



SCHOOL OF ECONOMICS

DEVI AHILYA UNIVERSITY INDORE

(Accredited by NAAC with Grade 'A')

About

School of Economics

DAVV (Accredited by NAAC with Grade 'A') Indore

The School of Economics, a pioneering institute of Devi Ahilya University was established in 1976 as the University Teaching Department under the faculty of Social Science to impart quality education and research in the field of economics. The School of Economics had initiated the three conventional courses in Economics namely

- **M.A. (Economics)**
- **M.Phil. (Economics)**
- **Ph.D. (Economics)**

Since then the institute is imparting quality education to both students and researchers by offering a wide range of programs in economics.

The institute had initiated professional programs (1992) in functional areas of economics. The need exists to develop a cadre of management professionals who can understand, identify and analyze business policies under continuously changing economic environment. With these prospects, SoE initiated the following three job oriented professional programs in the field of Economics and Management.

- **MBA (International Business)**
- **MBA (Business Economics)**
- **MBA (Financial Services)**

The School of Economics has gradually developed itself as the only institute in central India providing professional courses with perfect blend of economics & management. The students are enriched through regular classroom interactions supported by practical exposure through seminars, workshops, guest lectures from personalities of the Industry and industrial visits to various corporate houses. Also summer training program in the first half of the course and a Major Research Project in the second half make these programs more fruitful. The institute is proud to be associated with many governmental and private sector institutions for better interaction with industries. ●

Vision

1. Creating an environment that nurtures, motivates and inspires development of managerial giftedness.
2. Inculcating best blend of management and economics fundamentals.

Mission

1. Imparting comprehensive education for holistic development of an individual's personality with a humane and global outlook.
2. Synthesizing in its educational process an entrepreneurial skill with focus on functional areas of economics in the field of Finance and International Business.

Goals

We, at School of Economics, believe in total development of the students promoting intellectual stimulation through organization of guest lectures and personality development programs with rigorous academic schedules and continuous industry interaction. Since inception, our motto has been to infuse confidence rooted in one's ability and to foster endeavors in pursuit of excellence.

- An effort to provide effective inputs to industry in the form of skilled and talented professionals to meet the new challenges of the growing economy.
- Creating a campus that allows everyone to develop a holistic perspective over subjects of one's functional skills in alignment with the overall economic environment.

M.B.A. (Financial Services)

- ❑ MBA (FS) is designed to provide enhanced management skills in the financial services industry by promoting their abilities to exercise leadership and make sound business decisions.
- ❑ It is aimed at developing skills required to serve the growing Financial Markets such as **Money Market, Capital Market, Forex Market, Banking and Insurance Market.** The focus of the program is to integrate Economic Policies and functional aspects of Financial Markets along with a thrust on their current functioning and regulation.
- ❑ The key subject covered in this curriculum include Business and Financial Economics, Financial Markets including Commodity Markets and Futures, Banking including International Finance & Forex Management and Rural Banking.
- ❑ This program will broaden the horizons of students by exposing them to business concepts with applications inside and outside the industry.

The concepts and basics of the various financial services which are in a nascent and developing stage in our country. The course provides a complete package of finance and financial services related subjects so that the students are well equipped with the functional aspects of the various types of financial products and services available in our country.

With the increase in financial services being rendered currently in the economy they have a vast potential to contribute to the GDP of the economy. As these services include banking, insurance, corporate and retail services which may be either fund based in the form of loans and finance or fee based in the form of advisory and corporate and retail counseling services the subject offers a lot of scope for research as to how to better the quality of these services while at the same time increasing their employment generation.

