**MCA(6 years):**

**AIM:**

MCA program aims at running MCA course with excellent infrastructure to produce highly skilled software professionals for the development of computer applications. MCA also deals with creating better tools for faster and advanced applications. MCA (Masters of Computer Application) course is the first integrated computer course in the country after 12th standard.

**OBJECTIVE:**

The program has primary Emphasis on studying information system of various organizations such as bank, insurance companies, hotels, hospitals etc and development of application software in diverse area where computers are used. . The students undergo rigorous training, which moulds them into highly competent and focused professionals. The focus of the course is to prepare the professionals who are competent to choose from various methods when facing a particular development challenge.

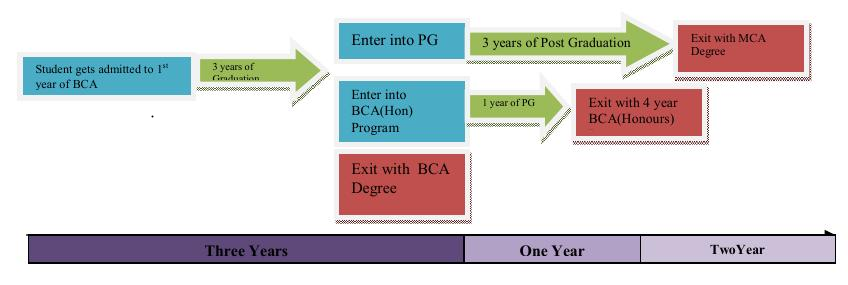
**HOW IT WORKS:**

The integrated program of IIPS (MCA) are designed in a unique way to offer academic flexibility in terms of vertical mobility. This flexibility is available to the student’s right from entry in to the course and is described as follows:-

* The fundamental tools and functional knowledge is developed through a carefully coordinated sequence of study in the first three years of the MCA programme.
* The next three years emphasize on refining this journey with practical exposure.
* The MCA curriculum includes project work that requires students to confront the actual challenges and dynamics faced by real companies making crucial decisions.

**Innovation:**

The course itself is an innovative course. It allows a student to complete the six years degree or leave the course after completing BCA in three years or after completing BCA (Hons.) in four years. The Hons. course is particularly beneficial for the students aspiring their higher studies in some foreign Universities where a four years graduation is required for pursing postgraduate course. The software development technologies are taught with their practical applications. Also, Electronics laboratory is mandatory for students to get acquainted with hardware technologies. The students are also trained on tools for data mining, software testing and java servers.



**Research:**

Students are always encouraged to pursue research. A subject Research in Computing is included in curriculum to inculcate the interest for research in students. The students are required to submit research work done on topic of their interest. A presentation and viva is conducted to evaluate their work. A student may take up research project in graduation or post graduation course.

**M.TECH.(5 ½ YRS.)**

**AIM:**

M.Tech. program aims to train the students in deeper theoretical knowledge which will enable them to tackle practical complex problems of design and development in industrial fields, as well as pursue further academic achievements through research. Enough flexibility is provided in the structure of the program in respect of lecture, courses, laboratory and project work to help the students to achieve the aim.

**OBJECTIVE:**

This course gives skills, essential concepts, and capabilities necessary to effectively use information technology includes logical reasoning, managing complexity, operation of computers and networks, and contemporary applications such as effective database design, software engineering.

**HOW IT WORKS:**

M-Tech ( 5 ½ years ) is the only program of its kind in India. The Five and Half Year Master of Information Technology Program. This course has been designed keeping in mind the latest industry trends and ever-changing scenario of the IT industry. IIPS started this course in the year 2002. In a period of five and a half years a student studies a total of 57 subjects.

The course structure is designed keeping in mind the overall development of the student. The classroom learning is complemented by practical experiences in the industry. The course includes compulsory project development at graduation level. A project is also included in the curriculum for the post graduate degree to supplement detailed studies in advanced topics such as:

* Simulation and Modeling,
* Advanced Database Management,
* Information Technology Project Management.

