

**SCHOOL OF ECONOMICS**

**PROGRAMME CODE: EC5B**

**PROGRAMME TITLE: MASTER OF BUSINESS ADMINISTRATION (M.B.A.)**  
- BUSINESS ECONOMICS

**OBJECTIVES:**

The broad objectives of this programme are as follows:

- To develop analytical and managerial skills.
- To practice strategy formation, its implementation and decision-making.
- To enhance research skills.
- To provide opportunities of higher studies in the area of finance or marketing.

**ELIGIBILITY:**

Graduation in any stream with minimum 50% marks.

**AGE LIMIT:** As per the directives of Government of Madhya Pradesh, there is no upper age limit for admission to various programmes.

**ADMISSION PROCEDURE:**

The admission will be done as per merit in the entrance test conducted by the university.

**SEATS: 60** (reservation as per state Govt. rules).

**DURATION:** Four Semesters (Two Years).

**FEE STRUCTURE (2020-22):**

| Semester | Academic Fee | Development & Maintenance Fee | Students' Services Fee |       | Examination Fee | Total (Rs.) |       |
|----------|--------------|-------------------------------|------------------------|-------|-----------------|-------------|-------|
|          |              |                               | Boys                   | Girls |                 | Boys        | Girls |
| First    | 15000        | 6500                          | 3300                   | 3111  | 2500            | 27300       | 27111 |
| Second   | 15000        | 6500                          | 2911                   | 2722  | 2500            | 26911       | 26722 |
| Third    | 15000        | 6500                          | 3300                   | 3111  | 2500            | 27300       | 27111 |
| Fourth   | 15000        | 6500                          | 2911                   | 2722  | 2500            | 26911       | 26722 |

- Caution money (Refundable) of Rs. 4000/- will be charged additionally in the first semester.
- Alumni Fee of Rs. 500/- will be charged extra in the first semester.
- If a student repeats a paper(s) in a semester, an additional fee of Rs.500/- per paper shall be payable.
- For NRI/ FN/ PIO Candidates, a fee of US\$ 3500 Per Annum shall be payable on yearly basis. They will have to pay a refundable deposit of US\$ 500 once at the time of admission.

- Hostel Fee and Central Library Fee will be extra.

**PROGRAMME STRUCTURE (2020-22):**

| <b>Subject Code</b>                      | <b>Name of Subjects</b>  | <b>Credit</b> |
|--|--|---------------|
| <b>MBA (BE) I SEMESTER July 2019</b>     |  |               |
| EC5B-501                                 | Micro Economics ( Core)  | 3             |
| EC5B-503                                 | Business Statistics (Core)                                     | 3             |
| EC5B-505                                 | Business Finance & Accounting (Core)                           | 3             |
| EC5B-507                                 | Principles & Practices of Management (Core)                    | 3             |
| EC5B-509                                 | Marketing Management ( Core)                                   | 3             |
| EC5B-511                                 | IT for Manager (Ability Enhancement)                           | 3             |
| EC5B-513                                 | Business Communication & Personality Development (Soft skill)  | 3             |
| EC5B-515                                 | Comprehensive Viva Voce(Virtual credit)                        | 4             |
|  | <b>Total credits</b>   | <b>25</b>     |
| <b>MBA (BE) II SEMESTER January 2019</b> |  |               |
| EC5B-502                                 | Macro-Economic Analysis & Policy (Core)                        | 3             |
| EC5B-504                                 | Operations Research (Core)                                     | 3             |
| EC5B-506                                 | Research Methodology(Core)                                     | 3             |
| EC5B-508                                 | Organizational Behaviour (Core)                                | 3             |
| EC5B-510                                 | Entrepreneurship (Elective Generic)                            | 3             |
| EC5B-512/514                             | French/German(Soft Skill)                                      | 3             |
| EC5B-516                                 | Industrial & Rural marketing (Elective Discipline )            | 3             |
| EC5B-518                                 | Marketing Research & Consumer behaviour(Elective               | 3             |
| EC5B-520                                 | Financial Management (Elective Discipline)                     | 3             |
| EC5B-522                                 | Financial Markets & Environment(Elective Discipline)           | 3             |
| EC5B-524                                 | Comprehensive Viva Voce(Virtual credit)                        | 4             |
|  | <b>Total credits</b>   | <b>28</b>     |
| <b>MBA (BE) III SEMESTER July 2020</b>   |  |               |
| EC5B-601                                 | Strategic Management ( Core)                                   | 3             |
| EC5B-603                                 | Econometrics ( Core)   | 3             |
| EC5B-605                                 | International Economics ( Core)                                | 3             |
| EC5B-607                                 | Strategic HR & Development(Core )                              | 3             |
| EC5B-609                                 | Supply Chain Management & Documentation ( Core)                | 3             |
| EC5B-611                                 | Business Law(Elective generic)                                 | 3             |
| EC5B-613                                 | Integrated Marketing Communication(Elective Discipline)        | 3             |
| EC5B-615                                 | International Marketing(Elective Discipline )                  | 3             |
| EC5B-617                                 | Cost & Management Accounting (Elective Discipline)             | 3             |
| EC5B-619                                 | Security Analysis & Portfolio Management (Elective Discipline) | 3             |
| EC5B-621                                 | Summer Training Report Submission(Project Work)                | 2             |
| EC5B-623                                 | Comprehensive Viva Voce(Virtual credit)                        | 4             |
|  | <b>Total Credit</b>  | <b>30</b>     |

