examination for each semester shall be 50% in aggregate and a minimum of 40% marks in each paper. Combined passing marks (External and Internal examination) are required for each paper.

**(3) ATKT and Other scheme:**

- I. A student will normally be permitted to clear a program within seven academic years (including the academic year of the admission) in maximum five attempts. If a candidate fails to clear the program within the above limit, Vice Chancellor's permission, on the recommendation of the Dean, will be necessary to continue in the program.
- II. Only those students who clear the program in one attempt and without gap and grace mark will be eligible for position in the merit list.
- III. A student at a time will be allowed to carry 4 papers as ATKT. The moment the number of ATKT exceeds four, the student will reappear as a regular repeater/Ex-Student in the semester as a result of which his/her ATKT has exceeded four e.g. if the total number of ATKT of a student is four in the second semester, he /she will be promoted to third semester, if after in third semester examination, his/her ATKT is five or more, he/she shall re-appear in third semester as regular repeater/Ex-student.
- IV. A regular repeater/Ex-Student may be allowed to repeat only those papers in which he/she has obtained ATKT or any number of papers that particular semester including the papers of ATKT. The candidate has to exercise the option in the beginning of the semester.
- V. If a candidate clears all the papers in a particular semester but fails in aggregate, such a candidate can reappear in any number of papers of his/her choice in that particular semester in order to up the shortfall in the aggregate. Such a student is allowed carry the semester.
- VI. Current scheme of examination and syllabus will be applicable to regular, repeater/Ex-Students and to those who are appearing in examination to make up the short fall in the aggregate. If the papers of old scheme are not available in the current scheme a student will be allowed to appear in the closest equivalent papers of the current scheme in lieu of the papers in the old scheme.
- VII. Marks of internal assessment of ATKT papers and of the papers in which the student appears to make up the shortfall in aggregate will be sent to the examination section of the University afresh. The institution concerned will make the necessary arrangement for the same.
- VIII. These rules will apply for students taking admission in the academic year 2019-2020 and onwards. The old students may continue under the rules in which they were admitted.

  
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## Equivalence Subjects For ATKT Students

### MBA I SEM

| Sub.C<br>ode | Old Nomenclature                        | New Nomenclature                      | Remark |
|--------------|---|---------------------------------------|--------|
| FT101C       | Management Principles and Practices     | Principles and Practice of Management |        |
| FT102C       | Mathematics and Statistics for Managers | Quantitative Techniques               |        |
| FT103C       | Accounting for Managers                 | Accounting for Managers               |        |
| FT104C       | IT and E-Business Fundamentals          | IT and E-Business Fundamentals        |        |
| FT105C       | Business Environment                    | Business Environment                  |        |
| FT106C       | Organization Behaviour and Processes    | Organization Behaviour                |        |
| FT107C       | Business Communication                  | Business Communication                |        |
| FT108C       | Business Legislation                    | ---                                   |        |

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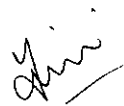
## Equivalence Subjects For ATKT Students

### MBA II SEM

| Sub.C<br>ode | Old Nomenclature                             | New Nomenclature                             | Remark |
|--------------|--|--|--------|
| FT201C       | Operation Research for Business Decisions    | Operations Research                          |        |
| FT202C       | Fundamentals of Operations Management        | Operations Management                        |        |
| FT203C       | Entrepreneurship                             | Entrepreneurship                             |        |
| FT204C       | Fundamentals of Financial Management         | Financial Management                         |        |
| FT205C       | Fundamentals of Marketing Management         | Marketing Management                         |        |
| FT206C       | Fundamentals of Human Resource Management    | Human Resource Management                    |        |
| FT207C       | Business Ethics & Indian Ethos in Management | Business Ethics & Indian Ethos in Management |        |
| FT208C       | Business Research Methods                    | Business Research Methods                    |        |