Conceptual
and
Functional
Skills

Research
Potential

Employability

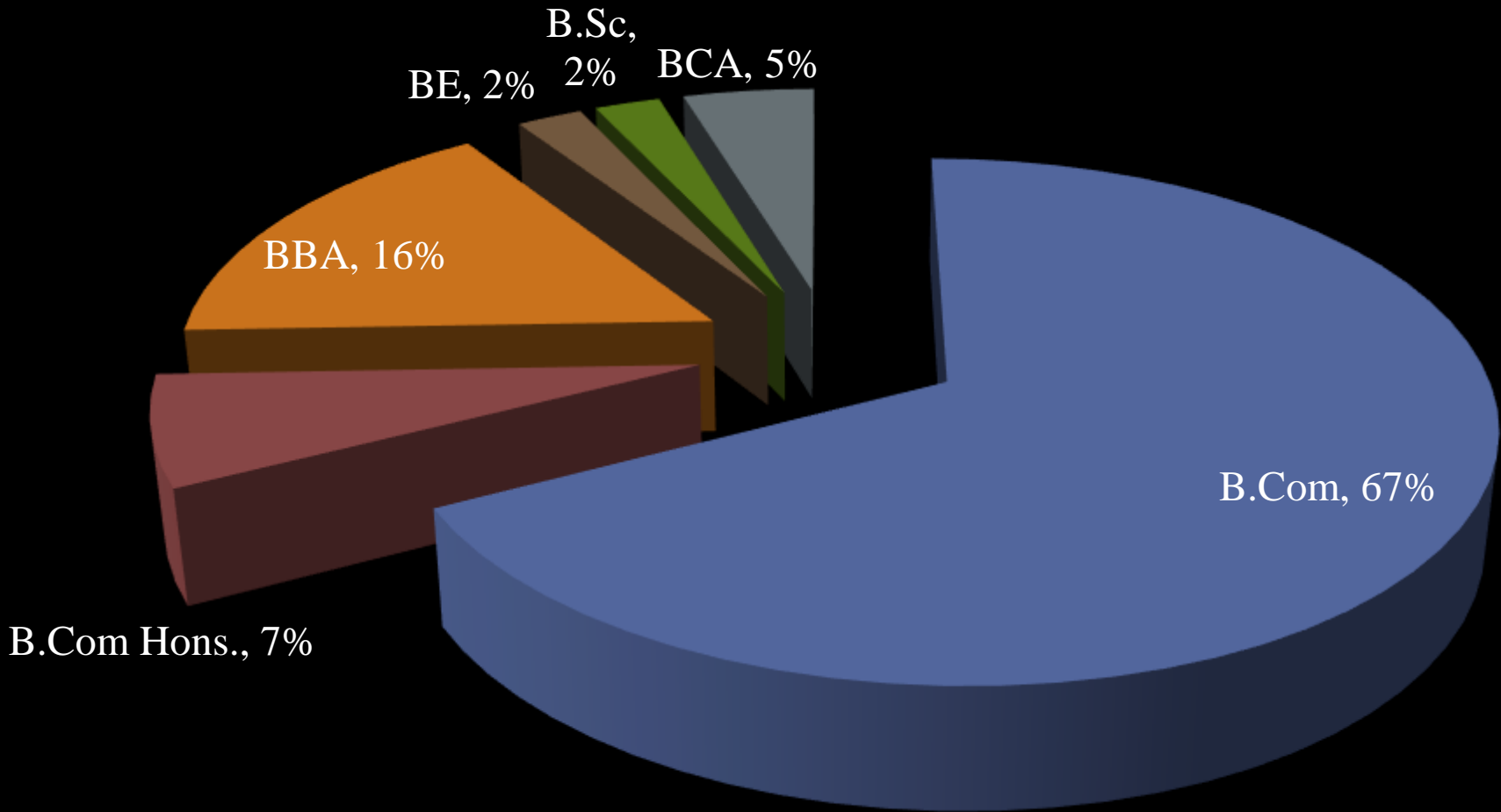
Practical
Applicability

The course offers vast employment potential in the banking sector, insurance sector, investment and merchant banking activities, capital markets, share broking, and derivatives market.