| <b>MBA (BE) IV SEMESTER January 2020</b> |  |           |
|--|--|-----------|
| EC5B-602                                 | Business Forecasting & Planning Techniques ( Core)           | 3         |
| EC5B-604                                 | Service Marketing &CRM (Core)                                | 3         |
| EC5B-606                                 | Commodity Derivative & Price Risk Mgmt.(Ability Enhancement) | 3         |
| EC5B-608                                 | Retail Marketing & RM (Elective Discipline)                  | 3         |
| EC5B-610                                 | Sales & Distribution Management (Elective Discipline)        | 3         |
| EC5B-612                                 | Business Taxation (Elective Discipline)                      | 3         |
| EC5B-614                                 | Insurance and Bank Management (Elective Discipline)          | 3         |
| EC5B-616                                 | MRP(Submission & viva voce) (Project Work)                   | 3         |
| EC5B-618                                 | Comprehensive Viva Voce(Virtual credit)                      | 4         |
| <b>Total Credits</b>                     |  | <b>23</b> |

**PROGRAMME OUTCOMES:**

| S. No | Basis                            | Description   |
|-------|----------------------------------|---|
| 1     | Conceptual and Functional Skills | <p>MBA in Business Economics is comprised of various multi-disciplinary functional and conceptual areas. Our course curricular is designed in such a way to make this course a perfect blend of Economics and Management. Course concentrates on core subjects like Macro Economics, Micro Economics, International Economics, Strategic Management, HRM, OB, Econometrics, and Forecasting etc.</p> <p>Develop complete understanding of Management with Economics. Specialization in either Finance or Marketing further makes it valuable course in present scenario.</p> <p>Specialized subjects includes:</p> <p>Finance: Stock trading, Commodity trading, Portfolio Management, Taxation, Accounts, corporate Finance, and Commercial Accounting etc.</p> <p>Marketing: Service Marketing, online marketing, Rural marketing, and E marketing etc.</p> |
| 2     | Practical Applicability          | <p>Every bit of this course is associated with some practical applicability. Models of econometrics can be used in any type of analysis and research. Knowledge of Economics, Finance and Marketing creates an understanding of surroundings that what is happening around the world and its impact within the country.</p>   |
| 3     | Employability                    | <p>A graduate in Business Economics has been developed with multi-disciplinary skills and knowledge. With specialization, either in Financial or Marketing even widens the coverage of</p>  |

|   |                               |  |
|---|-------------------------------|--|
|   |                               | <p>employment. This course is most suited for various functional areas.</p> <p>Employment areas for finance specialized are: Stock Market, Financial Analyst or advisors, Commodity Trading, Commercial Finance and Accounting, Credit rating agencies, Banking and Accounts, Business forecasting and planning, FOREX market etc. and for Marketing specialized are: E marketing, Rural Marketing, Sales and Distribution, Direct and channel Marketing, FMCG, Consumer Durable, Stock exchange, Commercial Agencies etc.</p> <p>With complete knowledge of Economics and Finance, this course could come up with some eminent “Economist”.</p> |
| 4 | Support for competitive exams | <p>With conceptual learning and application of different field, this course supports for various competitive examination like, UGC- NET (Applicable in both Management and Economics), IES, Civil Services, IBPS, PSU Examinations, Research etc.</p>  |
| 5 | Research Potential            | <p>Subjects like Econometrics, Statistics, Business forecasting and planning, which are part of its curricular, develops this program as prime potential course for any type of research. Research can commence in the field of Economics, Social Science, Finance, HRM and Marketing etc.</p>   |