**INNOVATION:**

The course itself is an innovative, an integrated course. A student gets admitted to the course after completing 10+2. The student gets M. Tech. degree after 5 ½ years. The software development technologies are taught with their practical applications. Also, Electronics laboratory is mandatory for students to get acquainted with hardware technologies. The students are also trained on tools for software testing and java servers.

**RESEARCH:**

Students are always encouraged to pursue research. A subject Research in Computing is included in curriculum to inculcate the interest in research in students. The students are required to submit research work done on topic of their interest. A presentation and viva is conducted to evaluate their work. A student may take up research project in graduation or post graduation course.

**MBA(MS) 5 Yrs Integrated Program: (3 Year BBA + 2 Year MBA)**

**AIM:**

This innovative course is designed on the philosophy of “Catch them Young”. It also helps in enhancing the decision making skills of the students in various areas so that they can identify the market opportunities and face the challenges in the business environment.

**OBJECTIVES:**

The program is designed to enable students to integrate knowledge of various functional areas including marketing, finance and human resource and other aspects of management based on current trends in the market. It will also help in enhancing the decision making skills of the students in various areas so that they can identify the market opportunities and face the challenges in the business environment.

**HOW IT WORKS:**

In first three year (BBA), program has objective to provide the fundamental concepts and theory of business practice in a business discipline. Last two year (MBA) the programme is designed to enable students to integrate knowledge of various functional areas including marketing, finance and human resource and other aspects of management based on current trends in the market. The first three years of the program gives the students an exposure of basics of all the aspects of management like Marketing, Finance, HRM, Operations, Systems, Economics, etc to develop their conceptual base. And then the program offers four specialization electives, namely Marketing, Human Resource and Finance as (majors) and Systems (Minor). 

**INNOVATION:**

The course provides adequate time to the students for assimilating the concepts and diving deeper into their areas of interest. Program is committed to provide value education and global experience required to succeed in the corporate. In the Five years program students undertake Summer Internships (Trainings) and On The job Training (Industrial Training).

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**MBA(MS) 2YR.**

**AIM:**

This two-year full-time postgraduate program in management aims at developing leadership qualities, business skills and managerial competencies blended with societal concern among the stakeholders, also to impart management education with a scientific approach having a diverse coverage and an emphasis on numeric techniques.

**OBJECTIVE:**

The core objectives of this program are:-

* To develop knowledge in core areas of business including finance, marketing, management and strategy, based on current research and practices .
* To inculcate skills essential for managers i.e, decision making skills, leadership skills, communication skills and team working abilities.
* To inculcate an attitude of compassion towards fellow beings, commitment towards work and sense of social purpose among students for becoming responsible citizens.

**HOW IT WORKS:**

* The Program is a full time course of 2 years MBA(MS).
* The program offers four specialization electives, namely Marketing, Human Resource and Finance as (majors) and Systems (Minor).
* In the two years program students undertake Summer Internships (Trainings) and On The job Training (Industrial Training).

**INNOVATION:**

The program designed such that it aims at identifying the young talented minds which are abundant with ideas and ambitions: channelize their inbuilt energy and provide them with the right stimulus so that they are transformed into true professionals. The post graduate course ensures that the students develop a sharp focus and get exposure to all aspects of management over a two year period

**MBA(2 YEAR TA):**

**AIM:**

The two year full time Masters in Business Administration (Tourism) program prepares young professionals in all sectors of the tourism industry and parallel focuses on generating required skills for the same.

**OBJECTIVES:**

The objectives of this program are:

* To equip students with business skills and leadership skills.
* To enable understanding of organizational dynamics with special reference to tourism industry.
* To develop and increase understanding of cultural, natural and historical heritage of India.
* To develop knowledge in the core areas of cargo management, hotel operations, airline industry, foreign exchange management.