The financial services scenario is still nascent in our country but at the same time it is also developing. The curriculum provides knowledge about banking, insurance, investments and merchant banking activities, project appraisal, leasing, factoring, capital structure decisions, mergers and acquisitions, venture capital, securitization, commodities and derivative markets, portfolio management, international finance etc. which are absolutely relevant and find practical applicability in the corporate sector during the current times.

First Semester**Second Semester****Micro Economics****Macro-Economic Analysis & Policy****Business Statistics****Operation Research****Business Finance & Accounting****Research Methodology****Financial Market & Environment****Corporate Finance****Principles & Practices of Management****Organizational Behavior****IT for Managers****Banking Service Operations****Business Communication & Personality Development****Business Law****Comprehensive Viva-voce****French / German****Comprehensive Viva-voce****Compulsory Summer Training****Third Semester****Fourth Semester****Financial Product & Services****Services Marketing & CRM****Strategic Financial Management****Investment and Merchant Banking****Marketing Management****Analytical Techniques for Finance****HRM& Accounting****International Financial Markets & Forex Management****Security Analysis & Portfolio Mgmt.****Commodity Derivative & Price Risk Mgmt.****Corporate Tax Planning and Management****Major Research Project****Principles, Practices and Regulation of Insurance****Comprehensive Viva Voce****Entrepreneurship****Comprehensive viva voce**

Graduation Composition of Students



M.B.A. (Business Economics)

- ❑ MBA in Business Economics is comprised of various multi-disciplinary functional and conceptual areas.
- ❑ 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..
- ❑ 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.