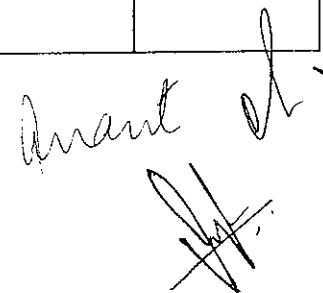
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**Equivalence Subjects For ATKT Students****MBA III SEM**

| Sub. Code   | Old Nomenclature                                    | New Nomenclature                                    | Remark |
|---|---|---|--------|
| <b>Core</b>                                       |   |   |        |
| FT 301 C  | Strategic Materials & Supply Chain Management       | Supply Chain Management                             |        |
| FT 302 C  | Project Management                                  | Project Management                                  |        |
| <b>Marketing Management</b>                       |   |   |        |
| FT 303M   | Product Policy Management                           | Product and Brand Management                        |        |
| FT 304M   | Advertising and Brand Management                    | Advertising and Digital Marketing                   |        |
| FT 305M   | Sales and Distribution Management                   | Sales and Distribution Management                   |        |
| <b>Financial Management</b>                       |   |   |        |
| FT 303F   | Tax Planning and Management                         | Tax Planning and Management                         |        |
| FT 304F   | Financial Systems and Services                      | Indian Financial System                             |        |
| FT 305F   | Bank and Insurance Management                       | Bank and Insurance Management                       |        |
| <b>Human Resource Management</b>                  |   |   |        |
| FT 303H   | Industrial Relations and Labour Laws                | Industrial Relations and Legislations               |        |
| FT 304H   | Human Resource Development & Audit                  | Human Resource Development & Audit                  |        |
| FT 305H   | Social Psychology                                   | Social Psychology                                   |        |
| <b>Information Technology</b>                     |   |   |        |
| FT 303I   | Object Oriented Programming using C++               | -----   |        |
| FT 304I   | Management Information System                       | Management Information System                       |        |
| FT 305I   | Relational Database Management Systems using ORACLE | Relational Database Management Systems using ORACLE |        |
| <b>Production and Operations Management</b>       |   |   |        |
| FT 303P   | Strategic Technology Management                     | Technology Management                               |        |
| FT 304P   | Product Innovation and Planning                     | Product Innovation and Operations Planning          |        |
| FT 305P   | Work Study and Productivity                         | -----   |        |
| <b>Business Analytics (Proposed Nomenclature)</b> |   |   |        |
| S.No  | Old Nomenclature                                    | New Nomenclature                                    | Remark |
| FT 303B   | Not applicable                                      | Introduction to Business Analytics                  |        |
| FT 304B   |   | Predictive Modeling                                 |        |
| FT 305B   |   | Statistical Programming in R                        |        |

**Equivalence Subjects For ATKT Students****MBA IV SEM**

| <b>Sub. Code</b>                                  | <b>Old Nomenclature</b>                            | <b>New Nomenclature</b>                    | <b>Remark</b> |
|---|--|--|---------------|
| <b>Core</b>                                       |  |  |               |
| FT 401C   | Corporate Governance & Global Business Environment | -----                                      |               |
| FT 402C   | Strategic Management                               | Strategic Management                       |               |
| <b>Marketing Management</b>                       |  |  |               |
| FT 403M   | International Marketing                            | International Marketing                    |               |
| FT 404M   | Service & Retail Marketing                         | Service & Retail Marketing                 |               |
| FT 405M   | Consumer Behaviour and Rural Marketing             | Consumer Behaviour and Rural Marketing     |               |
| <b>Financial Management</b>                       |  |  |               |
| FT 403F   | International strategic Finance                    | International Finance                      |               |
| FT 404F   | Financial Engineering & Risk Management            | Financial Derivatives & Risk Management    |               |
| FT 405F   | Investment Analysis & Portfolio Management         | Investment Analysis & Portfolio Management |               |
| <b>Human Resource Management</b>                  |  |  |               |
| FT 403H   | Compensation Management                            | Compensation Management                    |               |
| FT 404H   | Business Process Transformation                    | -----                                      |               |
| FT 405H   | Organizational Developments                        | Organization Development                   |               |
| <b>Information Technology</b>                     |  |  |               |
| FT 403I   | UNIX and Linux Operating System                    | Operating System and Their Utilities       |               |
| FT 404I   | Visual Basic Programming                           | ----                                       |               |
| FT 405I   | Computer Networks                                  | -----                                      |               |
| <b>Production and Operations Management</b>       |  |  |               |
| FT 403P   | Production Planning and Control                    | ----                                       |               |
| FT 404P   | Total Quality Management                           | Total Quality Management                   |               |
| FT 405P   | Business Process Reengineering                     | -----                                      |               |
| <b>Business Analytics (Proposed Nomenclature)</b> |  |  |               |
| <b>S.No</b>                                       | <b>Old Nomenclature</b>                            | <b>New Nomenclature</b>                    | <b>Remark</b> |
| FT 403B   | Not applicable                                     | Data Visualisation for Managers            |               |
| FT 404B   |  | Spread Sheet Modeling                      |               |
| FT 405B   |  | Applications of Modeling in Business       |               |