**HOW IT WORKS:**

Devi Ahilya Vishwavidyalya, Indore, bravely chartered a new course by bootstrapping the first full time two-year Master of Tourism (MTA) program, in 1992.It immediately hit pay-dirt. The program distinguished itself by one of its kind to be recognized by WTO, MADRID. The program comprises 24 core areas with emphasis on Management, Marketing, Travel Agency Operation, Airline and Cargo Management, Hotel Operations, Forex Management and e-commerce besides other functional. The academic performance of a student is continuously evaluated through a set of formal methods involving cumulative tests, case discussions and class presentations. The Travel Agency and Tour Operation papers are based upon IATA-UFTAA standard and advanced course curriculum.

**INNOVATION:**

The Program has been recognized by the All India Council for Technical Education (AICTE) and accorded the status of allied member by Travel Agents of India (TAAI) and Indian association of Tour Operators (ITAO).The target of the Program was the burgeoning Travel and cargo industry. The swirling industry has assumed many penumbral operation of others. Para banking and Money Changing, Logistic, Air and Shipping Cargo Management, Time Sharing, Leisure and Event Management .These are in addition to the backbone basis. The primary objective of the course is to prepare a cadre of well informed, Pro-active and high caliber professionals to be unleashed on the mushrooming, multidimensional Travel, Tourism and Cargo industry.

**MBA(2 YEAR APR):**

**AIM:**

The full-time post graduate program in Advertising and Public Relations Management aims at nurturing young aspirants into creative, dynamic, managerially competent professionals. The program also aims at developing leadership and business competencies suitable to excel in communication and business world.

**OBJECTIVES:**

The objectives of this program are:

* Fostering the natural energies and enthusiasm of the introductory advertising and public relations students for the industry.
* Equipping students with knowledge of tools and techniques of Advertising, Public Relations and Communications world.
* Developing leadership capabilities to act as change agents and be a source of motivation in the organizations they work.
* Preparing students at strategizing and deploying the best management practices.

**HOW IT WORKS:**

University started 2 Yrs Master's Program in Advertising and Public Relations Management in 1994. The Program is only one of its kind providing a Master's degree in this field

The course is unique blend of academic and practical knowledge. It is designed to accelerate learning amongst students and provide valuable experiences for the challenges of managing strategic changes in today’s dynamic environment. The student is transformed into real professional. The main motto is to inculcate entrepreneurship in diversified areas like Advertising, Public Relations, Media, Direct Marketing, Event Management etc. with creativity, imagination and perseverance.

**INNOVATION:**

The Program is only one of its kind providing a Master's degree in this field**.** The course is unique blend of academic and practical know-how. It is designed to accelerate learning amongst students and provide valuable experiences for the challenges of managing strategic changes in today’s dynamic environment.

# B.COM:

**AIM:**

This program aims at providing comprehensive insight into finance, banking, law, accounting, taxation and management, which play an important role in today's dynamic business environment.

**OBJECTIVE:**

The main objective of this course is to impart knowledge of commerce and allied subjects to the students so that they can get prepared for their higher studies. This course is a good blend of subjects from Commerce, Management, Computer, Taxation and Business Legislations.

**HOW IT WORKS:**

This 3 year undergraduate honours program offers Bachelors degree in Commerce is an intensive course to equip students with conceptual clarity in the area of commerce to:

* Make students familiar with concepts of commerce and management.
* Help students gain understanding of economic laws and their role in economy.
* Develop knowledge in core areas of commerce including Financial management, International Business, Management, Accounting, Business Laws.
* Equip students with effective communication skills in personal as well as professional lives

If you are aiming for professional courses like C.A., I.C.W.A. / A.C.C.A., and C.S., this is the right starting point. Those aspiring to become entrepreneurs will also find the course valuable. The faculty here is a close-knit community of reputed authors and dedicated and experienced teachers.

**INNOVATION:**

B. Com. (Hons.) course is unique course of the institute and in this course students are studying subjects from diverse stream and this provides the students an edge over other students of same discipline.