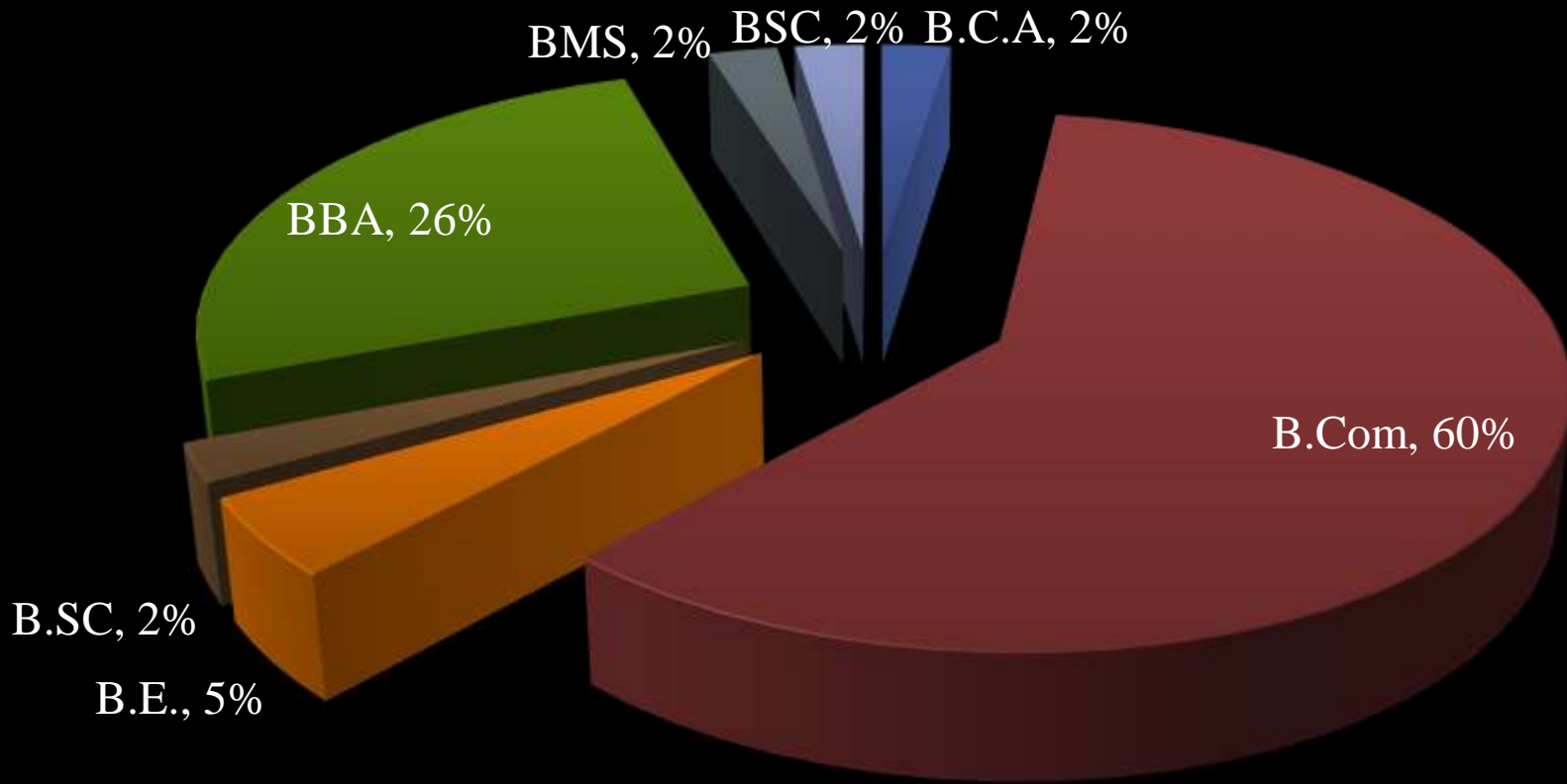
First Semester**Second Semester**

Micro Economics	Macro-Economic Analysis & Policy
Business Statistics	Operation Research
Business Finance & Accounting	Research Methodology
Marketing management	Entrepreneurship
Principles & Practices of Management	Organizational Behavior
IT for Managers	Industrial & Rural marketing
Business Communication & Personality Development	Marketing Research & Consumer behavior
Comprehensive Viva-voce	Financial Management
	Financial Markets & Environment
	Financial Markets & Environment
	Comprehensive Viva-voce

Compulsory Summer Training**Third Semester****Fourth Semester**

Strategic Management	Business Forecasting & Planning Techniques
Econometrics	Service Marketing & CRM
International Economics	Commodity Derivative & Price Risk Management
Strategic HR & Development	Retail Marketing
Supply Chain Management & Documentation	Sales & Distribution Management
Business Law	Business Taxation
Integrated Marketing Communication	Insurance and Bank Management
International Marketing	Major Research Project
Security Analysis & Portfolio Management	Comprehensive Viva-voce
Cost & Management Accounting	
Comprehensive Viva Voce	

Graduation Composition of Students

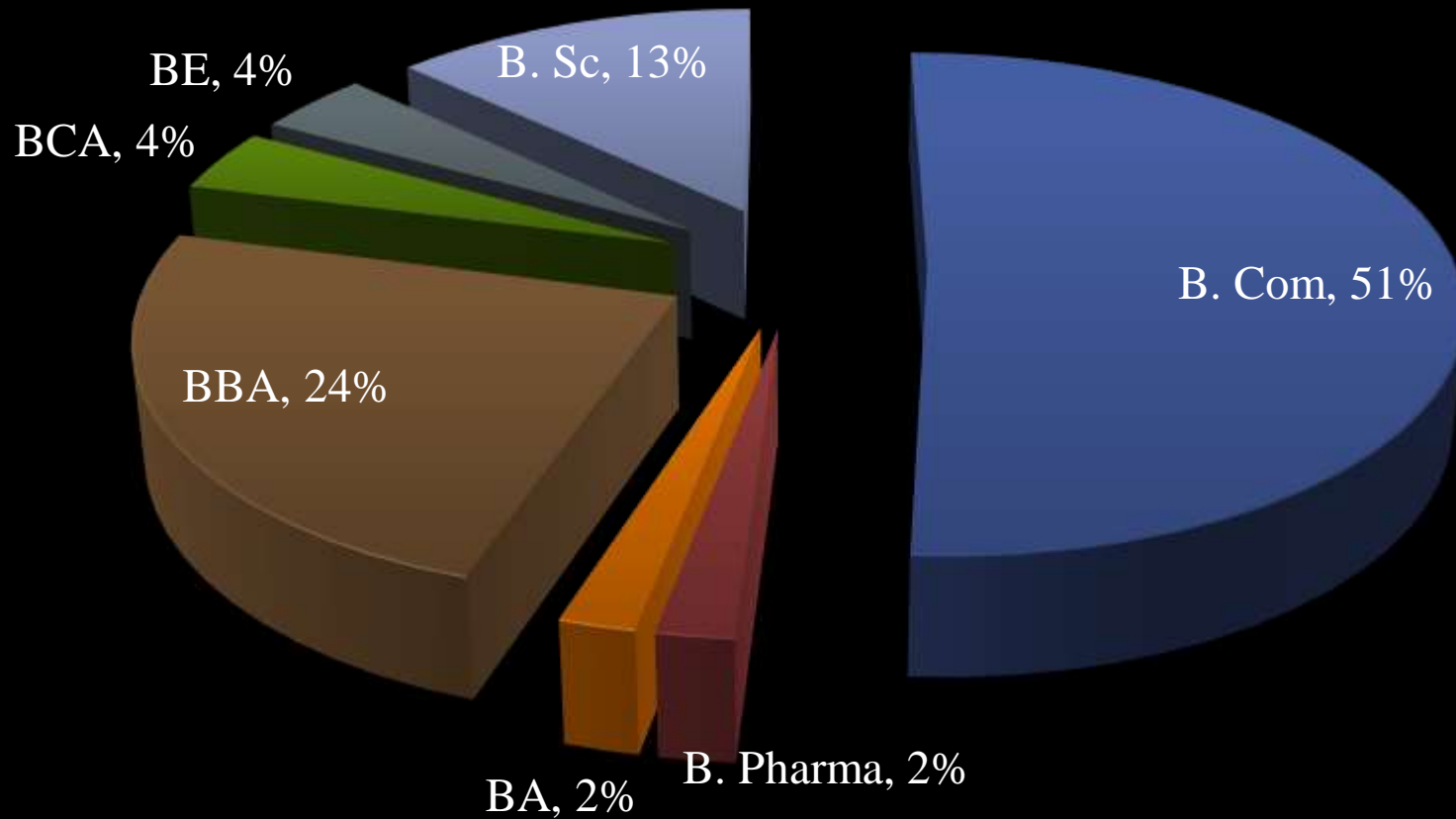


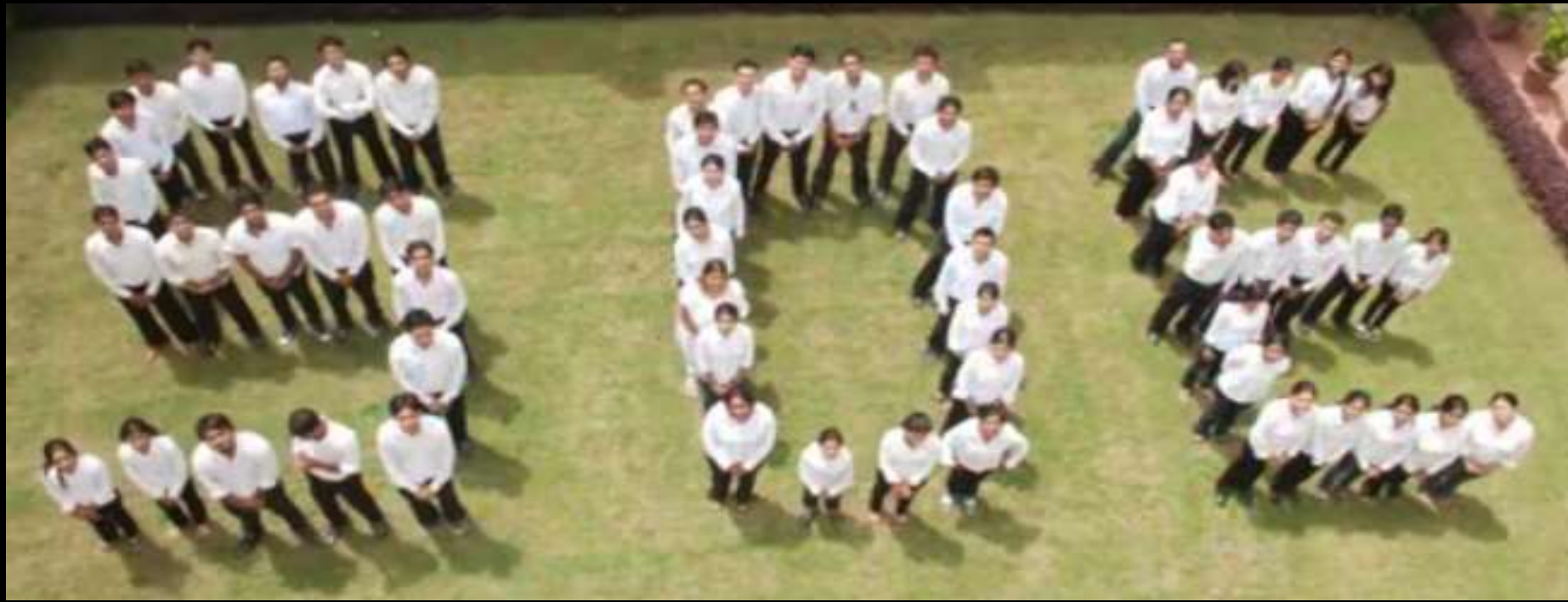
M.B.A. (International Business)

- ❑ MBA (IB) is a program with special focus on the Global Economy. It focuses on the understanding of the behavior and planning of international operations.
- ❑ The course is equipped with the knowledge of subjects like, **International Marketing, International Business Finance, Supply Chain Management, Import Management and Documentation, International Finance and Logistics.**
- ❑ Through this program, we ensure that the students completely understand the complexities of International Business and gear themselves up for changing the face of the country.

First Semester	Second Semester
Micro Economics (Core)	Macro-Economic Analysis & Policy (Core)
Business Statistics (Core)	Operations Research (Core)
International Economics (Core)	Business Finance & Accounting (Core)
Principles & Practices of Management (Core)	Export Procedure & Documentation(Core)
Marketing Management (Core)	IT for Managers (Ability Enhancement)
Organizational Behavior (Core)	Entrepreneurship (Elective Generic)
French / German (Soft skill)	Financial & Derivative Markets in India (Elective Discipline)
Comprehensive Viva Voce(Virtual credit)	Business Communication & Personality Development
	Comprehensive Viva Voce(Virtual credit)
Compulsory Summer Internship	
Third Semester	Fourth Semester
International Marketing (Core)	Strategic HR & Development (Core)
Strategic Management (Core)	Service Marketing & CRM (Core)
Import Management (Core)	Consumer Behavior (Ability Enhancement)
Research Methodology(Core)	Overseas Project Management (Elective Discipline)
Business Law (Elective Generic)	Select Market and Thrust Products(Elective Discipline)
International Business Finance (Elective Discipline)	Major Research Project (Project Work)
International Trade Logistics and Supply Chain Management (Elective Discipline)	Comprehensive Viva Voce(Virtual credit)
International Marketing Research(Elective Discipline)	
Comprehensive viva voce	

Graduation Composition of Students





For further details

Contact:-

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Thank You